

Appendix 3 – Healthcheck Assessments

Skegness Town Centre

Description

Skegness is the largest town in the East Lindsey authority area and is considered to be a traditional seaside destination, and as such much of its retail and service offer is geared towards meeting the needs of the seasonal tourist population. However, the town centre also includes a more standard retail offer, primarily focused around Lumley Road and the Hildred's Shopping Centre. Notwithstanding this, the town is relatively dependent on the tourism industry, which provides a number of jobs for Skegness and East Lindsey.

The town centre is located immediately adjacent to the Lincolnshire Coast and Skegness Beach. As such there are a variety of tourist attractions located along the town's seafront, including fairground rides, amusements and Skegness Pier. The Tower Esplanade area has recently benefited from considerable investment in order to pedestrianise the area.

Given the town's status as a key tourist destination, Skegness hosts a range of tourist focused events throughout the year. These include the Skegness Carnival, which is held in the summer, a Christmas Market in December and the Skegness Illuminations, which are usually turned on in August alongside an entertainment event. Skegness, alongside Mablethorpe, also hosts the SO Festival which focuses on outdoor entertainment with the aim of increasing engagement and interest in the arts. The town's leisure offer also includes the Embassy Theatre Complex and two cinemas.

Although the centre is relatively difficult to reach by private motor vehicle, by virtue of its relative isolation from the main road network, Skegness is the only major centre in East Lindsey that benefits from a railway station. The centre is generally attractive, however there are a number of units which are in a relatively poor state of repair. This negatively impacts the overall perception of Skegness as a destination. Similarly, it is considered that out-of-season the centre would lack the vibrancy noted at the time of our visit, with the effect of this being to reduce the overall environmental quality of Skegness.



Figure 1: Lumley Road is the primary shopping road in Skegness, and links the town with the seafront



Figure 2: Skegness has a range of attractive architectural styles, including large Victoria villas



Figure 3: Recent improvements and investments have been made to the public realm in Skegness, as shown here at Tower Esplanade



Figure 4: The Lawn car park is located behind the Hildred's Shopping Centre, a modern purpose built retail destination

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2021 (sq.m)	Floorspace at 2021 (%)	Floorspace UK Average at 2021 (%)
Comparison	24,180	31.4%	31.4%
Convenience	15,020	19.5%	15.4%
Financial	2,390	3.1%	7.0%
Leisure	29,150	37.9%	25.7%
Retail Service	3,020	3.9%	7.2%
Vacant	3,140	4.1%	12.8%
TOTAL	76,900	100%	100

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2021	Units at 2021 (%)	Units UK Average at 2021 (%)
Comparison	109	32.8%	27.4%
Convenience	32	9.6%	9.1%
Financial	14	4.2%	9.2%
Leisure	109	32.8%	24.5%
Retail Service	44	13.3%	15.6%
Vacant	24	7.2%	13.9%
TOTAL	332	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Uses

There is a distinct geographic divide in the town centre, with leisure service uses located primarily along the seafront and the eastern end of Lumley Road, comparison operators in the Hildred's Shopping Centre and along Lumley Road and convenience operators in the vicinity of Skegness train station in the west of the town centre.

There are 109 comparison goods operators in Skegness town centre, which equate to 32.8% of all units. These units account for 24,180 sq.m of floorspace, which equates to 31.4% of the total stock of retail floorspace in

the town centre. There are 17 gift shops, 10 charity shops, seven hardware and household goods shops and seven jewellery shops in the town centre, alongside a diverse range of national multiple retailers, such as Sports Direct, Clarks, Peacocks, The Works, Argos, Superdrug and H Samuel, and independent operators. Alongside these operators are a number of specialist and tourist-focused operators, such as those that sell gifts and goods to the tourist population.

There are also a significant number of convenience goods retailers in the town centre, the 32 units account for 9.6% of all units in Skegness. These equate to 15,020 sq.m, or 19.5% of the total stock of retail floorspace. These include Tesco, Morrisons, Lidl and Heron Foods as well as a number of smaller retailers including Iceland, Holland and Barrett and Premier Convenience. In total, there are 11 bakers and confectioners, four convenience stores and three greengrocers.

Skegness town centre is dominated by leisure service operators, particularly in the eastern end of the town centre in proximity to the seafront. In total, there are 109 leisure service operators (which equates to 32.8% of all units in the town centre) or 29,150 sq.m of floorspace (which equates to 37.9% of the total stock of retail floorspace). Operators include 30 cafés, 24 hot-food takeaways (including KFC, McDonalds and Dominos), bars, public houses, restaurants, amusement arcades and hotels and guest houses (including Premier Inn).

There are 44 retail service operators in Skegness town centre, which account for 13.3% of all units and 3.9% of the total stock of retail floorspace. Operators include petrol filling stations, hairdressers, a laundrette, hairdressers, beauty salons, tattooists, opticians, undertakers, a dog grooming parlour, car wash and travel agents. Financial and business service operators account for 4.2% of all units and 3.1% of the total stock of retail floorspace. These operators mainly include retail banks, such as Lloyds, HSBC, NatWest, Halifax and Barclays, and four estate agents.

Vacancies

Our site visit was undertaken at the height of the summer season and as such the centre was observed as being very vibrant, with low levels of vacancy and high levels of activity. This is evidenced in the composition figures, which show a vacancy rate lower than the current national averages in respect of both floorspace and units.

There are 24 vacant units in Skegness, which account for 7.2% of all units and 4.1% of the total stock of retail floorspace. These units are generally located throughout the town centre, however are particularly prominent concentration of vacant units was observed around the entrance to the Hildred's Shopping Centre on Lumley Road. These units formerly accommodated both Burton and Burger King. The largest vacant unit in the town centre is located at 109 Lumley Road (which extends to approximately 360 sq.m). The average size of vacant units in the town centre is 131 sq.m.

Pedestrian Flows

Our visit was carried out at the height of the summer season, and as such the level of pedestrian activity at all locations throughout Skegness town centre was generally high.

The highest footfall in the town was to be found along Tower Esplanade (an area which has benefited from recent investment and is now a wholly pedestrianised area), Grand Parade, Lumley Road and High Street. These areas are the focus of the town's leisure, tourist and retail destinations and as such it is not considered surprising that these are also the areas with the greatest levels of pedestrian activity. Reasonable pedestrian flows were also observed within the Hildred's Shopping Centre and between the town and Skegness train station. However, it was clearly observed at the time of our visit that Lumley Road is the primary pedestrian route by virtue of its location between the seafront and key transport interchanges.

Lower levels of pedestrian activity were observed in more peripheral areas removed from the town's tourist, leisure and retail offer. These areas, including Roman Bank, Wainfleet Road, Lumley Avenue and Rutland Road demonstrate that the additional activity brought to the town by tourists is focused on specific parts of the centre. However, it should also be noted that the retail and service offer in this locations is also less likely to appeal to visitors as it is more focused on day-to-day or specialist needs.

Accessibility

Skegness is the largest town in the East Lindsey authority area, however its location on the Lincolnshire Coast does reduce the ease of accessibility to the town in general. The town is at the end of the primary road network, and is accessed by the A158 from the east and the A52 to the south.

Whilst Skegness is well served by public transport, its relatively remote location of the Coast reduces the availability of services and increases the time it takes to reach the town. Skegness train station is located in the west of the town centre on Wainfleet Road. Hourly train services are provided by East Midlands Trains to Nottingham (which can be accessed in approximately two hours) via Boston and Grantham. From these destinations, the wider national train network can be accessed. In respect of bus transport, Skegness' main bus terminal is located adjacent to the train station with additional bus stops located on Lumley Road, Lincoln Road and Roman Bank. From these stops a range of services, including 1, 2, 2A, 3, 12, 56, 57, 59, IC7, M3, X57 and X98 can be alighted. These provide frequent services to a range of destinations, including Boston, Spilsby, Mablethorpe, Chapel St Leonards and Ingoldmells. These services also provide access to the numerous holiday parks on the edge of the town. There is also a Coach station located at the train station.

Given the town's status as a major tourist destination there are a considerable number of car parks in Skegness. The largest car parks in the town centre include 325 spaces at Lawn Park and 174 spaces at Arcadia. These charge £1.20 and £1.50 respectively for two hours of parking. In addition to these, there are 894 spaces at Festival on Tower Esplanade and a number of smaller car parks and on-street parking facilities. There are a

number of EV charging points located throughout Skegness, including at Embassy Public Car Park, Lawn Park and Richmond Drive. There are also a number of cycle parking stands located throughout the town centre.

Pedestrian accessibility in Skegness is generally considered to be good, with the pedestrian network linking from the train and bus station direct to the seafront area via the retail core. High Street is a wholly pedestrianised area, which provides a safe retail environment. Tower Esplanade has also been subject to recent public investment and is now a high quality pedestrianised area. Throughout the rest of the town centre there are a number of pedestrian crossing points, however the significant vehicle movements on both Lumley Road and Grand Parade do reduce the overall ease of pedestrian accessibility.

Perception of Safety

Skegness is a busy and generally well-used destination, appealing to a wide number of tourists in the Summer season. As such, the town centre generally felt safe and secure, with considerable amounts of natural and passive surveillance provided by both the high amounts of pedestrian activity, passing vehicle movements and active ground floor uses. There is little evidence of crime or anti-social behaviour, and the public realm is generally well maintained and provides a reasonably attractive environment.

However, more peripheral areas to the main town centre which are likely to have lower levels of activity are likely to feel less safe, particularly after dark when footfall is lower. Additionally, it is considered that the town's overall perception of safety would be lesser out of season when a greater number units appeared to be closed and with shutters down thus reducing the overall vibrancy of the town centre and the levels of pedestrian activity.

