

# 9. MARKET WEIGHTON: ISSUES AND RECOMMENDATIONS

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England  
& Lyle



EAST RIDING  
OF YORKSHIRE COUNCIL

## 9. MARKET WEIGHTON: ISSUES AND RECOMMENDATIONS

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## BASELINE SITUATION

The Study has made an assessment of the baseline situation, identifying where Market Weighton town centre is in terms of vitality and viability today. This is set out below to explain how Market Weighton town centre is performing at present and to provide an indication of how it could be improved in the future.

### General assessment

Market Weighton is a traditional market town with a linear town centre. The opening of the Tesco supermarket on Southgate in 2007 has brought new trade into the town as a whole. Tesco is located outside the existing town centre boundary but it is close to the town centre and so is included in the floorspace for the town centre which is rated as good overall. However, the consultation workshop was concerned that the town centre appears to be quiet on most days and trade has fallen since the opening of Tesco (pictured, right), particularly at the north end of the town centre.



Our analysis of the household survey results on market shares of main stores suggests that Tesco's performance in terms of sales density is below its company average level. The results also suggest that convenience goods turnover of other shops in Market Weighton has declined since the opening of Tesco.

There is very little physical capacity for growth or change within the existing town centre boundary and the capacity for growth or change is rated as poor. However, this lack of capacity is not a limitation on Market Weighton's role as a local service centre. It is able to fulfil this role without any physical expansion of the town centre.

### Diversity of Main Town Centre Uses

Market Weighton serves a primarily rural hinterland. It has a total of 31 retail units and 34 service units. Shops represent 40% of all retail and commercial uses, below the national average of 44%. Market Weighton is well provided for in terms of convenience shopping. 13% of all retail and service units sell convenience goods, above the national average. As well as Tesco there is a Netto supermarket, a Co-op and a Costcutter (pictured, right). Comparison shops represent 27% of all units, well below the national average of 36%. We rate the number and type of shops as fair for a market town.



The representation of services is 44%, also below the national average of 46%. The consultation workshop thought there are too many service uses in the town e.g. pubs and hairdressers. The representation of financial and professional services such as banks, estate agents and travel agents, is good, reflecting Market Weighton's role as a local service centre. There are 3 banks. Business and office premises are also rated as good. The presence of pubs, cafes and restaurants is rated as good, again reflecting the town's service role. There are 7 pubs, 2 cafes and 6 restaurants/ takeaways. There are no apparent deficiencies in service provision in the town. The proportion of hairdressers and beauty salons (8 out of 34 service units) is relatively high but it does not create a negative image in terms of service provision in the centre.



The Londesborough Arms Hotel is the only hotel in the town. There is also a lack of smaller accommodation such as B&Bs and this limits the town's potential to attract visitors. The quantity and quality of hotel accommodation overall is rated as fair for a town of Market Weighton's size and function. There is a lack of cultural and entertainment facilities and sports and leisure facilities and they are rated as poor. Some of the needs of Market Weighton's population for leisure and entertainment activities are met by Pocklington which has a theatre and a leisure centre.

### Retailer Representation

There is only one non-food multiple in Market Weighton, Boots pharmacy. Multiples represent just 5% of all comparison goods shops, less than in most centres in the East Riding. The number of multiples in the centre is rated as poor, which reduces the attraction of the town for non-food shopping. However, there is a reasonable variety of specialist and independent shops (pictured, right) including ladies clothes, florist and greengrocer, household items and DIY. The consultation workshop thought that specialist shops are an attraction.



A market is held in the town every Friday. There is also a local producers market every third Saturday of the month. The markets are rated as fair. Although the Friday market has a range of stalls, it is not of particularly high quality. The availability of food shopping has improved significantly since the opening of Tesco and it is rated as good.

There is no enclosed shopping in Market Weighton and so this factor is not rated. Our inspection of the town centre shows little evidence of recent investment by retailers other than the Tesco development and this factor is

rated as fair overall. No information is available on retailer demand. Market Weighton is too small to be included in the Valuation Office property market reports. The Focus database does not show any retail requirements in Market Weighton. There are 3 charity shops in the town centre, representing 10% of all retail units. The presence of charity shops is rated as fair. There are no low quality discount shops and we rate this factor as good.

