

**Haddington
Town
Centre
Strategy**

2018

**Supplementary
Guidance to the East
Lothian Local
Development Plan
2018**

HADDINGTON TOWN CENTRE STRATEGY

1.0 Purpose of the Haddington Town Centre Strategy

- 1.1 The Haddington Town Centre Strategy forms a part of the adopted East Lothian Local Plan 2018 (LDP). It is supplementary guidance focusing on the changes that the Local Development Plan is planning to the town of Haddington and the implications of that change for the town centre. The LDP introduces new planning policies adopting the town centre first principle and has detailed planning policies for town centres to guide development.
- 1.2 The strategy looks in more detail than the LDP into the town centre. A health check of the town centre is provided, its strengths, weaknesses, opportunities and threats are considered and its performance as a place with coordinated actions for improvement and regeneration.
- 1.3 In addition to the LDP and its supporting documents, the town centre strategy takes account of the Council's emerging Local Transport Strategy and Local Housing Strategy as well as the Haddington and Lammermuir Area Partnership Area Plan. It is a material consideration in the determination of planning applications that affect the town centre.

2.0 Policy Context

Local Development Plan Policy for Town Centres

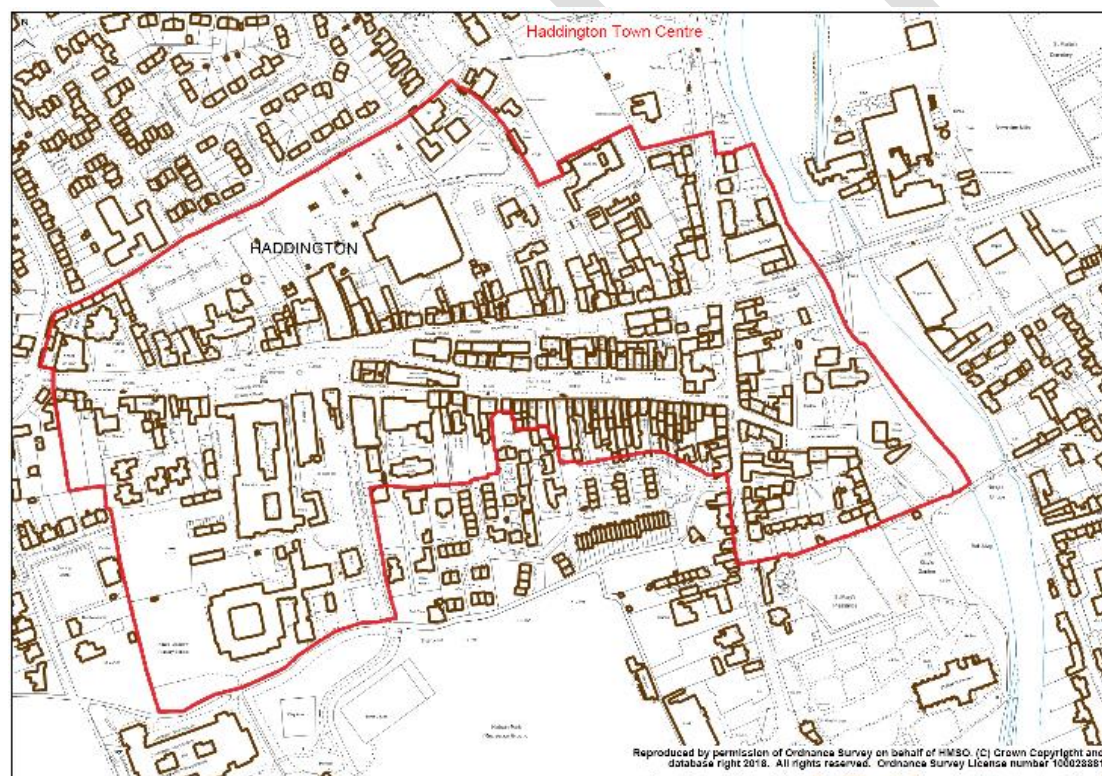
- 2.1 The newly adopted East Lothian Local Development Plan 2018 (LDP) promotes the Town Centre First Principle which requires that uses that would attract significant footfall must consider locating to a town or local centre first and then, sequentially, to an edge of centre location, other commercial centre or out of centre location. This is designed to support town centres in the long term and help to ensure that they are vibrant and sustainable.
- 2.2 To further support town centres and to minimise the length of time commercial premises lie vacant the principle of a change of use between retail, business, office, restaurant leisure and entertainment is supported. As town centres evolve there could be pressure to change uses to residential; this may be acceptable in non ground floor or backland locations but will only be acceptable in a ground floor location where there is evidence that it is no longer viable as a town or local centre use.
- 2.3 The policy on hot food outlets supports hot food outlets in town and local centres provided that there will be no significant impact on local amenity, including cumulatively with other existing take-aways in the area and are consistent with other LDP policies including in relation to parking and road safety.
- 2.4 The town centre strategy is proposed to be approved as supplementary guidance to the LDP. It therefore remains approved until the East Lothian Local Development Plan 2018 is replaced. The strategy will be reviewed and updated as appropriate based on regular health checks to ensure it remains up to date and effective.