According to the website UKCrimeStats, 290 crimes were reported within a mile radius of Skegness town centre in June 2021. This compares with 242 crimes reported in the same area in June 2020 and 313 in June 2019.

Environmental Quality

The town centre environment is generally of a good quality, particularly on Lumley Road. The wide open spaces that line Grand Parade and the seafront, as well around the Hildred's Shopping Centre on Lumley Road ensure a high quality environment that provides an attractive destination for users.

The centre's proximity to the seafront is also a positive contributor to the overall appearance of the town centre, and the recent investment in the public realm at Tower Esplanade have also resulted in overall improvements to the appearance of the town. The environmental quality along the seafront is varied and differs greatly from that of the rest of the town centre by virtue of its focus on tourist attractions and meeting the needs of tourists. However, it is a pleasant seafront destination which is generally well maintained and attractive.

However, the variable maintenance and appearance of retail units along Lumley Road and High Street detracts from the overall appearance of the

town's retail core, as do a number of lower quality shop/business frontages. In contrast to High Street which focuses around a number of tourist orientated services and retailers, Lumley Road offers a more conventional high street environment with carefully maintained shop fronts and paving. The environment on Lumley Road, a key linking area, is compromised principally due to narrower pavements and high levels of traffic.

The environmental quality of peripheral areas, such as on Prince George Street and Rutland Avenue is varied. These areas are not focused on providing for tourist or retail needs, and as such a lack of investment is visible in parts. However, other areas such as along Alghitha Road are lined by attractive Victoria villas which create a pleasant character. The area around Skegness train station has an attractive and functional public realm, however due to the area's proximity to a major road junction this location does have the feeling of being dominated by vehicle movements and as such its environmental quality is compromised.

Although the environmental quality of the centre was generally considered to be good at the time of our visit, it should be noted that this visit occurred at the height of the summer season. It is felt that out of season a vastly different environmental quality would be observed. This is due to the number of units in the town which cater to tourist needs, and which are likely to have a significantly lower level of vibrancy during the Winter. At these times, these units would appear to be closed with lowered shutters, the effect of which would be a reduced standard of environmental quality at such times.

Conclusions

Skegness is the largest town in the East Lindsey authority area and as such is the primary retail and service destination in the authority area primarily focused around Lumley Road and the Hildred's Shopping Centre. The town is also a key tourist destination, and accordingly much of its retail and service offer is geared towards meeting the needs of the seasonal tourist population.

The town centre is located immediately adjacent to the Lincolnshire Coast and Skegness Beach. As such there are a variety of tourist attractions located along the town's seafront, including fairground rides, amusements and Skegness Pier. The Tower Esplanade area has recently benefited from considerable investment in order to pedestrianise the area. The centre is generally attractive, however there are a number of units which are in a relatively poor state of repair. This negatively impacts the overall perception of Skegness as a destination. Similarly, it is considered that out-of-season the centre would lack the vibrancy noted at the time of our visit, with the effect of this being to reduce the overall environmental quality of Skegness. However despite the impacts that this reduced vibrancy could have on the town (and potentially the vacancy rate) at the time of our visit the vacancy rate was considerably lower than the national average and pedestrian activity was high. As such, Skegness town centre is considered to be a vital and viable centre.



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

Skegness town centre

East Lindsey Retail Study 2021

Survey Date - June 2021

Alford Town Centre

Description

Located just to the east of the Lincolnshire Wolds AONB, Alford is a relatively small historic market town focused around a Market Place which accommodates a twice weekly market (Tuesdays and Fridays) which has been held since the granting of Alford's market charter in 1283. St Wilfrid's Church is located just to the north of the main retail part of the town centre, as is the A1104 which is a busy arterial route linking the Lincolnshire Wolds AONB with the North Sea coast.

Alford is dominated by heritage buildings, and as such lacks a significant number of units which are of a format and size that would appeal to national multiple retailers. As such, the majority of retailers are independents. Notwithstanding this, national multiples with a presence in Alford include Co-operative Food Store, McColl's and Spar. Additionally there are a diverse range of comparison and service operators, alongside a level of vacant floorspace which is comparable to the current national average. To the south of the Market Place is Alford Focal Point and Library and Merton Lodge Surgery is located to the west of the town centre.



Figure 1: The Co-operative Food Store on Church Street



Figure 2: Market Place at the centre of Alford provides an attractive environment



Figure 3: Church Street provides large areas of public space which accommodate outdoor seating



Figure 4: The A1104 is a busy arterial route linking Mablethorpe and Horncastle

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2021 (sq.m)	Floorspace at 2021 (%)	Floorspace UK Average at 2021 (%)
Comparison	2,796	35.9%	31.4%
Convenience	1,439	18.5%	15.4%
Financial	490	6.3%	7.0%
Leisure	1,271	16.3%	25.7%
Retail Service	912	11.7%	7.2%
Vacant	879	11.3%	12.8%
TOTAL	7,787	100%	100

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2021	Units at 2021 (%)	Units UK Average at 2021 (%)
Comparison	25	34.7%	27.4%
Convenience	7	9.7%	9.1%
Financial	7	9.7%	9.2%
Leisure	11	15.3%	24.5%
Retail Service	13	18.1%	15.6%
Vacant	9	12.5%	13.9%
TOTAL	72	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Uses

Alford is considered to have a strong diversity and range of operators, with comparison operators equating to 34.7% of all units in the centre. This figure is greater than the current national average, and includes florists, antique shops, DIY shops and more specialist retailers selling wool, fishing equipment and fuel supplier. The majority of these comparison goods retailers are independents, with the lack of modern, purpose built retail stock reducing the centre's appeal to national multiple retailers.

Convenience operators in Alford are relatively diverse, and include three convenience stores (Co-operative Food Store on Church Street, McColl's and Spar), a butcher, confectioner and patisserie/bakery. These seven operators equate to 9.7% of all units in the town centre. The town centre also accommodates Alford Market, which is held every Tuesday and Friday between 9am and 2pm in the Market Place. Stalls include fruit, meat, fish, cakes, clothes, silverware, jewellery, picture frames and baby clothes.

Service uses are relatively diverse. Retail services, which include hairdressers, a dog grooming parlour, an opticians and a tattoo parlour. These 13 units account for 18.1% of all units in Alford. Leisure service operator's account for a lower proportion of units than the current national average, at 15.3% in Alford compared to 24.5%. The 11 operators include a café, a public house and a number of hot-food takeaways.

In September 2018, the Lloyds Bank at Market Place closed leaving Alford with no retail bank (there is a Yorkshire Building Society in the defined

centre boundary). As such, there are seven financial and business service operators, including solicitors and estate agents, which account for 9.7% of units; a figure which is broadly comparable to the current national average.

Vacancies

At the time of our visit, a total of nine vacant units were observed within the defined centre boundary. These units equate to a vacancy rate in respect of units of 12.5%, which is slightly lower than the current national average figure for vacant units of 13.9%. The vacant units in Alford range from 169 sq.m to 29 sq.m in size.

In respect of floorspace, 11.3% of the total stock of retail floorspace is occupied by vacant units. This compares to a UK average for vacant floorspace of 12.8%.

Pedestrian Flows

At the time of our visit, both pedestrian activity and footfall were considered to be healthy. This activity was concentrated around Market Place and South Market Place, with limited levels of activity observed on West Street and High Street. Few linked trips were observed between the Co-operative Food Store and the main retail core of Alford. The limited activity beyond Market Place can potentially be attributed to the level of vehicular traffic along the A1104 and the narrow pedestrian footways in this location, alongside the limited pedestrian crossing points along this major road. The majority of people are considered to access the centre by car, with the car parks observed to be very well used at the time a survey was completed.

Accessibility

Alford is easily accessible to the residential areas throughout the town, as well as benefiting from a good standard of vehicular and public transport accessibility. Pedestrian footways line the primary routes into the town centre, ensuring that pedestrian accessibility is of a good standard. Although the A1104 to the north of Market Place forms a significant barrier to areas to the north of the town centre, there is a controlled pedestrian crossing at the junction of Market Place and West Street. A pedestrian crossing island is located close to the entrance to the Co-operative Food Store. Alford is also well-served by public transport connections, with a number of bus services such as 7, 28 and 96A providing frequent services to Skegness, Grimsby, Mablethorpe, Spilsby and Horncastle.

There are a number of surface level car parks located within or in close proximity to Alford town centre, including 25 spaces at Market Place, 40 spaces at Millers Way, 40 spaces at South Street and 30 spaces at South Street Overflow. All provide at least two hours of free parking, except for South Street. There are EV charging points at the South Street car park and Co-op car park on Millers Way, and there are limited cycle parking facilities in Alford at South Street.

Perception of Safety

There is a good sense of security within the centre provided by a well maintained environment, free from litter or signs of deterioration. The car parks as such have the perception of being safe and secure. The centre is overlooked in most locations, and benefits from considerable standards of both natural and passive surveillance. Areas such as Market Place and South Market Place have an open feel, located close to the activity

associated with the main retail core and with good visibility of the surroundings.

Although the centre generally feels safe and secure, the proximity of the retail core to major and busy arterial routes impacts on the overall standard of pedestrian safety. However, the largely pedestrian nature of Market Place and the lower levels of vehicular activity in this location ensure that pedestrian safety is good in this location.

According to the website UKCrimeStats, 30 crimes were reported within a mile radius of Alford town centre in June 2021. This compares with 37 crimes reported in the same area in June 2020 and 44 in June 2019.

Environmental Quality

Alford town centre is considered to be an attractive town which provides a pleasant retail environment. The town has a long history, with a market charter dating from 1283. Accordingly, many of the buildings within the town centre are of a historic nature and a considerable proportion are listed. Specific buildings, including St Wilfrid's Church, provide a positive contribution towards the centre's overall environmental quality. Almost the entirety of the town centre is located within a defined Conservation Area, which is considered to be reflective of both the historic and attractive nature of the town.