### Vacant Properties

Our health check shows that Market Weighton has 13 vacant units and its vacancy rate is 17%, well above the national average of 10%. Of these 13 vacant units, 6 are new units next to Tesco which have remained unoccupied since they were built. Two of these units have subsequently been occupied by a specialist home cinema retailer. The vacancy rate is poor. The large amount of floorspace in vacant properties is also judged to be poor. Vacant premises do not have a negative effect on the town centre overall because the units next to Tesco are concentrated in one part of the town centre, so this factor is rated as fair.

### Pedestrian Flows

The workshop thought that Market Weighton town centre appears to be quiet on most days. There is a lack of footfall. In our view the volume of pedestrian flow in the town centre is generally poor. It is busiest in the main retail core area of the High Street but poorer at the eastern and western ends of the centre, including Southgate. Tesco does not appear to generate any significant pedestrian movement and the consultation group reported that:

*Tesco feels physically divorced from the rest of the town centre and there is a need to investigate ways of creating a better connection between*



*Tesco and the town centre and increase footfall.*

We agree that it is important to improve linkages between Tesco and the town centre in order to help the centre benefit from linked trips.

### Accessibility

Accessibility factors in Market Weighton are mostly rated as fair. Ease of movement for pedestrians, cyclists and the less mobile are all rated as fair. However, ease of access to the main destinations in the town centre from car parks and bus stops is good. There is a good information board provided by Market Weighton Town Council at the northern end of the town centre. The town centre is within walking distance of most of the residential areas.

There is car parking to the rear of Netto and on the market site, together with on-street car parking in the High Street for 1 hour. The Tesco car park offers free parking within walking distance of the town centre. Car parking is rated as fair. The workshop commented that:

*On-street car parking restrictions are not being enforced, resulting in a lack of available parking spaces for shoppers. Parking needs to be better controlled.*



Buses operate from Market Weighton to Beverley, Pocklington and York hourly Monday to Saturday. There are also local services to surrounding villages on Fridays (market day). Public transport is rated as fair.

### Customer Views and Behaviour

The household survey shows a generally good level of satisfaction with

Market Weighton town centre. There are very few dislikes about the centre. The survey also shows very little need for improvements in the centre. Both of these factors are rated as good.

Our observations are that there is no evidence of linked trips between Tesco and the town centre. However, shoppers do appear to use Netto and other town centre shops and services on linked trips. The household survey suggests that people doing main food shopping in Market Weighton do make use of services in the town centre but do not tend to use other shops to a great extent. Overall we rate the linked trips as fair.

### Safety and Security

On safety and security we regard the feeling of security in the town centre as good. There are CCTV cameras at the western end of Market Place and the eastern end of High Street.

### Environmental Quality

Market Weighton has some attractive buildings. The overall score on the physical appearance of retail and commercial properties is 3.3, above average. 53% of properties were rated as fair and a further 36% as good. This is a slightly higher score than in our 2001 survey. Overall cleanliness (litter and graffiti) is rated as good. The workshop did not raise any issues about cleanliness. It



thought the streets are reasonably clean and pavements do not feel constricted. But there appears to be a lack of litter bins and the Town Council arranges additional litter picks to that provided by East Riding Council. We rate the general pedestrian environment and quality of open spaces and landscaping as fair. There are toilets in Londesborough Road and the availability is rated as

good but they are in need of refurbishment. Overall the provision of toilets is judged to be fair.

### SWOT ANALYSIS

#### Strengths

- Town centre is clean and safe and contains a number of attractive buildings
- A Conservation Area Partnership scheme is underway.
- The Centre is served by a generally affluent surrounding population and there is potential for an increase in retail demand because of new housing development – a 10% increase on existing number of households is anticipated
- Good range of independent shops (although of varying quality) and specialist shops are an attraction.
- Good provision of food shopping
- Some better quality businesses have recently opened, including Bradleys café
- Town centre within walking distance of most of the residential areas.