3.0 Form and Content of the Haddington Town Centre Strategy

3.1 The Haddington town centre strategy adopts a strategic approach to guide the improvement of Haddington town centre. Following analysis from a health check of the town centre a series of Actions is made to address the issues arising in the town centre. Each action is given an indicative short, medium or long timescale with identified lead and joint working parties for its implementation. The health check can be regularly updated and actions can be monitored and if required revised in future.

4.0 Background

4.1 The LDP defines the Haddington town centre, one of six defined town centres in East Lothian. This is the spatial area where the LDP policies outlined in Section 2 above apply and also the spatial area where the town centre strategy actions that follow apply.



4.2 Haddington has begun a period of sustained expansion. The Housing Land Audit for 2017 states the total committed sites in Haddington will yield 1198 units. In accordance with the LDP the potential new housing development sites proposed for the ward will yield 355 units taking the total to 1553 potential new homes in Haddington ward by 2025.

4.3 The town centre is wholly included in the designated Haddington Conservation Area. Haddington is renowned for the quality of its historic burgh architecture and layout. The purpose of a conservation area is to ensure that new development preserves or enhances the architectural and historic character of the area and that should ensure

over time ensure that the area is improved and enhanced. The Haddington Conservation Area Character Statement and other supplementary planning guidance to the LDP on Cultural Heritage and the Built Environment, which contains guidance on development in conservation areas including shopfronts and advertisements are important in setting standards for improving the overall environment of the Conservation Area.

5.0 Haddington Town Centre Analysis

- 5.1 Haddington town centre's strengths, weaknesses, opportunities and threats (SWOT) are included in a table contained in Appendix 1. This has helped to inform the proposed actions for the town centre strategy.
- 5.2 The SWOT analysis has been prepared following the collection of data in an up-to-date Health Check for Haddington. The following points have been identified in the Health Check and subsequent SWOT:
- 5.3 The Haddington and Lammermuir ward is the largest geographically in East Lothian. 16.4% of the population of East Lothian live in the ward. The population is set to grow, with a total of 1553 houses planned for Haddington by 2025. The town centre easily accessible however new developments are being built further away from the town centre.
- 5.4 Town Centre vacancy rates have varied since 2008, but are steadily dropping and are below the average for East Lothian. Footfall has risen each year since 2014/15. There are a wide range of uses represented in the town centre, with a high percentage of shops and businesses.
- 5.5 81% of people who live in Haddington visit the town centre on a weekly basis or more frequently. Over half of the respondents from Haddington do visit Haddington Town Centre in the evenings (after 6pm). However, the majority of those visit once a month or less (29%).
- 5.6 Even though Haddington is geographically further from Edinburgh it retains a significant proportion of convenience expenditure and any losses from North Berwick and Dunbar appear to be leaking to Haddington. There is an excellent bus service from Haddington to Musselburgh and Edinburgh. Any future developments away from the town centre could see further retail choice within easy reach at the new Blindwells.
- 5.7 The Haddington CARS project (2009-2014) significantly improved the appearance of buildings within the town centre with comprehensive high quality and long lasting repair and enhancement of most of the tenement buildings in the town centre that were in the worst condition. There are floral displays which enhance the streetscape.
- 5.8 The street has on-street short stay parking and a number of car parks off the High Street with easy access to the main shopping area. However, while off-street car parks are well utilised there are limited restrictions in force in them. This leads to a lack of control over the balance of short-stay and long-stay parking with over

utilisation of long-stay car parks creating overflow parking in neighbouring streets. More/better parking is identified by residents as a much needed improvement.

- 5.9 The Citizen's panel survey (2018) identified a need for a wider range of shops, more parking and a more attractive town centre environment.