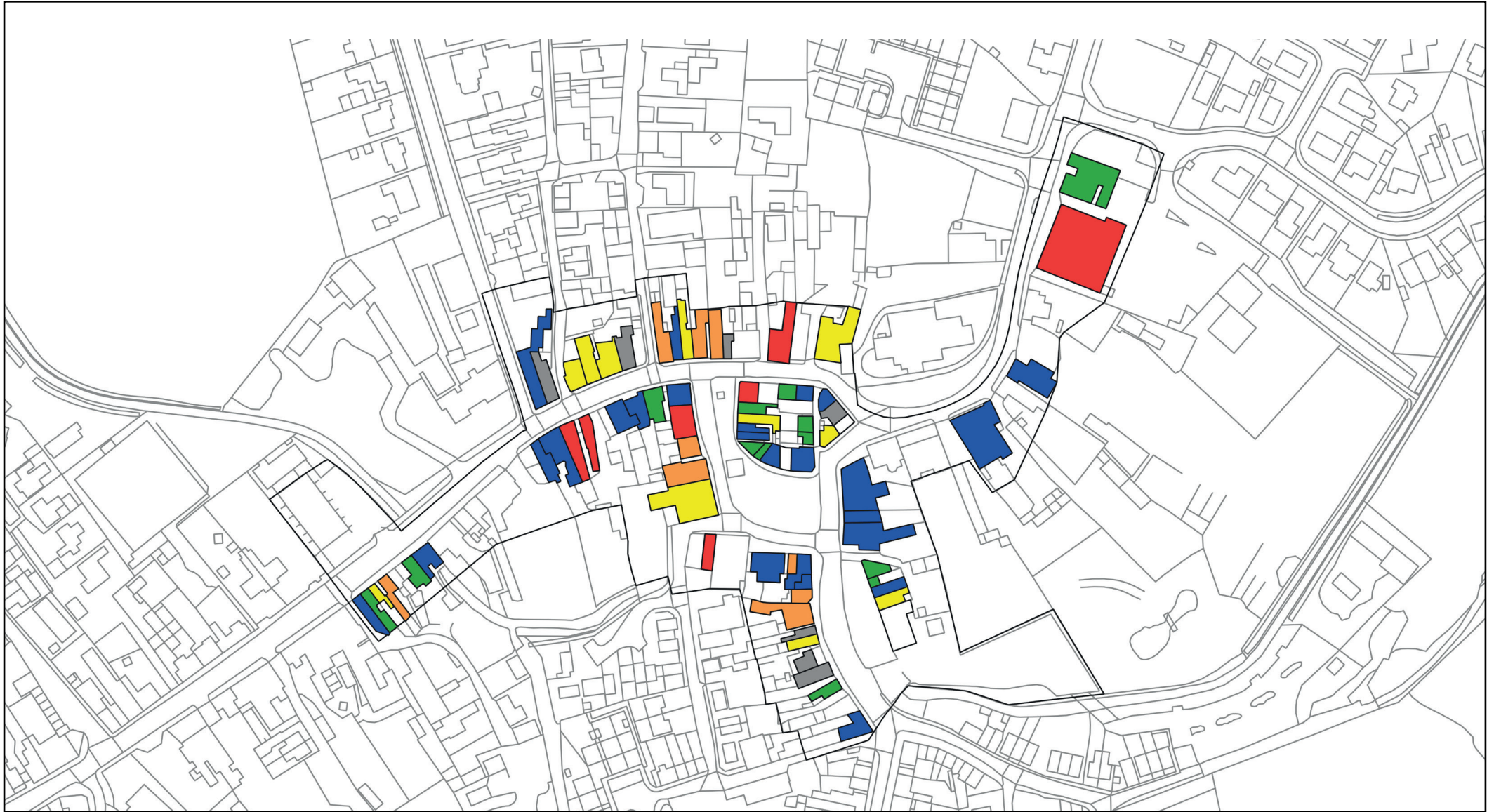
The centre is generally well maintained, as are the retail units themselves. There are seasonal planters and areas of planting located throughout the centre. The public realm in the surroundings is again well planned and maintained, with clear signposting around the centre. These areas are of a simple design and provide opportunities for seating and café culture. No apparent environmental issues relating to anti-social behaviour or vandalism were observed.

However, a significant negative contributor to Alford's environmental quality is the A1104 which runs through the town and carries a considerable amount of vehicular traffic, including heavy goods vehicles from the North Sea Coast.

Conclusions

Alford is focused around an historic town centre, which accommodates a market and diverse range of retail and service operators. These operators, which include a particularly strong range of independent comparison goods operators and a strong convenience sector underpinned by national multiples including Co-operative Food Store, McColl's and Spar, are considered commensurate to Alford's role as a town centre. It is considered that the historic nature of many of the buildings in Alford reduces the centre's overall appeal to national multiple retailers.

Alford benefits from a high standard of accessibility, both by private vehicle and public transport, and is an attractive and well maintained centre. As such, the retail core of Alford (focused around Market Place) provides a pleasant environment, with the exception being the major arterial route of the A1104 which runs immediately to the north of the Market Place. As such, Alford is considered to be a vital and viable centre.



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

Alford town centre

East Lindsey Retail Study 2021

Survey Date - June 2021

Coningsby Village Centre

Description

Coningsby is a small village centre located in the south west of the East Lindsey authority area, with the town being situated just to the north of RAF Coningsby and adjacent to the neighbouring village of Tattershall. The defined village centre is focused along Silver Street and High Street, with a mix of modern purpose built retail units alongside converted former residential properties. However, within the defined boundaries of the village centre are a number of residential properties and other non-retail operators. As a result of this, Coningsby lacks a clear retail 'core'. However, the centre is generally well maintained and provides an attractive and pleasant retail environment.

The centre provides a reasonable range of operators which are considered to be easily capable of providing for the day-to-day needs of the local community, particularly in respect of convenience goods with operators such as Londis, Co-op Food and McColl's having a presence in Coningsby. Alongside the retail and service operators, a range of community facilities further support the role and function of the village.



Figure 1: The centre has a diverse range of convenience operators, including Londis, Co-op Food and McColl's



Figure 2: A small area of maintained public realm at the junction of Silver Street and High Street



Figure 3: The centre is dominated by service operators, particularly leisure service operators



Figure 4: There are a number of community facilities within the town centre, including a Community Hall and medical centre

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2021 (sq.m)	Floorspace at 2021 (%)	Floorspace UK Average at 2021 (%)
Comparison	1,121	23.0	31.4%
Convenience	1,096	22.5	15.4%
Financial	22	0.5	7.0%
Leisure	1,705	35.1	25.7%
Retail Service	701	14.4	7.2%
Vacant	219	4.5	12.8%
TOTAL	4,864	100%	100

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2021	Units at 2021 (%)	Units UK Average at 2021 (%)
Comparison	10	25.6	27.4%
Convenience	5	12.8	9.1%
Financial	1	2.6	9.2%
Leisure	14	35.9	24.5%
Retail Service	7	17.9	15.6%
Vacant	2	5.1	13.9%
TOTAL	39	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Uses

Coningsby is anchored by a relatively strong convenience goods provision, with five such operators equating to 12.8% of all units in the village centre. These operators include three convenience stores (Londis, Co-op Food and McColl's), a bakery and a butcher. Alongside the convenience operators are a relatively diverse range of comparison units, of which there are 10 in the village centre. These units equate to 25.6% of all units, which is broadly similar to the current national average for comparison units. The 10 comparison operators include Boots pharmacy, Age UK, a pet shop, party goods supplier, DIY store and electrical supplier.

Service operators, particularly leisure service uses, dominate both floorspace and units at Coningsby. There are 14 leisure service operators in the village centre, which equate to 35.9% of all units in Coningsby. This figure is considerably higher than the current national average figure of 24.5%. Operators include three public houses, hot-food takeaways, restaurants, cafés and a sandwich shop. There are seven retail service operators in Coningsby which equate to 17.9% of all units. The seven operators include hairdressers, an optician, a funeral parlour and a Post Office.

There is a single financial and business service operator in Coningsby, an estate agent. This unit equates to 2.6% of all retail units in the village, a figure which is considerably lower than the national average of 9.2%. The centre's financial and business offer has weakened in recent years due to the closure of Lloyds Bank on High Street in 2018.

Vacancies

Our survey recorded two vacant units within the defined boundary of Coningsby village centre, a figure which equates to a vacancy rate in respect of units of 5.1%. This figure is considerably lower than the current national average in respect of vacant units. Similarly, the proportion of vacant floorspace is much lower than the current national average, at 4.5% compared to 12.8%.

These two units are located throughout the centre, and include the former Lloyds Bank on High Street and a unit at 47-49 Silver Street.

Pedestrian Flows

Pedestrian activity at the time of our visit were relatively light, although constant particularly along Silver Street between the Co-op Food Store and McColl's, in the vicinity of The New Coningsby Surgery. Throughout the remainder of the centre, particularly along High Street, lower levels of activity were observed. This is potentially partially explained by the nature of the units in these locations, which include a greater number of hot-food takeaways and public houses which are likely to generate greater levels of activity during evening hours.

The layout of the village centre is such that it lacks a single defined retail 'core'. Rather it is dispersed through a wide area with a number of non-retail uses, particularly residential properties, located within the defined boundary. The effect of this is that Coningsby lacks a continuous retail parade which acts as an anchor for activity. Therefore the pedestrian activity within the village is greatly dispersed which may impact the overall impression of vibrancy.

Accessibility

Coningsby is centrally located adjacent to residential areas in the village, and as such is considered to be easily accessible on foot. In respect of pedestrian accessibility, although there is a single controlled pedestrian crossing point on High Street, the roads that pass through the centre create a barrier to pedestrian movement. Additional crossing points, particularly along Silver Street where visibility is relatively poor, should be explored.

