



# A SUSTAINABLE VISION FOR HOYLAK TOWN CENTRE

DRAFT ONLY: FOR COMMENT



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**6 Market Street**  
**Hoylake**  
**Wirral CH47 2AE**

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Front cover: HVL concept for 'The Row' redevelopment, to include town square, local niche retail with residential units above and possible medium sized 'anchor' brand supermarket (see page 13).

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ELECTRICAL  
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# INTRODUCTION

Hoylake Village Life formed in 2009 in response to the problem of empty shops in Hoylake. Since then, we have been researching and considering the issues that affect Hoylake's economy. This conversation starter document provides data that will help local residents and businesses consider how the retail centre of the town might develop.

In 2009, Consultants Roger Tym Associates identified serious and 'ongoing decline' in the Hoylake economy. According to Experian, Hoylake had the fifth highest vacancy rate in Wirral (25%) and was the lowest performing Wirral retail centre in the UK retail rankings.

In response to this, we have invested much energy into promoting Hoylake across the region and locally; through the website [www.hoylakevillage.org.uk](http://www.hoylakevillage.org.uk); social networking with Facebook and Twitter; establishing a Town Team and Business Network as well as starting a DCLG funded Neighbourhood Forum who are preparing a Neighbourhood Plan.

We developed a shopfront design guide to assist businesses to improve the look of shopfronts and have been speaking to landlords and agents about creative partnerships to try to improve the look of Market Street.

We have secured WMBC Town Centre Action Plan status for the town, to commence in May 2013 and we also hope to embark on a Purple Flag scheme application process which aims to diversify and improve the quality of the night time

economy whilst reducing any associated anti-social behaviour.

However great the buzz we create, sustainable inward investment needs to be evidence based. Although vacancies have reduced to only 9 %, well below the national average, too many businesses of the wrong type come and go having failed to do proper research; when the right type of businesses do come, there is insufficient footfall created by other businesses to support it; so the recovery remains fragile.

This document gathers data that highlights opportunities to reverse the decline in a sustainable way. We need support from the local council and from businesses. We need to promote Hoylake as a place where small, efficient niche businesses can reap rewards.

This document highlights clear evidence-based opportunities for Hoylake to develop as a "Home Town", not a "Clone Town".

To achieve this, Hoylake needs to become clearly distinct from West Kirby and Moreton in its retail and leisure offer, promoting the town's considerable assets locally, regionally and, ultimately, globally.

We believe that **food and drink, sports, arts and the environment** are those distinguishing features, and we see opportunities for new businesses from these sectors to thrive in Hoylake.conversation starter



# EVIDENCE: CONVENIENCE SHOPPING

The following figures show where HAWKS (people from Hoylake and West Kirby) shop and how much we spend on food shopping (£million):

	<b>WK</b>	<b>Hoylake</b>	<b>Other</b>	<b>TOTAL</b>	<b>Hoylake share</b>
Main food shopping	20.8	2.0	16.7	39.5	5%
Top up shopping	6.1	3.6	3.5	13.2	27%
<b>TOTAL FOOD SPEND</b>	<b>26.9</b>	<b>5.6</b>	<b>20.2</b>	<b>52.7</b>	<b>10.6%</b>

Hoylake spend consists of	<b>Main</b>	<b>Top up</b>	<b>Total</b>
Sainsburys	0.3	1.0	1.3
Co-op	1.0	0.6	1.6
Local shops	0.7	2.0	2.7
<b>TOTAL</b>	<b>2.0</b>	<b>3.6</b>	<b>5.6</b>

West Kirby spend consists of	<b>Main</b>	<b>Top up</b>	<b>Total</b>
Morrisons	20.5	4.5	25
Local shops	0.3	1.5	1.8
<b>TOTAL</b>	<b>20.8</b>	<b>6.0</b>	<b>26.8</b>