6.0 Regeneration Strategy for Haddington town centre

- 6.1 The first Haddington town centre strategy (2009-2014) sought to increase the vibrancy and vitality of Haddington town centre by encouraging new mixed use development on vacant sites and the comprehensive repair of historic buildings. Significant progress was made on the repair of buildings with grant assistance under the Historic Environment Scotland Conservation Area Regeneration Scheme (2010-15). Over 50 grants were made to eligible buildings resulting in the comprehensive repair and enhancement of 14 core town centre tenements in identified priority areas. The two town centre redevelopment sites remain in need of investment. The CARS legacy was to set a standard for comprehensive building repair and to encourage other buildings to be repaired. Private schemes to repair and convert buildings in Kilpair Street to housing use and a key landmark building, the former George Hotel, now the mixed use George Court building, followed and the town centre enhanced as a result.
- 6.2 The potential to develop further small sites to bring in new people to live in the town centre is a desirable objective to support a sustainable and vibrant community in the town centre.
- 6.3 New residents will start to bring their spending power to Haddington as new housing is developed. The challenge for the town centre is to attract them to use it. While Haddington retains 85% of its retail expenditure on convenience goods much of its expenditure on comparison goods, is spent elsewhere, in common with other towns in East Lothian. The town centre will only attract people if it is a safe, attractive place to visit with good access including available parking. To do this Haddington town centre requires further investment in the following:
- Redevelopment of vacant sites and buildings – sites at the east end of Market Street/Brown Street and the corner of Hardgate and Victoria Terrace should be redeveloped for mixed uses
 - Public realm improvement – the quality of the spaces between buildings in Haddington High Street, Market Street and Hardgate requires improvement to complement the quality of its townscape.
 - Town Centre Buildings - Continued improvements to the repair and external appearance of buildings within the town centre.
 - Re use of vacant buildings - including vacant shop units and the former Sherriff Court which is to become the new location for the Police who will vacate their current premises (confirm that is the case) leaving it requiring re use.

7.0 Main Issues in Haddington Town Centre

- 7.1 This section outlines the main issues followed by actions required within Haddington town centre. It provides an indication of timescale and details of who will lead action to implement each project.
- 7.2 Haddington is classified as an Independent to Interdependent town¹ which means that it has a good number of assets in relation to its population, a good diversity of jobs, and residents on the whole travel shorter distances to travel to work and study. These towns attract people from neighbouring towns to access some of their assets and jobs.
- 7.3 Haddington town centre commercial premises vacancy rates are consistently lower than the East Lothian or Scottish average at around 5%. There are few vacant properties above commercial premises. There is however, low quality of public realm space between buildings within the town centre with most space devoted to vehicles
- 7.4 Footfall within Haddington town centre declined between 2011 and 2014 but has risen since and in 2017 returned to the 2011 level. This compares favourably with a falling trend elsewhere as fewer people visit the High Street for retail purposes. In 2017 just over half of commercial premises in Haddington town centre were shops, 24% services and 8% café/restaurant use.
- 7.5 Surveys indicate that Haddington town centre is used by 81% of its residents weekly or more frequently with 33% visiting daily. While the majority walk, 41% travel by car and 1% use a bus. The town centre must continue to be accessible to residents from its housing areas and in line with the emerging Local Transport Strategy, encouragement to do so by means of active travel is required. It can be difficult to find a parking space as many are occupied all day long through lack of enforcement.
- 7.6 A proposal of application notice for retail uses at Gateside may lead to an application for a proposal which is a significant walking distance from the town centre and a consideration in the assessment of any application is therefore whether or not it would attract people away from the town centre.

8.0 Actions for Haddington Town Centre

8.1 Movement and Access

8.2 Planned housing and employment growth in Haddington will increase vehicle movements in and around the town. To address this the LDP proposes a programme of transport improvements at Haddington town centre to improve traffic flow and maintain air quality. Actions include:

- Haddington Town Centre Design Project
- Reorganisation of Town Centre Car Parking

¹ Understanding Scottish Places, Scotland's Towns Partnership, 2015

Haddington Town Centre Strategy: Action 1 Haddington Town Centre Design Project				
Action and Location	Lead and Joint Working	Timing and Next Steps	Timescale: Short Medium Long Ongoing	Progress
Preparing a detailed landscape design for the public realm on High Street, Court Street, Market Street and Hardgate	East Lothian Council / Sustrans/ Community	1 Access Strategy 2. Agreement of area to be designed 3. Draft Design concepts 4. Consultation 5. Detailed Design 6. Permissions 7. Funding applications 8. Traffic orders 9. Implementation in phases	Short Medium Long Ongoing	This project has progressed to the point where a detailed design for phase 1 High Street is in preparation and anticipated to be prepared by March 2019.