#### Opportunities

- Increase linked trips between Tesco and the town centre
- Develop a more interesting and better quality market
- Further environmental improvements and traffic calming
- Development of niche tourism, particularly for outdoor activities
- New “Walkers are Welcome” initiative and close to national walking trails

#### Weaknesses

- Evidence that the town centre is trading at a relatively low level
- Lack of multiples which could give the centre a stronger role for

comparison goods shopping

- High vacancy rate
- Low pedestrian flows
- Lack of leisure facilities such as good cafes and restaurants

#### Threats

- Tesco could lead to further losses of trade from food shops in the town centre
- An increasingly mobile population, especially commuters, could find it more attractive to shop in larger centres which are easily accessible
- Increased competition from new retail developments in Beverley, particularly in comparison goods.
- Better signage to attract visitors.

### RELATIONSHIP WITH LOCAL STRATEGIES

The implementation of the recommendations set out in this report should be undertaken within the context of a number of relevant documents. These include the Appraisal of the Market Weighton Conservation Area, which has been drafted but not published for consultation. It is also recommended that the Conservation Area Appraisal is followed by the preparation of a detailed Conservation Area Management Plan. This would enable enhancement opportunities to be identified and pursued.

### ROLE AND FUNCTION

The study has identified Market Weighton as one of nine District Centres in the East Riding. The town centre operates as a local service centre, providing a range of facilities and services for the town's population its rural catchment area. This classification is consistent with the number of shops and services, total turnover and market share within the East Riding, and the overall health of the centre.

Market Weighton is a relatively small district centre, similar in size and status to Hedon, Howden and Withernsea. It is smaller than the larger district centres of Pocklington, Cottingham, Hessle and Hornsea.

Market Weighton's function is partly defined by the town's location on the main A1079 route from York to Beverley and Hull enabling people to commute to work outside the town. It is not an isolated town and it has good communications links and infrastructure. It is a small centre but it has developed a range of facilities that is appropriate to its size. The recent opening of Tesco helps to retain spending within the town but the success of the town centre will depend on an increase in linked trips between Tesco and the town centre. As a small centre it can rely to some extent on the services provided by other nearby towns, particularly Pocklington and Beverley. It does not therefore have to supply all its own needs. Its location adjacent to the Wolds gives Market Weighton an advantage in promoting niche tourism for walking.

The following case studies referred to in Section 2 are of particular relevance to Market Weighton in terms of best practice in market towns:

- Richmond Heritage Partnership scheme
- Somerset Market Towns Forum
- Dumbarton Town Centre Action Plan.

### LAND USE ISSUES

The recently developed Tesco supermarket and adjacent retail units on Southgate are currently located beyond the south-eastern end of the Market Weighton town centre boundary. Given the role the supermarket plays in relation to the town centre, it is proposed to include the Tesco site as part of a southern extension of the existing town centre boundary.

In analysing the future scale of development in the town, and given that remaining development opportunities are constrained in the town, a fairly limited requirement for additional retail floorspace has been identified in

Market Weighton. Most of the new retail units adjacent to Tesco are still to be occupied, but should eventually take up the majority of the capacity identified in the study. There is a need to expand the town centre boundaries to include the Community Hall and All Saints Hall – both important community facilities to the north of the existing town centre boundary.

### MANAGEMENT

The key management task identified for Market Weighton is to maintain the momentum of recent improvements in the centre's vitality and viability score, which has increased from 2.8 in 2001 to 3.1 in 2008. It is critical that changes in and around the centre are better linked to the town centre, notably to ensure that Tesco, adjacent shop units and the town centre complement each other and that investment in the management of the centre's physical and pedestrian environment is boosted.

### ISSUES AND RECOMMENDATIONS

A significant number of issues have been identified as a result of the consultation and our investigations for the study. These must be seen however in the context that the centre scores reasonably well in respect of its vitality and viability compared with other towns in the East Riding and the UK. Addressing the matters raised would lead to an improvement in its current position. The issues identified are set out below with our recommendations for action.