Public transport is easily accessible from Coningsby, with bus stops located along Silver Street, where a bus services 64, 104, A8, B15 and IC5 can be alighted. These services provide direct and frequent access to Boston, Horncastle, Lincoln and Woodhall Spa.

There is a considerable amount of free on-street car parking and surface level car parking available within Coningsby village centre, including 97 spaces at Silver Street which are free for the first two hours. There are two EV charging points located at the Silver Street car park, and at the Co-op car park on Silver Street. Additionally, there are cycle parking facilities located at the Co-op Food Store on Silver Street.

Perception of Safety

Coningsby village centre is relatively dispersed and includes a number of non-retail uses within the defined centre boundary. Similarly, the centre is bisected by Silver Street and High Street which both have a relatively high, and constant, volume of traffic moving along them. As such Coningsby benefits from a high standard of both natural and passive surveillance. Due to the varied activity through the centre, and the residential properties

within it, this surveillance is likely to continue at all hours of the day thereby providing a good standard of safety. This is further improved by visible CCTV, including at Silver Street car park. According to the website UKCrimeStats, 29 crimes were reported within a mile radius of Coningsby village centre in June 2021. This compares with 41 crimes reported in the same area in June 2020 and 37 in June 2019.

Although the perception of safety in Coningsby is generally of a high standard, the centre lacks any pedestrianised areas which could help to improve the overall perception of safety, particularly for pedestrians. This situation is exacerbated by the volume of traffic that moves through the centre along Silver Street and High Street.

Environmental Quality

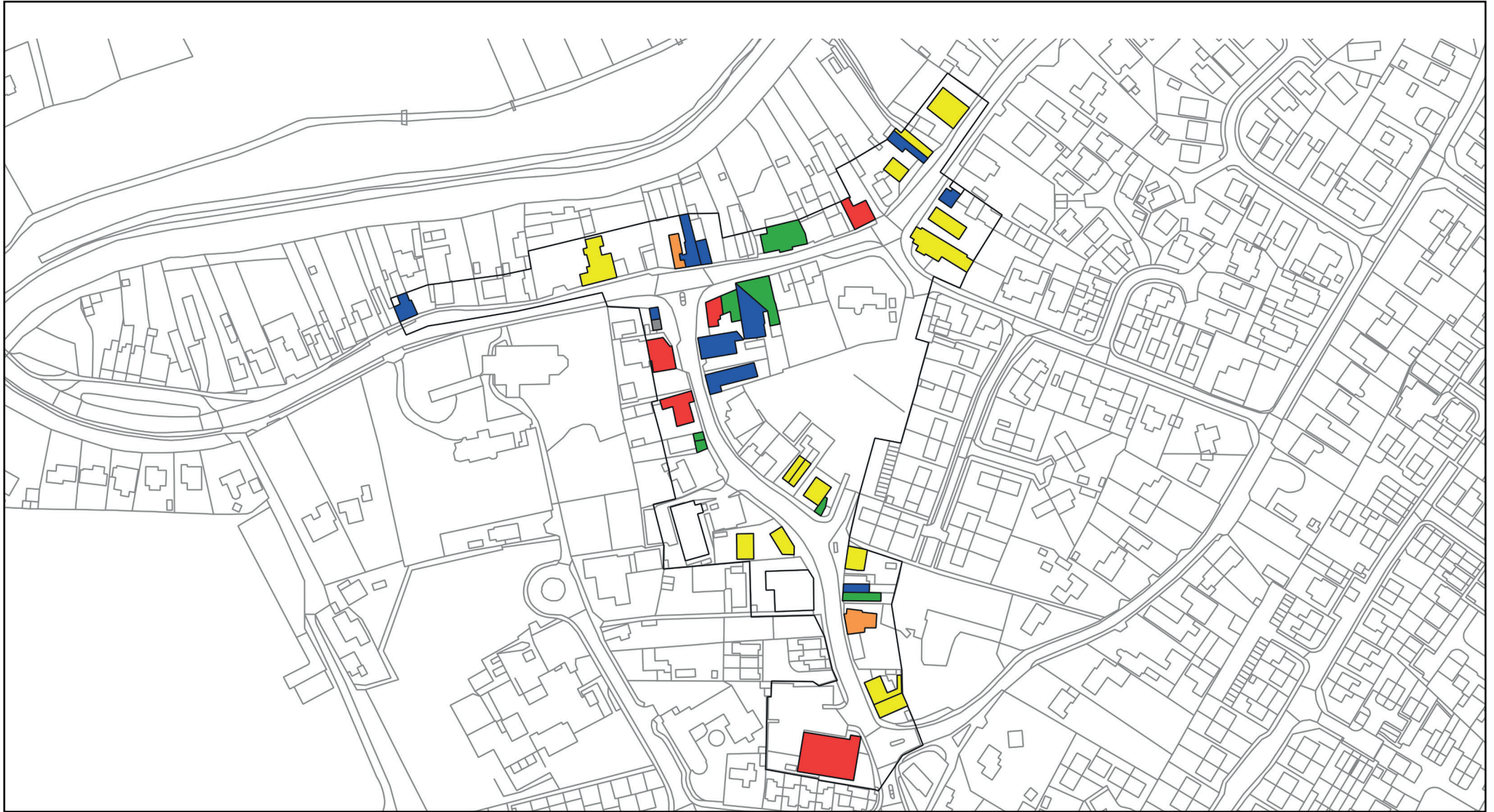
Coningsby is a pleasant village, with well-maintained retail units and clear evidence of investment to improve the overall retail environment and appearance of the centre. St Michael's Church on High Street provides a positive influence on the environmental quality on the northern part of the village centre, and tree lined areas in the local centre, particularly around the small public realm and seating area at the northern end of Silver Street, are particularly beneficial features.

However, the units themselves are not considered to be distinctive in terms of their appearance and are essentially functional rather than attractive. Moreover, by virtue of the village centre's proximity to two major and busy roads, the centre is relatively dominated by vehicular movements. The result of this is to negatively impact the centre's overall environmental quality. Notwithstanding this, the environmental quality of Coningsby is considered to be good.

Conclusions

Coningsby is a small village centre focused along Silver Street and High Street, with a mix of modern purpose built retail units alongside converted former residential properties. However, within the defined boundaries of the village centre are a number of residential properties and other non-retail operators. As a result of this, Coningsby lacks a clear retail 'core'. Despite this, Coningsby provides a reasonable range of operators which are considered to be easily capable of providing for the day-to-day needs of the local community, including both convenience goods operators and a range of community facilities.

Despite recent high profile closures, including the Lloyds Bank in 2018, the vacancy rate in Coningsby is 5.1%, a figure which is considerably lower than the current national average in respect of vacant units. As a result of this, it is considered that Coningsby is a vital and viable centre.



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

Coningsby village centre

East Lindsey Retail Study 2021

Survey Date - June 2021

Horncastle Town Centre

Description

Horncastle is the primary retail centre in the western area of East Lindsey, and as such has a relatively diverse retail and service offer which is augmented by a range of community facilities. The town has a long history, and as such the centre is dominated by a number of period and historic buildings, including Grade I listed Roman Walls. Horncastle is therefore an attractive and pleasant retail environment, with architectural elements and interesting shop fronts that create a high standard of environmental quality. Although the centre is located adjacent to a major road junction, the retail core of the town is relatively free from vehicles.

The town centre is focused around Market Place, which hosts a twice weekly market, and High Street. Retailers within the town centre are generally independents, however a number of national multiples, including Tesco, Co-op Food and Heron Foods, have a presence in the town centre. Horncastle also has a diverse range of service operators commensurate with the centre's role and which are considered sufficient to provide for the needs of the local community.



Figure 1: Market Place provides an attractive public space in the middle of the town centre and hosts a twice-weekly market



Figure 2: Horncastle is located at the junction of two key routes, the A158 and A153. As such, the Bull Ring is dominated by vehicle movements



Figure 3: The A158 'Jubilee Way' runs along the southern boundary of the town centre



Figure 4: Horncastle's convenience good offer is underpinned by Tesco and Co-op Food

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2021 (sq.m)	Floorspace at 2021 (%)	Floorspace UK Average at 2021 (%)
Comparison	6,450	33.3%	31.4%
Convenience	3,840	19.8%	15.4%
Financial	1,290	6.7%	7.0%
Leisure	4,040	20.9%	25.7%
Retail Service	1,550	8.0%	7.2%
Vacant	2,190	11.3%	12.8%
TOTAL	19,360	100%	100

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2021	Units at 2021 (%)	Units UK Average at 2021 (%)
Comparison	54	37.8%	27.4%
Convenience	14	9.8%	9.1%
Financial	11	7.7%	9.2%
Leisure	28	19.6%	24.5%
Retail Service	24	16.8%	15.6%
Vacant	12	8.4%	13.9%
TOTAL	143	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Uses

Horncastle is underpinned by a strong range of comparison goods operators. These are primarily located along High Street and around Bull Ring. Comparison goods operators account for more units and floorspace than the current national average, at 37.8% of all units and 33.3% of the total stock of retail floorspace. Operators include eight antique shops, seven charity shops (including Age UK, British Red Cross and Sue Ryder Care), Co-operative Pharmacy and Peacocks clothing. The town also includes a number of specialist comparison operators, including haberdashers, car spares shops, kitchen furniture and carpets and flooring stores.

There are 14 convenience operators in Horncastle, which equate to 9.8% of all retail units and 19.8% of the total stock of retail floorspace. These operators are located throughout the town centre. Convenience operators are anchored by Tesco, Co-operative Food and Heron Foods. Alongside these supermarkets and foodstores, there are two bakeries, two butchers, a greengrocer and a health foods store. Alongside these operators, Horncastle Market is held at Market Place every Thursday and Saturday between 9am and 4pm. Every second Thursday of the month, a Farmer's Market is also held. This market provides a diverse range of goods and services, but primarily offers fruits and vegetables, fresh fish, flowers and plants.