**West Kirby also has inward convenience shopping, mainly from Heswall and Birkenhead:**

	<b>Main</b>	<b>Top up</b>	<b>Total</b>
Morrisons	5.7	1.4	7.1
Local shops	0.0	0.5	0.5





# EVIDENCE: COMPARISON SHOPPING

The following figures show where HAWKS shop and how much we spend on comparison goods (£million)

	WK	Hoylake	Other	TOTAL	Hoylake share
Clothing	1.7	0.3	19.0	21.0	1.4%
Furniture	1.0	1.0	9.7	11.7	9.3%
DIY goods	1.0	0.1	6.5	7.6	1.3%
Domestic appliances	1.3	0.3	15.5	17.1	1.8%
Specialist goods	4.8	0.9	14.5	20.2	4.6%
<b>TOTAL COMPARISON SPEND</b>	<b>9.8</b>	<b>2.6</b>	<b>65.2</b>	<b>77.6</b>	<b>3.4%</b>

**West Kirby also has inward shopping, from across the borough:**

Clothing	1.0
Furniture	0.3
DIY goods	0.0
Domestic appliances	0.4
Specialist goods	2.8
<b>TOTAL</b>	<b>4.5</b>

**Hoylake also has more limited inward shopping, mainly from Moreton, Upton and Birkenhead:**

Clothing	0.1
Furniture	0.3
DIY goods	0.0
Domestic appliances	0.0
Specialist goods	0.1
<b>TOTAL</b>	<b>0.5</b>

# MORRISON'S

IN

Welcome to Morrisons

Bank Holiday  
Monday

Super Opening Hours  
8.00 am to  
7.00 pm



# KEY STATISTICAL HIGHLIGHTS

- Population of the area is 25,300, approximately evenly split between the two towns.
- Overall, HAWKS spend £130 million per annum on convenience and comparison shopping
- HAWKS spend £8.2 Million in Hoylake; £36.7 million in West Kirby and £85.4 million elsewhere
- Morrisons 'benchmark' store turnover is £20 million. Total turnover is £32 million, therefore the store is overtrading by £12 million.
- £25 million of Morrisons turnover is by HAWKS.
- Hoylake's local shops food spend is £2.7 million.
- West Kirby's local shops food spend is £2.3 million.
- Hoylake's share of top up spending is 27%
- Hoylake's inward convenience shopping is negligible.
- HAWKS spend £12.4 million on comparison goods in West Kirby and Hoylake
- HAWKS spend £65 million on comparison goods outside the area.
- West Kirby's local (non supermarket) convenience and comparison shops combined enjoy a revenue of £17.1 million.
- Hoylake's local (non supermarket) convenience and comparison shops combined enjoy a revenue of £5.8 million.
- HAWKS spend over £20 million in other town centres on convenience shopping (we would deduce that Hoylake residents account for half of this or £10 million)
- Shoppers from across the borough who travel to West Kirby from East Wirral by train and by road from Heswall spend £12.1 million in West Kirby
- 84% of visitors to Wirral consider food to be a key consideration when booking a break.
- 84% of visitors to Wirral consider scenery and countryside to be a key consideration when booking a break.

# Nicho Comics



Niche shops attract footfall from other towns: this benefits other businesses in the high street

# THE CASE FOR A NICHE SHOPPING FOCUS

Hoylake clearly needs to focus on its assets in order to draw visitors in. These include the environment; walking and cycling; the beach, built heritage, restaurants, sporting events, and vibrant night time economy.

During the day, Hoylake would benefit from an increased focus on niche retail: **food and drink, sports, arts and environment**-centred businesses.

The **twilight and night time economies** would benefit from diversification and a higher quality offer or bars, cafes and restaurants, perhaps driven by Purple flag principles.

The **professional services sector** is also prevalent and successful in Hoylake and should be better promoted.

## **Current trends:**

Potential inward 'niche' businesses who are put off by higher rents in West Kirby are coming to Hoylake instead.

