

# 11. SNAITH:ISSUES AND RECOMMENDATIONS

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England  
& Lyle



EAST RIDING  
OF YORKSHIRE COUNCIL

## 11. SNAITH: ISSUES AND RECOMMENDATIONS

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## BASELINE SITUATION

The Study has made an assessment of the baseline situation, identifying where Snaith town centre is in terms of vitality and viability today. This is set out below to explain how Snaith Town Centre is performing at present and to provide an indication of its direction of travel.

### Overall Provision

Snaith town centre is the smallest of the centres covered in the study. It is a compact and attractive historic centre focused on Market Place and in overall terms is rated as being 'fair' in the assessment of vitality and viability. Snaith is considered to be trading well with a very low level of vacancies. There are limited concerns regarding the range of shops in the centre, attracting trade into the centre and with certain physical aspects of the centre, but overall satisfaction with the town centre was found to be good.



The town was not surveyed in the 2001 Retail Overview and comparisons cannot be drawn with its health in the past. Nor is other household survey data relevant as the centre is too small to be significant in terms of shopping patterns.

There is very little physical capacity for growth or change in the centre because of its historic townscape and capacity for growth is therefore rated as poor. It is acknowledged that given its role and function there is little requirement for any significant expansion of the centre.

The consultation revealed the perception that the recent housing development had led to an increase in activity in the town centre and was supporting some

of the specialist shops. There is no evidence of this in the study as the lack of previous assessment does not allow for comparisons to be drawn.

### Diversity of Main Town Centre Uses

Snaith has a relatively low number of shops at 13, 38% of the total of all retail and commercial units, with 20% of all units being convenience stores. 59% of units are service uses. The presence of pubs, cafes and restaurants is rated as fair, but the provision of hotels is poor, which is unsurprising given its role and function. Cultural and entertainment facilities are rated as fair.



### Retailer Representation

Snaith is a centre dominated by independent traders and specialist shops, which underpin the town centre. There is little evidence of recent investment by retailers in the town centre. There are no charity shops or low quality discount shops.

### Vacant Properties

There is only one vacant unit and the vacancy rate is only 3%, which is good.

### Pedestrian Flows

The volume of pedestrian flow in the town centre is rated as poor and the centre is not considered to be large enough to generate any significant pedestrian movement.

### Accessibility

The ease of movement for pedestrians, cyclists and the less mobile are all rated as good as is ease of access to the main attractions in the town centre from car parks and bus stops. Snaith does not appear to be very well served by public transport with bus and train services being found to be limited. During the consultation it was stated that:

*Two trains per day to Leeds and one per day from Leeds to Snaith – but at the wrong times of the day?*

### Customer Views and Behaviour

In the household survey the number of respondents giving views on Snaith is too small to be statistically reliable. However, the views of the consultation workshop suggest that customer satisfaction with the town centre is generally good and the extent of improvements needed is not significant. The feeling of security in the town centre in our professional opinion is good.

### Safety and Security

The feeling of security in the town centre in our professional opinion is good.

### Environmental Quality

Snaith is an attractive small centre with a better than average score on the physical appearance of properties. Overall cleanliness is fair and the general pedestrian environment and quality of open spaces and landscaping are good.



### **SWOT Analysis**

#### Strengths

- Compact, attractive historic centre
- Low level of vacancies
- Good quality town centre environments

#### Weaknesses

- Little capacity for change/development
- Small size of centre and low number of units
- Low pedestrian flows

#### Opportunities

- Develop increase in footfall from enlarged population
- Conservation Area Appraisal/Management Plan
- Traders Association
- Traffic improvements
- Design guidance for Conservation

#### Threats

- Continued development of larger centres drawing away trade
- Inappropriate/unsympathetic development in the Conservation Area

### **RELATIONSHIP WITH LOCAL STRATEGIES**

There are other initiatives and strategies that relate to Snaith town centre which have either commenced or are planned. It is important that the recommendations in this report are complementary to these. In particular these are the Snaith & Cowick Together (community-led regeneration

partnership) which was set up to deliver the Town Action Plan produced by Snaith Civic Society with funding from the Countryside Agency and activities being pursued through Leader + and actions set out in the Conservation Area Appraisal.