Horncastle also has a diverse range of service operators. There are 28 leisure service operators in the town centre, accounting for 4,040 sq.m of

retail floorspace, or 20.9% of the total stock of retail floorspace. The town centre includes eight public houses, six hot-food takeaways, six cafés and five restaurants. In terms of retail services, there are 24 units which accounts for 16.8% of all units and 8.0% of the total stock of retail floorspace.

There are 11 financial and business service operators, which account for 7.7% of all units in the town centre and 6.7% of the total stock of retail floorspace. Operators including Lloyds and Barclays bank, five estate agents and two solicitors.

Vacancies

Although Horncastle (along with Alford) has the highest vacancy rate in respect of floorspace of any centre in East Lindsey, both the vacancy rate in respect of floorspace and in terms of vacant units are lower than the current national average. The figures as of the time of our visit were 11.3% in respect of floorspace and 8.4% in terms of units.

The largest vacant unit in Horncastle is located at 17-29 West Street, which comprises 1,020 sq.m of floorspace. This unit equates to almost half of the entire quantum of vacant floorspace in the town centre. Although the vacant units are relatively dispersed throughout the town centre, half of the vacant units are located to the west of Market Place. The average size of vacant units in the town centre is 183 sq.m.

Pedestrian Flows

Pedestrian activity varies considerably throughout Horncastle town centre. The greatest levels of activity were observed around the Tesco foodstore at Water Mill Road, the Co-op Food Store on Conging Street and at Market Place. That significant levels of activity were observed around the two largest convenience food shopping destinations in the town centre is to be expected, as these provide a range of goods to serve the day-to-day needs of the local community. Additionally, a limited number of linked trips were observed between these two destinations and the town centre.

Strong pedestrian activity was also noted around Market Place and along High Street. These locations are the centre of Horncastle's comparison goods offer, as well as the location of the town's retail banks. St Lawrence Street, which links the car parks at The Bain and at Saint Lawrence Street, is a well-used pedestrian route.

Limited activity was observed at the southern end of Bull Ring, towards the junction with East Street/Jubilee Way, with even lower levels of activity observed between the town centre and areas to the south of the A158. This key route, and the volume of traffic movements along it, is considered to represent a significant barrier to pedestrian movement.

The lowest activity in the centre was observed along Bridge Street in the west of the town centre. This area of Horncastle has a limited number of retail units and as such is not considered likely to attract a strong flow of pedestrians.

Accessibility

Horncastle benefits from a good standard of accessibility. Public transport is readily accessible from a key interchange located on High Street adjacent to the Market Place. From here, bus services 10, 24, 30, 56, 457, A6, A7, A7X

and A8 can be alighted. These services provide frequent access to destinations including Lincoln, Skegness, Louth, Tattershall/Coningsby and Boston.

There are a number of public car parks in Horncastle, including 155 spaces at The Bain, 59 spaces at Saint Lawrence Street and 17 spaces at Market Place. There is also a small amount of on-street car parking on Wharf Road, and a pay-and-display car park at the Co-op Food Store on Conging Street. Whilst there is no charge for parking at Market Place, there is a charge of £1 for two hours of car parking at the other two destinations. There are also two EV charging points located at The Bain car park, alongside cycle parking facilities.

Pedestrian accessibility is also of a high standard, with pedestrian footpaths and ginnels running throughout the entire town centre and particularly its historic core. However, these routes sometimes do not reflect pedestrian desire lines, and as such walking east to west in the town is considered to be easier than walking north-south. Additionally, the centre's proximity to two major routes (A158 and A153) reduces the accessibility to pedestrians from residential areas to the south and east of the town centre.

Perception of Safety

In general, Horncastle is considered to be a safe and secure town centre which little obvious evidence of crime, litter or anti-social behaviour. According to the website UKCrimeStats, 55 crimes were reported within a mile radius of Horncastle town centre in June 2021. This compares with 65 crimes reported in the same area in June 2020 and 56 in June 2019.

Although more central areas around High Street and Market Place benefit from a good standard of natural and passive surveillance, and high levels of pedestrian activity, areas further from the centre, including Bridge Street, St Lawrence Street and covered shopping areas on Bull Ring, feel less secure. This is partially due to the lower levels of pedestrian activity in these areas, and thus less surveillance. However, the standard of safety even in these areas is still considered to be good.

Pedestrian safety is also somewhat compromised by the considerable amount of traffic that moves through the centre, and the narrow pedestrian footways that provide limited separation between vehicles and pedestrians along High Street and at the southern end of North Street.

Environmental Quality

The number of period and historic buildings in the town centre, including St Mary's Church and around Market Place, provide positive points of interest, and further add to the centre's character and overall attractive appearance. Indeed, the centre's unique appearance which has developed over many years results in Horncastle having a charming character which is an attractive retail destination.

In the western part of the town centre along Bridge Street the environmental quality is considered to be lower than in other parts of the town centre. This is due to the reduced levels of vibrancy and pedestrian activity in this location, which is somewhat removed from the main 'core'

of the town centre, along with fewer retailers which could provide a degree of interest. Although vehicle movements dominate the southern part of the town centre, around Bull Ring and the junction with the A158 Jubilee Way/East Street, the South Wharf of Horncastle Canal lends a positive aspect to this area. Additionally, the River Bain in the north of the town centre provides a pleasant feature.

The appearance of Market Place in particular is considered to be good, with evidence of upkeep and maintenance visible. The street trees and furniture which line High Street in this location further improve Horncastle's sense of place.

In general, Horncastle has a high standard of environmental quality which is underpinned by its combination of historic buildings and the town's pattern of development over many years.

Conclusions

Horncastle is the primary retail centre in the western area of East Lindsey, and as such has a relatively diverse retail and service offer which is augmented by a range of community facilities. The town centre is focused around Market Place, which hosts a twice weekly market, and High Street. Retailers within the town centre are generally independents, however a number of national multiples, including Tesco, Co-op Food and Heron Foods, have a presence in the town centre. Horncastle also has a diverse range of service operators commensurate with the centre's role and which are considered sufficient to provide for the needs of the local community.

Whilst the town has a reasonably high vacancy rate in respect of units (one of the highest figures in East Lindsey), this figure remains lower than the current national average. Given this, and in light of the centre's strong range of convenience, comparison and service operators and its evident high levels of use, Horncastle town centre is considered to be a vital and viable centre.



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

Horncastle town centre

East Lindsey Retail Study 2021

Survey Date - June 2021

Louth Town Centre

Description

Louth is an historic market town and is a key service centre in the eastern area of Lincolnshire, and is the second largest centre in the East Lindsey authority area in respect of unit numbers and floorspace. The town is focused around a historic retail core, which includes a number of attractive period buildings, such as the Grade I listed St James' Church, that add character to the town but which do not provide modern, purpose built accommodation that appeals to national multiple retailers. As such, the town accommodates a significant number of high end and independent retailers alongside more traditional day-to-day retail and service operators. The centre also hosts a frequent market and a number of specialist food and drink shops.

Louth town centre is an attractive retail destination and has a high standard of environmental quality, with a number of attractive shopfronts which add interest and vibrancy to the streetscene. It is also well integrated into the transport network, in respect of both roads and public transport.



Figure 1: The Co-op Food Store on Northgate, along with the Morrisons on Eastgate, anchor Louth's convenience market



Figure 2: Pedestrianised areas, such as New Street, provide an attractive and characterful retail environment



Figure 3: Louth's comparison goods offer includes both national multiples and a range of independent operators



Figure 4: Road closures have been in place at Cornmarket during Summer 2021 to facilitate outdoor seating and social distancing

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2021 (sq.m)	Floorspace at 2021 (%)	Floorspace UK Average at 2021 (%)
Comparison	17,020	40.1%	31.4%
Convenience	5,450	12.8%	15.4%
Financial	3,430	8.1%	7.0%
Leisure	9,850	23.2%	25.7%
Retail Service	4,310	10.1%	7.2%
Vacant	2,420	5.7%	12.8%
TOTAL	42,480	100%	100

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2021	Units at 2021 (%)	Units UK Average at 2021 (%)
Comparison	105	35.1%	27.4%
Convenience	25	8.4%	9.1%
Financial	25	8.4%	9.2%
Leisure	61	20.4%	24.5%
Retail Service	57	19.1%	15.6%
Vacant	26	8.7%	13.9%
TOTAL	299	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Uses

Louth is the second largest retail centre in East Lindsey, but unlike Skegness it is less focused on providing for the needs of the seasonal tourist population. Instead, the town centre provides a more 'traditional' retail make-up, focused on comparison and convenience goods, with a number of supporting service operators.

The town centre is underpinned by a strong comparison goods offer, which is greater than the current national average in terms of both floorspace and units. Our survey recorded 105 comparison goods units, which account for 17,020 sq.m of floorspace. This equates to 35.1% and 40.1% of all units and the total stock of retail floorspace respectively. The operators are diverse and include a range of operators focused on the day-to-day needs of the local community, such as pharmacies, clothing stores and charity shops as well as more specialist operators selling camping and sports goods, furniture and carpets and flooring. National multiple comparison operators with a presence in Louth town centre include Wilko, Peacocks, Boots, Superdrug, White Stuff and Clarks.