- 8.3 A one way traffic flow system was introduced in Haddington town centre in 2014, to aid vehicle flow and growth. Vehicles no longer require the same space as they did when movement was two-way and there is scope to reorganise the space between buildings giving more space to pedestrians.
- 8.4 Work began with an Access Strategy for Haddington town centre and subsequently on an iterative town centre design project involving the community and funded by East Lothian Council and Sustrans. Consultants have been appointed to coordinate the design work in consultation with the community. The public realm design must take account of traffic flow and access, commercial vehicle deliveries, bus stop positioning and access, pedestrian flow, cycle provision, parking and provision for future town centre events as well as ensuring that the overall design is complementary to the high quality of historic townscape within Haddington town centre.
- 8.5 This design work is a major project for the town centre that should, subject to identifying funding, result in a significant enhancement to the town centre that will encourage people to use it and be of benefit to the town centre economy.

Haddington Town Centre Strategy: Action 2 Reorganisation of Town Centre Car Parking				
Action and Location	Lead and Joint Working	Timing and Next Steps	Timescale: Short Medium Long Ongoing	Progress
Reorganisation of town centre car park stay length	ELC Road Services	1. Approval of Parking Management Strategy as part of Local Transport Strategy 2. Implementation of stay lengths 3. Creation of additional parking to support the town centre	 	This project will commence on approval of the ELC Parking Management Strategy

- 8.6 Although Haddington is well served by car parks not all are available to the public at all times. Reorganisation of car parking is required to better manage the existing car parks. There is potential for an additional long stay car park to serve the town centre's needs though this would be located just outwith the defined town centre at West Road and/or at Whittingehame Drive and is subject to land availability.
- 8.7 The Parking Management Strategy which forms part of the Local Transport Strategy has been approved and the town centre will be served by the reorganisation of the existing town centre car parks. This may require additional signage and every effort should be made to keep permanent signs to a minimum to minimise sign clutter. Haddington is served by the following car parks, currently all free to use:

<i>Where</i>	<i>Proposed Duration</i>
<i>Parking on street</i>	short stay
<i>Newton Port</i>	short stay
<i>Court Street via Tesco car park</i>	short stay
<i>Tesco long stay</i>	short stay
<i>Sports centre</i>	medium stay
<i>John Muir House (part)</i>	medium stay
<i>Mill Wynd</i>	long stay
<i>Tesco car park</i>	long stay

Built Environment and Public Spaces

- 8.8 The entire area of Haddington town centre is located within the designated Haddington Conservation Area the character and appearance of which requires to be preserved or enhanced. The Haddington Conservation Area Regeneration

Scheme (CARS) project (2009-2014) significantly improved the overall appearance of the town centre with comprehensive high quality and long lasting repair and enhancement of most of the tenemental buildings in the town centre that were in poor condition. However, not all buildings were able to be assisted under the grant scheme and it is important that where building defects are noticed that further repairs are encouraged. Actions include:

- Shopfront and Advertisements
- Improving small spaces within the town centre

Haddington Town Centre Strategy: Action 3 Shopfront and Advertisements				
Action and Location	Lead and Joint Working	Timing and Next Steps	Timescale: Short Medium Long Ongoing	Progress
Improve the quality of shopfronts and advertisements in High Street	ELC Planning Service and Economic Development and Strategic Investment / Commercial premises owners, occupiers and lessees	Improvements will be encouraged at the time of advertisement consent applications or planning applications to alter shopfronts Traditional symbolic signs and canopies will be encouraged where appropriate		Ongoing

8.9 Improvements are required to some shopfronts and advertisements in the High Street to complement the buildings in which they are located and to enhance the overall quality of High Street. Advertisement consent is granted for a five year period therefore this should in time improve as further applications for advertisement consent are made. Shopfront alterations and advertisements must comply with the Council’s supplementary planning guidance on Cultural Heritage and the Built Environment. A number of symbolic three dimensional shop signs exist in Haddington and these were commonplace in the 1960s after a town improvement scheme at that time. Haddington is a market town, albeit currently with only one regular monthly market, and if the town centre had more traditional elements to its shops such as symbolic shop signs, and shop canopies put out on sunny days it could reach a stage where it could enable it to be a town marketing feature.