Local entrepreneurs can also see benefits from this vision and will add momentum.

These pioneer businesses will generally need to be high quality, persuasive enough to get visitors from West Kirby and Heswall to come to Hoylake; and for visitors from East Wirral to come in by train.

Local people will want longer opening hours and higher quality service and products, at a reasonable price in order to increase 'top up' spend locally.

For incoming visitors, parking is an issue; better signage and access is essential.

The first phase is food (produce; cooking and kitchenware; restaurants and higher emphasis on quality food from local cafes and bars) in order to capitalise on 'top up' spending trends; more heavily marketing and targetting the local food fair and other events.

This will be followed by Sports, arts and environment.

The 2014 Golf Open is a big opportunity to promote local sport, health and fitness opportunities.

The Festival of Firsts and Hoylake Community Cinema are key in promoting Hoylake's growing artistic community.

A focus on environment needs the beach to be more attractive; this is perhaps our greatest challenge; outdoor sporting and recreational events will support this.

The new website will reflect this structure on the home page.



Could a local supermarket actually benefit existing local businesses by retaining footfall that is currently lost to West Kirby?

# SUPERMARKETS: GOOD OR BAD?

For simple geographical reasons, Hoylake is less able than West Kirby to attract significant numbers of inward comparison and convenience shoppers; West Kirby train station is 'end of the line' and closer than Hoylake station to local shops. West Kirby acts as a 'barrier' to Hoylake for shoppers traveling by road from Heswall.

Moreton also has a more vibrant and self-sufficient local economy: largely due to higher footfall and higher numbers of national brands and local shops serving the local community.

People will not travel in to Hoylake for mainstream (eg domestic appliances) comparison or main food convenience shopping from either side. Any supermarket in Hoylake would therefore need to be aimed at, and supported by, local people.

There are understandable local concerns that a supermarket would draw business from existing local businesses: however, given that Hoylake residents already spend £10 million per annum in West Kirby, it is worth considering whether a local supermarket might bring some of that vital footfall back, actually benefitting local businesses?

Hoylake's new District Centre status allows for a new retail until of up to 1500m<sup>2</sup>. At a benchmark sales rate of £12,000 per square metre, a supermarket in Hoylake could potentially turnover £18 million pa of main and top up shopping revenue. However according to the statistics above, Hoylake's combined main and top up comparison spend is no more than £26 million, including local shops.

We might deduce from this that a 1500m<sup>2</sup> supermarket would be too big for Hoylake, being unsustainable whilst also damaging local business. However, could a supermarket of approximately 1000m<sup>2</sup> be more appropriate, and could its presence benefit other local businesses? Assuming 2x increased footfall, a projected Hoylake convenience spend might be as follows:

	Current total	Projected main	Projected top up	Projected total
New supermarket	nil	9	3.0	12.0
Sainsburys/co-op*	2.9	1.3	1.6	2.9
Local shops	2.7	1.4	4.0	5.4
<b>TOTAL</b>	<b>5.6</b>	<b>11.7</b>	<b>8.6</b>	<b>20.3</b>

Given the 'exodus' factor to West Kirby, it appears there is potential demand in Hoylake for a medium sized supermarket. But would this bring enhanced opportunities for local shopping? Taking evidence from the statistics (it is also notable that the local food shopping revenue is higher for Hoylake than it is for West Kirby, even taking into account incoming shoppers) it would seem quite possible that bringing footfall back into Hoylake could benefit local shops **if they were sufficiently promoted.**

Local and potential inward investors should capitalise on this. Food and drink shopping is a popular and successful niche; Hoylake can build a reputation for it. On the back of this, people may be looking for other niche 'destination' businesses.

\* It is assumed here than the advent of another supermarket would not benefit existing 'chain' stores: indeed the opposite might be the case.







Hoylake has so much potential: it is a place of real opportunity for small business entrepreneurs.