9. MARKET WEIGHTON: ISSUES AND RECOMMENDATIONS

<b>Community</b>	
<i>Issues</i>	<i>Recommendations</i>
Concerns about the quality of the Friday street market	Retain the role of market manager recently appointed by the town for the weekly Friday market, which has resulted in an improvement in performance. Better promotion of the market. <sup>1</sup>

Notes

<sup>1</sup> See section '2. MARKET TOWNS RESEARCH AND GOOD PRACTICE' and case studies on 'Sunday farmer's market in Falkirk' and 'Somerset market town forum'

<b>Culture and Heritage</b>	
<i>Issues</i>	<i>Recommendations</i>
Small need to develop leisure activities complementary to Market Weighton serving a local market.	Assess options for developing the evening / night-time economy e.g a better range a higher quality of restaurants and pubs that would attract visitors as well as residents.
Need to boost tourism – important for spending. Perceived lack of visitors/ shoppers to the town	Increase tourist numbers through tourism promotion. The East Yorkshire Wolds Tourism Partnership proposes to contribute to the Wolds Tourism Study to continue to implement walking/ cycling tourism elements. Tap into new "Walkers are Welcome" initiative which aims to benefit from the town's close proximity to national walking trails.

<b>Development</b>	
<i>Issues</i>	<i>Recommendations</i>
Concern was expressed in the workshop that too many retail units are being changed to non-retail units (pubs and hairdressers).	This was not necessarily supported by evidence when undertaking the Health Check of the centre as part of the study. However, changes from retail to non-retail could be achieved through the implementation of development plan policy concerning primary retail frontages. It is desirable to maintain the retail role of the primary shopping area to boost the town's vitality and viability.

<b>Economy</b>	
<i>Issues</i>	<i>Recommendations</i>
There is a concern amongst traders that the impact of Tesco is challenging. One trader said that people once walked past to go to the Co-op but they now drive past to get to Tesco. Tesco feels divorced from the rest of the town centre.	The Health Check survey evidence supports the view that the Tesco store does not appear to generate any significant pedestrian movement.  Enhance links between Tesco and the town centre with pedestrian signing to attractions  Shops to diversify offer to complement Tesco offer.
Langlands Nurseries at Shiptonthorpe competes with Market Weighton for some types of retail trade.	Marketing of the town centre. There is an opportunity for the town centre to benefit from spin-off trade from visitors to Langlands Nurseries.
Need to stimulate the visitor economy of the town.	Encourage provision of better accommodation for visitors, including low cost B&B accommodation for walkers complementing of the "Walkers are Welcome" initiative.