Haddington Town Centre Strategy: Action 4 Improving Small Spaces within the Town Centre				
Action and Location	Lead and Joint Working	Timing and Next Steps	Timescale: Short Medium Long Ongoing	Progress
Improve the quality of small recreational spaces in town centre	Community/ELC	1. Some spaces will be identified in the town centre will be identified by the Haddington Town Centre Design Project 2 Other spaces may be for the community to consider how they could be improved and external funding sought.		Consultants are working on the Haddington Town Centre Design Project which is due to report in 2019. Blooming Haddington has planning permission for restoration of railings at Monument Park

8.10 Every town has differently used spaces within the town centre; these might include civic space suitable for gatherings or events and smaller, landscaped spaces often quieter space off the main streets where people can sit and rest. While High Street is an enclosed civic space in its own right it does not have any public gathering area and is used mainly for vehicle movements and parking. Court Street provides the main civic space outside John Muir House and the former Sherriff Court, which is where markets are held.

8.11 Haddington has several smaller spaces within the town centre including the square at Tesco accessed from Market Street through Dickson's Close/Shiell's Close; St Anne's Place; the open area on the corner of Market Street and Hardgate and the gardens with the old custom stone to the rear of George Court. Further afield are Neilson Park, Haddington House gardens, the open space at Lady Kitty's garden and the Ba' Alley. Not all of these spaces are well used and improvements could be considered. The space adjacent to Tesco could potentially house an outdoor coffee stall or occasional market; the custom stone garden could have seats and Lady Kitty's could be encouraged by signage to be better used. The Monument Park's railings and low walls could be restored to their original design. Taken together improvements to such spaces can encourage people to spend longer in the town centre.

Buildings at Risk

8.12 Financial assistance in the form of grants for general building repair buildings within Haddington is no longer generally available. Owners of buildings remain responsible for their repair including to the common elements of a building such as the roof, chimneys, stair, gutters and downpipes. Where buildings, including listed buildings,

fail to be kept in a good state of repair a statutory notice can be served on owners requiring its repair. If the notice is not complied with then the Council must undertake the work and claim costs back in full from the owners. Actions Include:

- External Repair of Privately Owned Buildings in Multiple Ownership
- Encourage the Redevelopment of Sites at the East End of Market Street
- Improve access to the Town Centre

Haddington Town Centre Strategy: Action 5 External Repair of Privately Owned Buildings in Multiple Ownership				
Action and Location	Lead and Joint Working	Timing and Next Steps	Timescale: Short Medium Long Ongoing	Progress
Consider statutory action if necessary to occupied town centre buildings to ensure common repairs	ELC EDSI and Planning Service / private owners	1 Consider buildings that require repairs to common elements for statutory action if necessary		This work will be ongoing.

8.13 Privately owned buildings, often those in multiple ownership, in town centres can be vulnerable to disrepair and this is common across Scotland. Where any building is in disrepair its owners are responsible for its condition. In a town centre the appearance of a building in disrepair can affect the overall attractiveness of the town centre therefore it is important that buildings are kept in good repair. Where necessary the Council has powers to intervene and require owners to undertake repairs. In some situations this can lead to the compulsory acquisition of affected buildings. Compulsory purchase of buildings or land can be an option to undertake a significant improvement to a town centre.

8.14 Within Haddington town centre there are few empty properties above shops with most space occupied by residential accommodation. Where there is vacant accommodation it is best for the town centre to have it occupied by people to encourage additional spend within the town centre.

Haddington Town Centre Strategy: Action 6 Encourage the Redevelopment of Sites at the East End of Market Street				
Action and Location	Lead and Joint Working	Timing and Next Steps	Timescale: Short Medium Long Ongoing	Progress
1 Encourage development of infill and vacant sites that can be	Private land owners / ELC Development / ELC Estates	1. Where the Council is land owner to actively pursue redevelopment		Ongoing

sensitive designed to support the town centre		2. Where sites are privately owned the Council will engage with interested parties to bring forward plans for the sites		
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8.15 Haddington town centre continues to be adversely affected by the vacant buildings and sites at the east end of Market Street which require redevelopment to support the town centre. These include the small car park on the corner of Brown Street and Market Street and the former garage site on the corner of Victoria Terrace and Hardgate. In line with LDP town centre policy both sites should be for mixed use development with commercial use on the ground floor and residential use above.



The former car park site and the adjacent vacant building are owned by East Lothian Council but the vacant plot to the south is privately owned. The Council has prepared development guidelines for the site which require a frontage on to both Market Street and Brown Street to complete the building line and townscape form.



The former garage site contains existing buildings in the form of garage workshop, shop and filling station. Redevelopment of this prominent site will require a design that provides frontages on to both streets and that addresses the corner well. The design should be in keeping with its surrounds.

8.16 From time to time other proposals for redevelopment of sites or buildings will come forward. In line with the LDP all new development must be of a high quality that preserves or enhances the conservation areas and will be expected to use building materials common to Haddington town centre on the exterior of the building.