The proportion of convenience goods operators in Louth is broadly similar to the current national average in respect of both floorspace and units, with the 25 convenience operators accounting for 5,450 sq.m of floorspace. These figures equate to 8.4% and 12.8% in respect of units and floorspace respectively. The convenience offer is anchored by Co-operative Food on Northgate, with this unit measuring approximately 2,200 sq.m. Additional operators in the town centre include Heron Food, Holland and Barrett and

Grape Tree. Louth Market is held at Cornmarket on Wednesdays, Fridays and Saturdays between 9am and 4pm. Every fourth Wednesday of the month a Farmers' Market is held, alongside a 'Food Friday' market on the second Friday of each month.

Louth's service offer is somewhat more limited than other major centres in East Lindsey, particularly those which cater for the area's seasonal tourist population. There are 61 leisure service operators, which account for 20.4% of all units in the town centre and equates to 9,850 sq.m of retail floorspace or 23.2% of the total stock of retail floorspace. In addition to this, there are 57 retail service operators (19.1% of all units) which account for 4,310 sq.m of floorspace.

Financial and business service operators account for 8.4% of all units in Louth town centre. These units equate to 8.1% of the total stock of retail floorspace in the town centre. Operators are diverse and include a number of retail banks, such as NatWest, Lloyds, Halifax and Barclays, building societies, estate agents and solicitors.

Vacancies

Louth's vacancy rate at the time of our survey equates to 8.7% and 5.7% in respect of units and floorspace respectively. Both of these figures are lower than the current national averages, and as such are not considered to represent cause for concern.

Vacant units are generally located throughout the town centre, however there are fewer vacancies along Mercer Row, Market Place and Eastgate with the greatest concentrations of vacancies being in the more peripheral areas of the town centre. The largest vacant units in the town centre are located at 49-51 Eastgate and 26-27 Market Place. These units extend to approximately 190 sq.m. The average size of the vacant units in the town centre is approximately 93 sq.m.

Pedestrian Flows

Pedestrian activity varied greatly throughout the town centre at the time of our visit. The greatest levels of activity were observed along Eastgate, around Market Place and Mercer Row. These locations correspond to the primary retail core of the town centre and where the majority of goods and services retailers are located. Conversely, lower levels of activity were observed particularly along Upgate, Eastgate and Northgate. These areas lack the vibrancy of the town's retail core, with many of the units in these locations being occupied by specialist retailers or non-retail/community uses. The effect of a lack of retail activity on the ground floor is to create an uninviting pedestrian environment, with this feeling being worsened by the narrow road carriageways in this areas which gives the impression of them being dominated by vehicles.

Low levels of activity were also observed around the bus station on Queen Street, which combined with a generally high level of activity around the town's surface level car parks, suggests that the majority of visitors to the town centre arrive by private car rather than public transport. The bus station is also relatively removed from the town centre, which contributes to a sense of isolation of it.

Accessibility

Louth is located approximately 23 kilometres to the south of Grimsby, and is well integrated into the national road network. The A16, which bypasses the town to the west, provides direct access to the A180 and via the A18 to M180 and to Skegness via the A158 to the south. Louth is not located on the train network and as such buses are the only means of public transport that provides links to the town. Louth bus station is located in east of the town centre at the junction of Church Street and Queen Street. Additional bus stops are located on Market Place. From here, a number of bus services can be alighted including 40, 40A, 50 and 51 which provide frequent services to Louth, Grimsby, Lincoln and Mablethorpe. However, there are no night bus services available from Louth with the latest service leaving the town at approximately 8pm. The town is not served by any other means of public transport, with the closest train stations being located in Grimsby and Skegness.

There are a number of public car parks in Louth, including 80 spaces at Queen Street, 155 spaces at the Co-op Food Store and 200 spaces at Northgate East. These car parks charge at least £1.20 for up to two hours of parking. Additionally, there are a number of smaller surface level and on-street parking spaces throughout the town centre, many of which do not charge for parking. There are a number of cycle parking facilities located in the town centre, such as at the junction of Queen Street and Aswell Street. There are EV charging points located at Kiln Lane and Northgate East.

Pedestrian accessibility is also considered to be good, with the town centre including a number of pedestrianised areas such as New Street and, at the time of our visit, Cornmarket. Furthermore, as a limited volume of traffic passes through the town centre the ease of pedestrian movement is relatively good.

Perception of Safety

Louth is considered to be a safe and secure town centre, which a high perception of safety and little visible evidence of crime in terms of anti-social behaviour, graffiti or loitering. According to the website UKCrimeStats, 171 crimes were reported within a mile radius of Louth town centre in June 2021. This compares with 161 crimes reported in the same area in June 2020 and 154 in June 2019.

Whilst many areas of the centre benefit from a good standard of natural and passive surveillance, such as along Eastgate and Market Place, areas away from the retail core along Chequergate, New Street and areas to the south of Market Place, have significantly lower levels of footfall. The effect of this is to reduce the overall vibrancy and thus also the perception of safety. The town centre is also bisected by a number of ginnels, most of which are fairly enclosed and not overlooked. These areas, particularly at night, are considered to feel relatively unsafe and unwelcoming.

However, by virtue of the town's pedestrianised areas and limited and slow vehicle movements the perception of safety for pedestrians is considered to be good.

**Environmental
Quality**

Louth town centre is an attractive, characterful retail destination that has a history which dates back centuries. This is reflected in a significant number of architecturally interesting and listed buildings, such as St James' Church on the western edge of the town centre along Upgate. These buildings are generally well maintained and add an attractive aspect to the retail core of the town. In particular, the area around Market Place and Cornmarket is a pleasant environment, with this location hosting the town's frequent market. The lack of significant vehicle movements in around this area, but throughout the town centre more generally, further strengthens Louth's environmental quality. Pedestrianised areas, including New Street and the covered New Market Hall add to this.

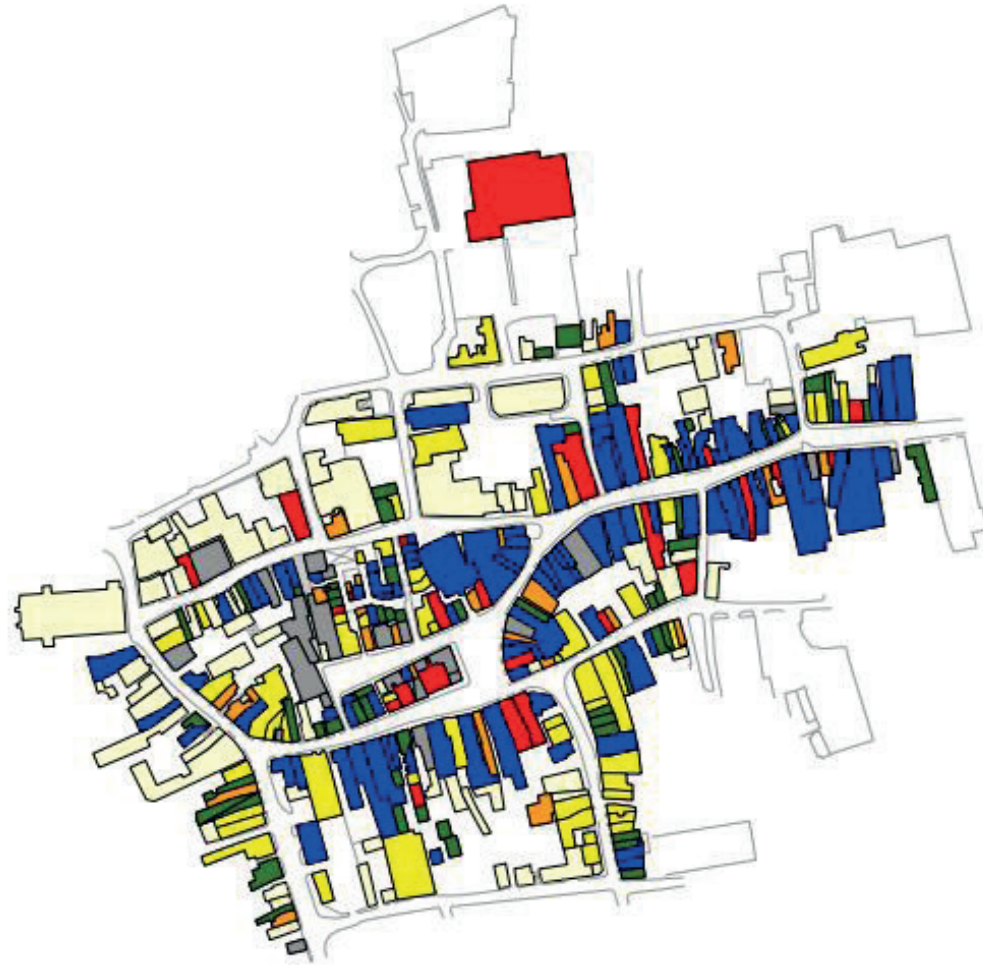
Although the environmental quality of the town centre is generally poorer in peripheral areas, such as Aswell Street, Northgate and Chequergate, this does not mean that these areas are considered to be of poor quality. Rather the environment and appearance of these locations is primarily functional compared to be more attractive and period appearance of areas around Market Place.

The public realm in Louth is generally functional, but is considered to lack any specific attractive features. As such it is considered that investment to improve the centre's public realm could be beneficial in further improving the town's already strong standard of environmental quality.

Conclusions

Louth is an historic market town and the key service centre in the eastern area of Lincolnshire, and is the second largest centre in the East Lindsey authority area in respect of unit numbers and floorspace. As such, the town accommodates a significant number of high end and independent retailers alongside more traditional day-to-day retail and service operators. The centre also hosts a frequent market and a number of specialist food and drink shops.

Louth town centre is an attractive retail destination and has a high standard of environmental quality, with a number of attractive shopfronts which add interest and vibrancy to the streetscene. It is also well integrated into the transport network, in respect of both roads and public transport. Louth's vacancy rate at the time of our survey equated to a lower rate than the current national averages, and as such are not considered to represent cause for concern. Accordingly, Louth is considered to be a vital and viable centre.