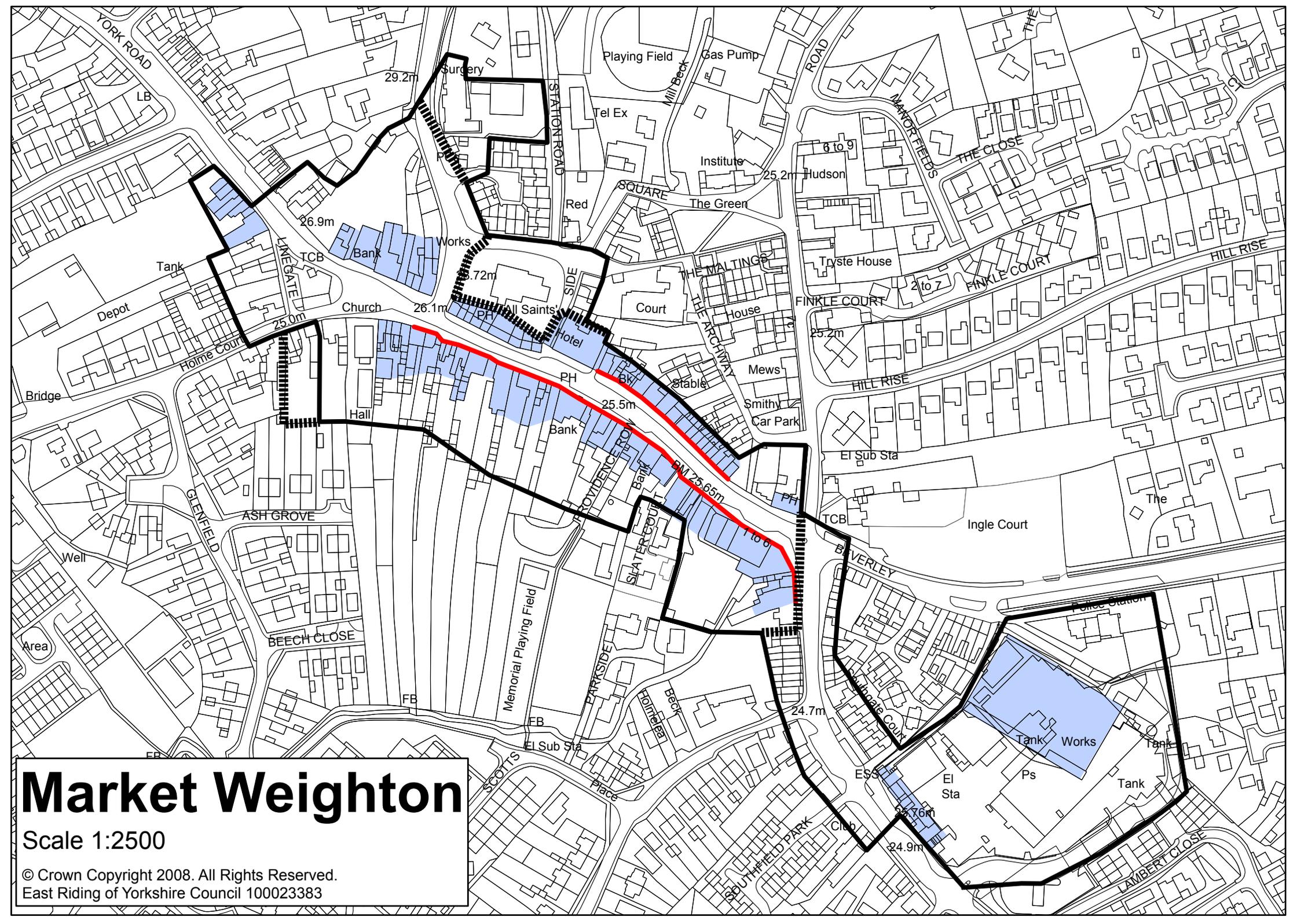
<b>Environment</b>	
<i>Issues</i>	<i>Recommendations</i>
Lack of litter bins within the centre	Investigate feasibility of providing more bins
Increasing linked trips between Tesco and the town centre.	Consider the opportunity to make the route between Tesco and the town centre more interesting and more attractive.
<b>Transport</b>	
<i>Issues</i>	<i>Recommendations</i>
Perception that car parking in the town centre is poor.	Car parking appears to be reasonable compared to other towns. Most of the town centre is within walking distance of the residential areas. Buses stop in the town centre providing an hourly service to Hull and York for shoppers. The Town Council fund a market day bus service for some villages. This service should be retained and/ or enhanced according to demand. The existing car parks should be better promoted.
On-street car parking restrictions are not being enforced, resulting in a lack of available parking spaces for shoppers.	Parking needs to be better controlled and enforced.
The road through the town centre is busy and it isn't easy to cross at the junction at Market Place / Holme Road and cross High Street between Netto and the Red Lion.	These matters should be addressed through the Local Transport Plan. Pedestrian safety would be improved by new crossing points.

## MONITORING AND REVIEW

The performance of the town centre should be monitored on an annual basis with the following key indicators being monitored so that any trends can be identified and acted upon promptly, against triggers to be developed by the East Riding of Yorkshire Council. The specific areas to be monitored are:

- Changes in the number and type of town centre units
- Number of multiple retailers against the existing baseline
- Number and type of independent shops
- Changes in retail floorspace
- Number of charity shops against the existing baseline
- Vacancy rate against the prevailing national average and an assessment of vacant properties to see if there are any long term vacant unit
- Number of car parking spaces
- Number of cars parked
- Pedestrian counts in key locations
- Number of people using the market (traders and customers)
- Physical appearance of properties (average score)
- Annual survey to monitor number of people visiting the town centre

**APPENDIX 1: PROPOSED MARKET WEIGHTON TOWN CENTRE  
MAP**



**Market Weighton**  
Scale 1:2500  
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Map Key:



Primary Shopping Area



Primary Shopping Frontage



Proposed Town Centre Boundary



Existing Town Centre Boundary (where applicable)



Potential Development Opportunity