Haddington Town Centre Strategy: Action 7 Improve Access to the Town Centre				
Action and Location	Lead and Joint Working	Timing and Next Steps	Timescale: Short Medium Long Ongoing	Progress
Encourage pedestrian and cycle access to Haddington town centre	ELC / Community	1.Active travel improvements within the town centre will be identified by the Haddington Town Centre Design Project 2.Funding to be identified for path link improvements where required		Consultants are working on the Haddington Town Centre Design Project which is due to report in 2019

8.17 Haddington High Street lies in the centre of the town and is accessible by walking and cycling along several path routes. New housing developments must provide path links into existing paths to encourage walking and cycling to and from the new houses. Where path links to and in and around the town centre would benefit from, for example, surface or lighting improvement this should be undertaken to encourage their use. To further encourage cycling more, safe cycle parking must also be provided.

9.0 The Way Forward

9.1 This strategy forms statutory supplementary guidance to the Local Development Plan. The health checks can be updated regularly and the strategy should be monitored and revised in line with revisions to the LDP Action Programme.

DRAFT

STRENGTHS

- County town and administrative centre for East Lothian
- History and Historic Buildings in Conservation Area provide a very high quality historic town centre setting
- Attractions/facilities such as Knox Academy, Aubigny Sports centre and pool, archives, museum and library in or close to town centre
- Growing town with a further 1553 homes by 2025 whose residents can be expected to use the town centre
- Strong and active community
- 81% of residents visit the town centre frequently
- Community group Blooming Haddington has enhanced the town's appearance using floral displays
- Low commercial unit vacancy rate
- Good range of shops and businesses on offer which retains retail expenditure and attracts expenditure from other town centres
- CCTV coverage discourages town centre crime
- Over half of all Haddington Residents visit the town centre after 6pm
- Corn exchange provides a large function space
- Town attracts inward commuting
- Several town centre tenements and other buildings enhanced through recent CARS scheme
- Free public wi-fi in town centre

WEAKNESSES

- High proportion of retail expenditure particularly on comparison goods made outwith the town
- Low quality of public realm space between buildings within town centre with most space devoted to vehicles
- Some lower quality shopfronts and advertisements
- Limited choice of hotels and tourist accommodation
- High levels of commuting from Haddington particularly to Edinburgh
- New housing is relatively far from town centre
- Can be difficult to find a parking space as many are occupied all day long through lack of enforcement
- Road side parking currently reduces some roads to one-way operation creating a bottleneck that causes congestion and safety problems

OPPORTUNITIES

- On and off street parking can be managed to enforce short, medium and long stay parking to ensure that town centre users can find parking easily
- Good bus service to allow day trips from Edinburgh and surrounds to Haddington
- Residents of new housing will increase disposable income
- More speciality shops
- Further interpretation information for visitors
- Improved path links to town centre
- Encourage more town centre living in undeveloped buildings and sites
- Proposed retail park at Gateside will attract more people to Haddington and should allow more expenditure retention within town. New hospital will attract people to it who could use the town centre
- Haddington subject to town centre regeneration proposals
- Parking charges could raise income that could benefit the town centre

THREATS

- Proposed retail park at Gateside is too far to walk to town centre and it could attract people away from the town centre
- Lack of maintenance and investment by building owners could harm the appearance of town centre buildings making it less attractive to new businesses.
- Parking charging could be introduced which may deter people from visiting the town centre
- Internet shopping
- Residents of new housing may not feel the need to use the town centre
- Lack of investment in the repair of town centre buildings harms its appearance and economic prospects
- Proposed development site at Peppercraig could provide retail that attract people away from town centre.

HADDINGTON Health Check

POPULATION

The 2016 mid-year population estimates state that **17,084** people live in the Haddington & Lammermuir ward:

- The ward is the largest geographically in East Lothian
- It is 16.4% of the population of East Lothian
- 52.4% of the population live in the town of Haddington

Age Distribution (National Records of Scotland, 2016 mid-year estimates)

	Haddington & Lammermuir Ward	East Lothian	Scotland
% of the population (0-15)	17.9	18.2	16.9
% of the population that are (16-64)	61.3	62.2	64.6
% of the population that are 65 or over	20.8	19.6	18.5

The Haddington area has a higher concentration of people of working age than East Lothian overall.

HOUSING

In 2017, the number of households in East Lothian was 45,301. This is a 1.2% increase from 44,749 households in 2016. In comparison, the number of households in Scotland overall increased by 0.7%.