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

Louth town centre

East Lindsey Retail Study 2021

Survey Date - June 2021

Mablethorpe Town Centre

Description

Mablethorpe is one of the two town centres in East Lindsey located on the North Sea coast. As such, it is underpinned by a strong service offer providing for the needs of the summer tourist population including a number of amusement arcades, such as The Mirage, and fairground attractions. Given its role in providing for tourist needs, the town has a distinctly seasonal retail and service economy. However, alongside this the town also provides a range of retailers and services to provide for the day-to-day needs of the town's permanent population. These include key convenience goods operators and a number of major national multiple retailers, although a majority of units in Mablethorpe are independently operated.

The town centre, which is focused on High Street with a lesser number of retail units being located on Seacroft Road, is tightly bound by residential development and is generally well maintained, with evidence of investment in order to ensure a good standard of environmental quality.



Figure 1: High Street is the focus of retail and service activity in Mablethorpe



Figure 2: Evidence of public realm improvements and maintenance were observed throughout the town centre



Figure 3: The roads leading away from High Street, such as Victoria Road, have a comparably lower level of footfall and activity



Figure 4: Co-op Food and Lidl on High Street underpin Mablethorpe's convenience goods provision

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2021 (sq.m)	Floorspace at 2021 (%)	Floorspace UK Average at 2021 (%)
Comparison	8,050	27.9%	31.4%
Convenience	4,830	16.8%	15.4%
Financial	180	0.6%	7.0%
Leisure	12,320	42.7%	25.7%
Retail Service	1,600	5.5%	7.2%
Vacant	1,850	6.4%	12.8%
TOTAL	28,830	100%	100

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2021	Units at 2021 (%)	Units UK Average at 2021 (%)
Comparison	53	31.0%	27.4%
Convenience	19	11.1%	9.1%
Financial	4	2.3%	9.2%
Leisure	50	29.2%	24.5%
Retail Service	21	12.3%	15.6%
Vacant	24	14.0%	13.9%
TOTAL	171	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Uses

Mablethorpe is dominated by service, particularly leisure service operators. Leisure service operators account for 29.2% of all units in the town centre, and 42.7% of the total stock of retail floorspace. Given the centre's focus of providing for the needs of the seasonal tourist population, leisure service operators include a number of amusement arcades, bars, cafés, betting offices (such as William Hill), hot-food takeaways, public houses and restaurants. The town also has a relatively strong range of retail service operators, which account for 12.3% of all units in the town. Again, these operators are diverse and primarily cater to both the resident and tourist population, and include hairdressers, beauty salons, a dog grooming parlour, an undertaker, a laundrette, an optician and a Post Office. The financial and business service offer is more limited, and comprises just four units (2.3% of all units) and 0.6% of the total stock of retail floorspace. However, this offer has reduced in recent years following the closure of the town's last retail bank, Barclays, in July 2019.

Although the town is dominated by service uses, it also accommodates a reasonable range of convenience and comparison operators. There are 19 convenience operators in Mablethorpe, which equate to 11.1% of all units and 4,830 sq.m of floorspace. The convenience offer is anchored by Co-operative Food on Seacroft Road and Heron Foods on High Street. The remaining operators include seven bakers and confectioners a butchers, fishmonger and a health food store. Additionally, Mablethorpe Market is held every Thursday at High Street between 9am and 4pm. The Market

provides a range of locally produced goods, including baked products and fresh meat.

Mablethorpe also has a reasonable number of comparison goods operators, which account for 31.0% of all units and 27.9% of the entire stock of retail floorspace in the town centre. National multiple operators, including Boots, Shoezone and Card Factory have a presence in the town centre. The 53 comparison operators include 10 shops selling hardware and household goods, eight gift shops, seven charity shops and four clothing shops. Specialist retailers include a car dealership, a furniture shop, an interior decoration shop and carpet and flooring shop.

Vacancies

There are a total of 24 vacant units in Mablethorpe as at June 2021. This equates to 14.0% of all units in the town centre, and represents the highest figure for vacant units of all centres surveyed. Whilst this figure may be the highest in East Lindsey, it is broadly in line with the current national average figure of 13.9%. Moreover, the figure in respect of vacant floorspace is lower than the current national average, with the 1,850 sq.m of floorspace accounting for 6.4% of the total stock of retail floorspace in the town centre.

Vacant units are located throughout the town centre, but are primarily located in peripheral areas such as on Victoria Road. The vacant units are generally relatively smaller, with the average vacant unit measuring approximately 77 sq.m. Indeed, the largest vacant unit in the town is located at 41 High Street (the unit measures 310 sq.m). This unit has been vacant since the closure of the town's last retail bank, Barclays, in July 2019.

Pedestrian Flows

Our visit was undertaken at the height of the holiday, and as such a high level of pedestrian activity was observed in Mablethorpe town centre. This activity was concentrated along High Street between the Co-op Food Store and the Mablethorpe sea front area. This area is the focus for tourist-orientated goods and services, such as amusements, hot-food takeaways, gift shops and cafés. Along the sea front are a number of other operators aimed at tourists, including fairground rides. A reasonable level of pedestrian activity was also observed on Seacroft Road around the retail units and the public car park.

Considerably lower levels of pedestrian activity were observed in areas beyond High Street and Seacroft Road, such as Victoria Road and George Street. The retail offer in this location is more likely to appeal to the town's resident community as opposed to the transient tourist community, and as such a lower level of activity could be expected in the summer season.

Due to the nature of the town, it is anticipated that considerably lower levels of pedestrian activity would be observed during the winter months. At these times it can reasonably be expected that pedestrian activity would be concentrated around the Seacroft Road area due to the units which provide for day-to-day shopping needs in this location.

Accessibility

Mablethorpe is located on the Lincolnshire coast, and as such does not benefit from a varied transport network that is found at other settlements

further inland. The centre's primary road access is via the A1104 and A1031, which are classified as secondary roads. There are bus stops located throughout Mablethorpe town centre, with the primary bus interchange being located on Seacroft Road. From here, services 59, 50, 96A, 96X and GR18 can be alighted which provide relatively frequent services into Skegness, Louth, Spilsby and Alford. Although the public transport provision is good, it is somewhat limited and in order to make a journey on public transport to a destination such as Lincoln a number of connections would be required. Access to the holiday parks that are located on the edge of Mablethorpe is also provided, with bus service PC1 providing frequent access to the Haven Golden Sands Holiday Park throughout the summer months.

Pedestrian accessibility is also considered to be good, with a number of controlled pedestrian crossing points along High Street alongside raised and zebra crossings on a number of the side streets, such as Seacroft Road. The town centre is located at the heart of Mablethorpe, and as such it is considered to be easily accessible to the town's residential areas. The centre is also considered relatively easy to navigate by virtue of the signposting located throughout the town.

There are a number of public car parks in Mablethorpe town centre, including 136 spaces at Seacroft Road and 68 spaces on High Street. These car parks charge £1 and £1.50 respectively for two hours.

Perception of Safety

Mablethorpe town centre is laid out in a grid fashion, with few concealed entrances or footways. This has the effect of ensuring that Mablethorpe benefits from a good perception of safety in all parts of the town centre. Although both High Street and Seacroft Road are the busiest vehicle routes through the town, these areas also have the high standards of both natural and passive surveillance. However, the narrow pedestrian footpath in this location reduces the overall perception of pedestrian safety.

In peripheral areas away from High Street, such as Tennyson Road, the perception of safety is poorer by virtue of the limited levels of activity in these locations and the general appearance of these areas which is considered to be unwelcoming. This feeling is further impacted by the limited number of retailers in these locations which reduces the levels of both natural and passive surveillance.

According to the website UKCrimeStats, 100 crimes were reported within a mile radius of Mablethorpe town centre in June 2021. This compares with 69 crimes reported in the same area in June 2020 and 80 in June 2019.

Environmental Quality

Mablethorpe is considered to have an acceptable standard of environmental quality, which although lacking any special or defining features is functional. However, the centre's proximity to Mablethorpe's seafront is a positive contributor to the character of the town centre. At the seafront are a range of amusements and tourist attractions, including the Sand Train which provides access to Mablethorpe north beach.

In the vicinity of Seacroft Road, there is planting running along the centre of the road and seasonal planting around the car park and along the retail units. Although the retail units in this location lack any special defining features, they are generally well maintained and as such do not detract from the overall environmental quality. High Street itself is dominated by pedestrian and vehicle movements, the effect of these being to increase the overall vibrancy in this area. The vehicle movements do somewhat detract from the quality of this location, however as the traffic is relatively slow moving and generally limited in volume these effects are lessened.

The areas of poorest environmental quality are considered to be the peripheral areas away from High Street, particularly Tennyson Road in the north and Victoria Road to the south. The buildings in this location are generally less well maintained, and lack any clear defining features which could create a cohesive character. These areas are less likely to appeal to tourists by virtue of the units and retail offer, and thus here may not be the available funds to maintain the environment.

Our visit was carried out at the height of the summer holiday season, with all tourist related units open and operating. These have the effect of increasing the overall vibrancy of the town centre, and thus its appearance. However, it is considered that the environmental quality of the town would suffer out-of-season, when a greater number of units appear to be closed or shutters are down. This would be greatest along High Street towards the seafront.

Conclusions

Mablethorpe, along with Skegness, is one of the two centres in East Lindsey which is focused on providing for the needs of the seasonal tourist population. As such, it is dominated by a strong service offer providing for the needs of the summer tourist population including a number of amusement arcades, such as The Mirage, and fairground attractions. Given its role in providing for tourist needs, the town has a distinctly seasonal retail and service economy. This was evident at the time of our visit, which was undertaken during the summer holiday season and as such a relatively high level of pedestrian activity was observed.