**ROLE AND FUNCTION**

The study has identified Snaith as being one of 13 Local Centres within the East Riding. Snaith has been identified as a local centre because of its limited range of services and shops compared to the other market towns assessed.

The town centre is therefore considered to be of local significance, providing access to a number of independent retailers and services for Snaith and the surrounding area, within the context of the historic centre. Snaith plays a secondary role to the larger centres such as the Principal Town Centre of Goole and the identified District Centres. The relationship between Snaith and Goole has not been assessed in detail as part of this study, as Goole has been the subject of an earlier town centre assessment. Snaith in itself is not considered to be a strong attractor for visitors from other centres.



The following case study referred to in Section 2 is of particular relevance to Snaith in terms of best practice in market towns:

- Somerset Market Towns Forum

**LAND USE ISSUES**

It is recommended that Snaith is designated as a Local Centre in the Local Development Framework. It is not considered that either the designation of a primary shopping area or primary shopping frontages are justified given the size of the centre and the number of town centre units. The scope for further development within the town centre is very limited.

**MANAGEMENT**

The principal aim for Snaith town centre should be to maintain the level of vitality and viability of the centre with the 2008 score being the minimum for the future. In this regard, Snaith is considered to be vulnerable in terms of its low vacancy rate, lack of opportunities for growth and issues arising from the scale of the centre. The actions identified below seek to address the points raised.

**ISSUES AND RECOMMENDATIONS**

A number of issues and perception were raised during the consultation and these are considered below.

<b>Community</b>	
<i>Issues</i>	<i>Recommendations</i>
Public toilets are needed	As a local centre catering for its resident population, Snaith may not be expected to have public toilets. But it is an attractive centre which could attract more visitors. Explore options for funding for new facilities or whether public use of existing facilities can be achieved as per the recent Welsh Assembly scheme.

<b>Culture and heritage</b>	
<i>Issues</i>	<i>Recommendations</i>
Funding for Conservation Area for physical shop front and other building improvements and enhancements and repairing of traditional cobbles outside of Priory Church and 9 Market Place	The Conservation Area Appraisal should identify the enhancements required and address how these would be funded and implemented.  Recommended that a Conservation area Management Plan is prepared.
Inappropriate materials considered to be used in the Conservation Area	This should be addressed through the control of development and planning enforcement powers as appropriate. Consider production of specific guidance and the use of Article 4 Directions following preparation of Conservation Area Appraisal.

	The key option for Snaith is to increase the proportion of local shoppers using the centre. However, leakage of trade to larger centres is going to happen given the position of Snaith in the town centre hierarchy and the offer of the centre
No Traders Chamber/ Association	Set up group. Initially, a meeting could be arranged to test whether a Traders grouping would be supported and worthwhile and pursued if support is expressed.

<b>Environment</b>	
<i>Issues</i>	<i>Recommendations</i>
The challenge of street cleaning and lack of bins	This matter needs to be examined between ERYC and the Town Council to define the extent of the problem and to determine what actions may be necessary and should be taken.

<b>Economy</b>	
<i>Issues</i>	<i>Recommendations</i>
Perception of low footfall in the centre and competition from larger supermarkets and town centres. Problems of attracting shopping to the town	It is considered that the level of footfall is what is expected for a centre of this size and type. However, the offer in the centre could be promoted to increase the numbers of local shoppers, such as to promote the town centre in terms of it being a sustainable destination locally and that shopping locally would be a good approach to follow. There is anecdotal evidence that the recent housing development in the town has boosted footfall and levels of activity and the potential catchment population for the centre.

<b>Transport</b>	
<i>Issues</i>	<i>Recommendations</i>
Limited drop-in/short stay parking opportunities	The Local Transport Plan (LTP) includes a number of specific transport measures relating to the town centre. It would be timely to revisit these and undertake a town centre transport assessment in conjunction with the Town Council and local community to inform the next Local Transport Plan.
More frequent public transport needed (e.g. extension of Goole Go Far bus)	As above

Pedestrianisation of Market Place to enhance the shopping environment and a one-way system traffic circulation system to free up additional short stay parking was suggested	The appropriateness of such measures in this small centre could be assessed in the LTP.
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## 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.

- Changes in the number and type of town centre units
- Footfall levels in centre
- Changes in retail floorspace
- Vacancy rate
- Number and usage of car parking spaces
- Physical appearance of properties (average score)