Between 2016 and 2026, the number of households in East Lothian is projected to increase from 44,749 to 50,070. This is an 11.9% increase, which compares to a projected increase of 6.4% for Scotland as a whole.

In 2016, there were 6,104 dwellings in the H & L ward, 13% of the total number of dwellings across East Lothian.

The Housing Land Audit for 2017 states the total committed sites in Haddington will yield **1198** units. In accordance with the LDP the potential new housing development sites proposed for the ward will yield **355** units taking the total to **1553** potential new homes in Haddington ward by 2025.

The average household size for East Lothian is 2.3.

RETAIL PATTERNS

Town centre catchments:



CONVENIENCE – EXPENDITURE AND POTENTIAL SPARE EXPENDITURE AND OPPORTUNITIES

Table 5.3 of the RCS (2015) shows convenience shopping patterns (with main food and top-up combined). This highlights the following from 2015:

In zone 4 a very high proportion of convenience expenditure is retained within the zone (85%). At the time of the study a planning consent was in place for a Sainsbury's supermarket which would both increase expenditure inflows to Haddington and consume the existing over trading. However, Sainsbury's have now confirmed they will not move forward with this site. There is likely to be smaller scale retail development, some of which would be convenience.

COMPARISON – EXPENDITURE AND POTENTIAL SPARE EXPENDITURE AND OPPORTUNITIES

The majority (70%) of expenditure takes place outside East Lothian, namely at Ford Kinnaird (Edinburgh) and Edinburgh Town Centre. The Retail Capacity Study (2015) concludes that there is substantial forecast comparison expenditure growth relating to the residents of East Lothian, so capacity is not a barrier to new comparison retail development in the Council area. However, forecast for expenditure indicate that only a small proportion of the leakage could be retained in East Lothian. The reason is that East Lothian does not have any major shopping centres. It is more probable that leakage of comparison expenditure to major destinations outside East Lothian will increase. Trends in internet shopping are also having a major effect.

The main issue will be to support the existing comparison retail floorspace in the town centres in East Lothian, through encouraging improvements to the quality and range of comparison shopping, in conjunction with other measures to improve the attractiveness of the town centres as destinations.

BLINDWELLS

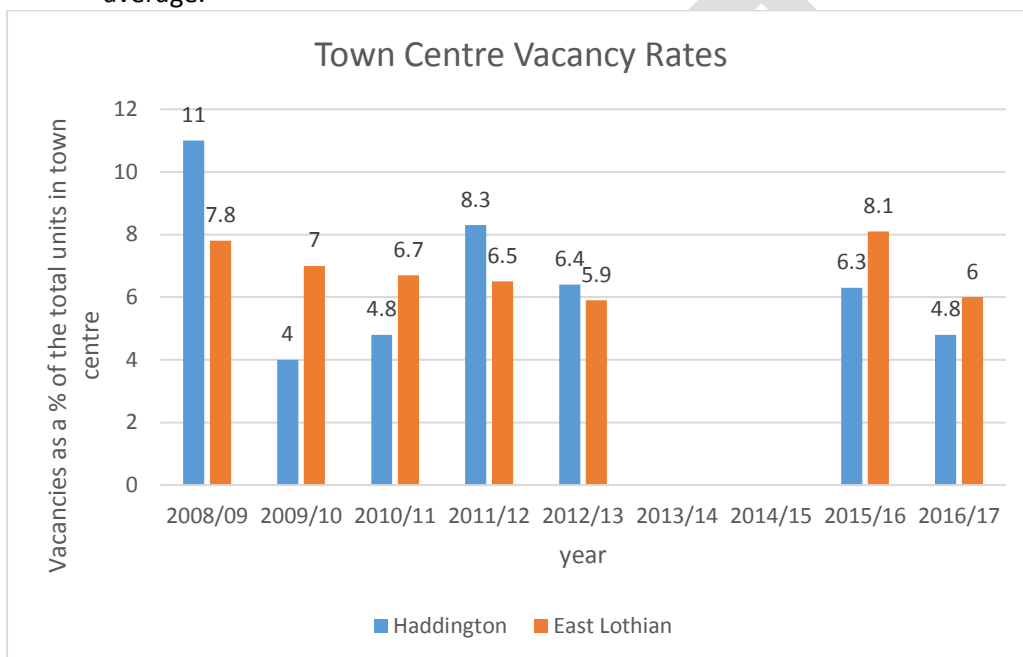
The RCS concludes that under 2015 market conditions there is limited scope for a larger supermarket (despite the leakage in surrounding zones of Prestonpans and Tranent), however, as Blindwells

develops out there may be opportunity for a larger supermarket over the longer term. In terms of major non-food retail development, a key factor is the location of Blindwells relatively close to Fort Kinnaird. It is only just over 6 miles or 11 minutes' drive time with very good accessibility along the A1. It is probably too close for any major comparison retail development at Blindwells to succeed. From the appraisal, provision for development of a local centre to mainly serve the expanding population at Blindwells appears the most likely scenario to succeed.