Mablethorpe is considered to have an acceptable standard of environmental quality, which although lacking any special or defining features is functional. However, the centre's proximity to Mablethorpe's seafront is a positive contributor to the character of the town centre. Mablethorpe is located on the Lincolnshire coast, and as such does not benefit from a varied transport network that is found at other settlements further inland.

The town also has a strong range of convenience and comparison operators which are capable of providing for the needs of both the resident population as well as the transient tourist population. Despite having the highest figure for vacant units of all centres surveyed, Mablethorpe is considered to be a vital and viable centre.



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

Mablethorpe town centre

East Lindsey Retail Study 2021

Survey Date - June 2021



Spilsby Town Centre

Description

Located between Horncastle and Skegness and to the south of the Lincolnshire Wolds AONB, Spilsby town centre is an historic town, with an attractive retail core which includes a number of period and heritage buildings which add character and interest to the town centre. By virtue of the town's historic status, Spilsby has hosted a market for a number of centuries.

The centre is focused along two linear retail streets, High Street and The Terrace, and includes a diverse range of goods and services which are considered easily capable of providing for the day-to-day needs of the local community. Spilsby is anchored by a strong convenience and leisure service offer which reflect the centre's role as a key service centre to surrounding villages in this part of East Lindsey. Spilsby town centre is relatively well defined with limited development opportunities, except for the former Jacksons Building Yard to the north of High Street which is subject to a now expired application for erection of up to 10no. residential dwellinghouses (ref. S/165/00239/15).



Figure 1: Many of the retail units in Spilsby are well maintained, with attractive retail displays that add vibrancy and character to the centre



Figure 2: There is ample car parking located through the town centre



Figure 3: The car parks at Market Place and Buttercross accommodate Spilsby Market on a Monday



Figure 4: Spilsby's convenience goods offer is anchored by a Sainsbury's foodstore on Boston Road and Co-op Food on Post Office Lane

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2021 (sq.m)	Floorspace at 2021 (%)	Floorspace UK Average at 2021 (%)
Comparison	3,560	33.5%	31.4%
Convenience	2,200	20.7%	15.4%
Financial	560	5.3%	7.0%
Leisure	2,170	20.4%	25.7%
Retail Service	1,010	9.5%	7.2%
Vacant	1,140	10.7%	12.8%
TOTAL	10,640	100%	100

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2021	Units at 2021 (%)	Units UK Average at 2021 (%)
Comparison	26	32.5%	27.4%
Convenience	6	7.5%	9.1%
Financial	7	8.8%	9.2%
Leisure	14	17.5%	24.5%
Retail Service	15	18.8%	15.6%
Vacant	12	15.0%	13.9%
TOTAL	80	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2021; UK Average from Experian Goad Report July 2021

Uses

Spilsby's retail offer is underpinned by a reasonably strong provision of convenience goods. Convenience goods operators account for 7.5% of all units and 20.7% of the total stock of retail floorspace. These figures are broadly similar to current national averages. The convenience goods offer is diverse, and is anchored by Sainsbury's on Boston Road and a Co-operative Food Store on Queen Street. Other operators include Spilsby Express convenience store, two grocers and a bakery. The town also has a frequent market, as Spilsby Market is held in Market Place and Buttercross car parks every Monday between 9am and 4pm and accommodates a range of stalls selling fresh food, flowers and plants, clothing and gifts alongside refreshment stalls.

Given that Spilsby is primarily a centre focused on meeting the day-to-day needs of the local community, the town has a strong range of comparison goods. In total, 33.5% of the total stock of retail floorspace and 32.5% of all units are occupied by comparison operators. Operators are also diverse, and include four charity shops, three gift shops and two ladieswear shops. In addition, there are a number of specialist retailers selling carpets and flooring, furniture, interior decorations and party goods.

Although Spilsby is dominated by convenience and comparison goods operators, there are a diverse range of service operators with a presence in the town centre. Leisure service operators account for 17.5% of all units and 20.4% of the total stock of retail floorspace. Operators include three cafés, three public houses as well as three hot-food takeaways. Retail service

operators are similarly diverse, equating to 18.8% of all units and 9.5% of the total stock of retail floorspace. These 15 operators include six hairdressers, two beauty salons and an optician. Specialist retail services operators include a Post Office, undertaker and car repair garage. There are seven financial and business service operators, accounting for 8.8% of all units. These include three estate agents and two solicitors.

Vacancies

Of the centre's surveyed, Spilsby has the highest vacancy rate in respect of units and second highest vacancy rate in respect of floorspace at 15.0% and 10.7% respectively. However, only in respect of vacant units is Spilsby figure higher than the national average.

Vacant units in the town are concentrated along Market Street and High Street, and included the former Lloyds Bank at 4 The Terrace which closed in 2018. This unit, along with 8 Queen Street are the two largest single vacant units in the town. The majority of vacant units in Spilsby are relatively small, with the average vacant unit comprising 95 sq.m of floorspace.

Pedestrian Flows

Although pedestrian activity was relatively limited at the time of our visit, the levels of activity were constant. Our visit coincided with the final hour of Market Day, and as such activity was more pronounced around Market Place and Buttercross, with lower levels of activity observed along High Street. The lowest activity was observed on the southern side of The Terrace, perhaps reflective of the lack of safe pedestrian crossing points between this location and Market Place/Buttercross. Other areas with pronounced levels of pedestrian activity include the Sainsbury's foodstore on Boston Road.

Limited levels of linked trips were observed between the Sainsbury's and Co-op Food Stores at either end of the town centre. This suggests that although these two units anchor Spilsby, in practice they play a limited role in driving activity through the town centre. Rather, customers to the two food stores are likely to arrive by car and use the private car parks provided at each facility for a single trip.

Accessibility

Spilsby is a key service centre, and as such benefits from a high standard of accessibility. There is a bus stop located in the centre of the town centre on High Street. This stop is a key interchange point, and as such is well served by a number of services including routes 11, 56, 96A, E55S and E83S. These services provide frequent access to Horncastle, Skegness, Boston, Alford and Mablethorpe. Spilsby is therefore considered to be easily accessible by public transport.

In respect of private vehicles, there is a considerable amount of surface car parking available in Spilsby, with 17 spaces available at Buttercross, 24 spaces at Market Place and 112 spaces at Post Office Lane. All of these car parks charge £2 for 2 hours of car parking. Additional, time limited on street car parking is available on High Street and The Terrace. There are two EV charging points located at the Post Office Lane car park. There are a number of cycle parking stands located at Buttercross.

Pedestrian accessibility is also considered to be good, with the limited amount of relatively slow moving traffic that uses both The Terrace and High Street not preventing a series barrier to movement. This is further improved by two zebra crossing points at the eastern and western ends of the town centre. However, the lack of safe crossing points in the centre of the town centre, in locations reflective of pedestrian desire lines, was observed as a potential barrier to safe pedestrian accessibility. Nonetheless, Spilsby is considered to have a high standard of accessibility.

Perception of Safety

Spilsby town centre is formed around an inward facing retail core along High Street and The Terrace, overlooking Market Place and Buttercross. Accordingly, the town centre benefits from a high standard of both natural and passive surveillance, with most parts of the town centre being relatively open. This gives the impression of a safe and secure town centre. Additionally, although pedestrian levels were relatively low, constant activity throughout most of the centre further enhances the perception of safety. According to the website UKCrimeStats, 38 crimes were reported within a mile radius of Spilsby town centre in June 2021. This compares with 30 crimes reported in the same area in June 2020 and 36 in June 2019.

In respect of pedestrian safety, although the centre has a limited number of safe pedestrian crossing points by virtue of on-street parking vehicles generally move slowly through the town centre. Visibility for pedestrian crossing on all roads in the town centre is generally high, however the concealed entrance onto Post Office Lane from Queen Street in the north-east of the town centre is considered relatively unsafe for pedestrians in particular. Notwithstanding this, Spilsby is considered to be a safe and secure town centre.

Environmental Quality

In general, Spilsby is considered to have a high standard of environmental quality. The majority of retail units appear to be well maintained, and the appearance of them is attractive. Any street-front retail displays are relatively tidy and do not add to an impression of street clutter.

Areas of public realm, particularly around Market Place and Buttercross, are of a good standard and show evidence of recent investment. Street trees, particularly along High Street, and a statue at the junction of High Street and The Terrace further improve the appearance and attractive of the town centre. The centre also benefits from signposting and resting points throughout the Market Place/Buttercross area.

The majority of Spilsby town centre corresponds with a Conservation Area which covers much of the historic centre of the town. Alongside a number of period buildings, such as The Parish Church of Saint James, which add both attractive architectural elements and create landmarks which define the town centre. The lack of significant vacant buildings or development plots within the core of the town centre have the effect of creating a high standard of vibrancy which further bolsters the town's overall environmental quality.

Despite the centre being dominated by public highways and lacking significant pedestrianised areas, the relatively limited traffic that moves through the centre does so at slow speeds. This traffic does not therefore significantly detrimentally impact the centre's overall environmental quality.

Conclusions

Spilsby is one of the smaller town centres in East Lindsey, and as such primarily caters to serving day-to-day retail needs. The centre is anchored by a strong convenience goods offer, alongside which is a diverse comparison offer which is greater in terms of floorspace and units than the current national average. However, whilst the town has the highest vacancy rate in respect of units and second highest vacancy rate in respect of floorspace, only in respect of vacant units is Spilsby figure higher than the national average.

Despite a relatively high vacancy rate, Spilsby is underpinned by a strong range of convenience, comparison and service operators which are commensurate with the centre's role as a key service centre. This role is further strengthened by the town's Market which is held weekly. Although the town caters less for the area's tourist population than other centres, its focus on providing for the local community and its strong, well-used provision mean that it is considered to be a vital and viable centre.



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

Spilsby town centre

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