TOWN CENTRE ASSESSMENTS (quantitative)

Vacancy data (measured as a percentage of available retail units in the area)

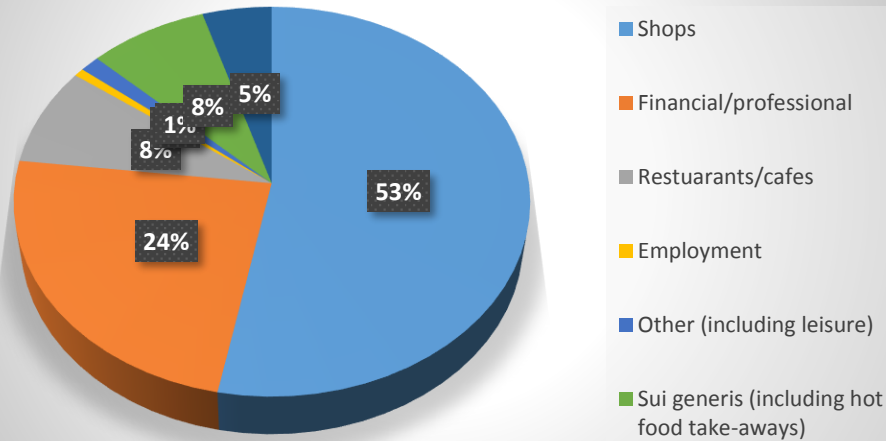
- Vacancy rates have varied in Haddington, from a high of 11% in 2008 to a low of 4.8% in 2017.
- The 2016/17 figure shows Haddington vacancy rates to be lower than the East Lothian average.



Town Centre uses

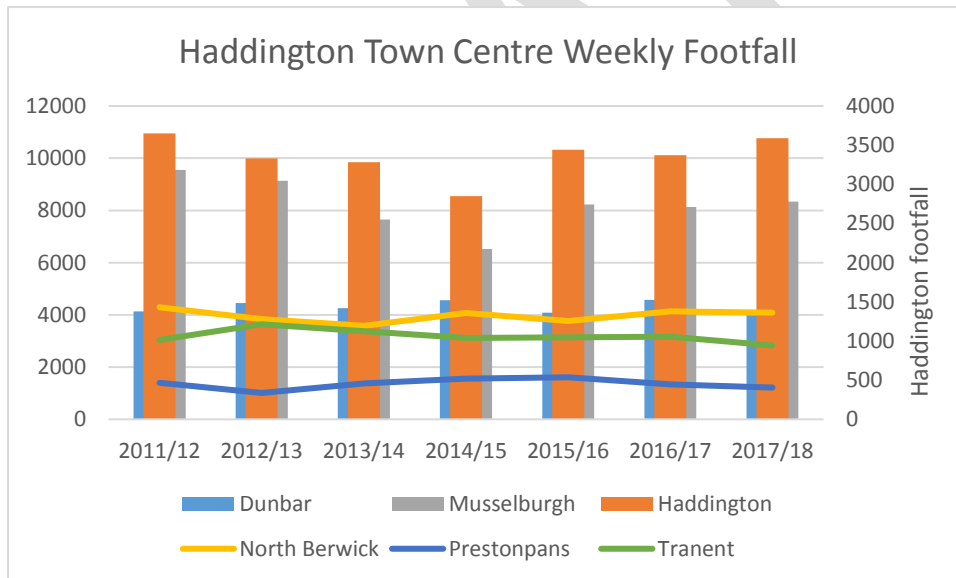
It is of interest to monitor the uses currently occupying the town centre units. The following charts demonstrate the spread of use classes in Haddington, using data from the 2017 retail survey:

Haddington Town Centre 2017



Footfall

Pedestrian counts are undertaken annually in each town centre to establish weekly footfall rates for East Lothian’s High Streets. The observations are November based and are not reflective of seasonal differences.



Weekly footfall on Haddington High St are on the rise and are back to a similarly high number since 2011/12. Weekly footfall rates per head of ward population are 0.20 visits per person, behind Musselburgh (at 0.41 visits per person), Dunbar (at 0.29 visits per person) and North Berwick (at 0.28 visits per person).

AIR QUALITY AND POLLUTION

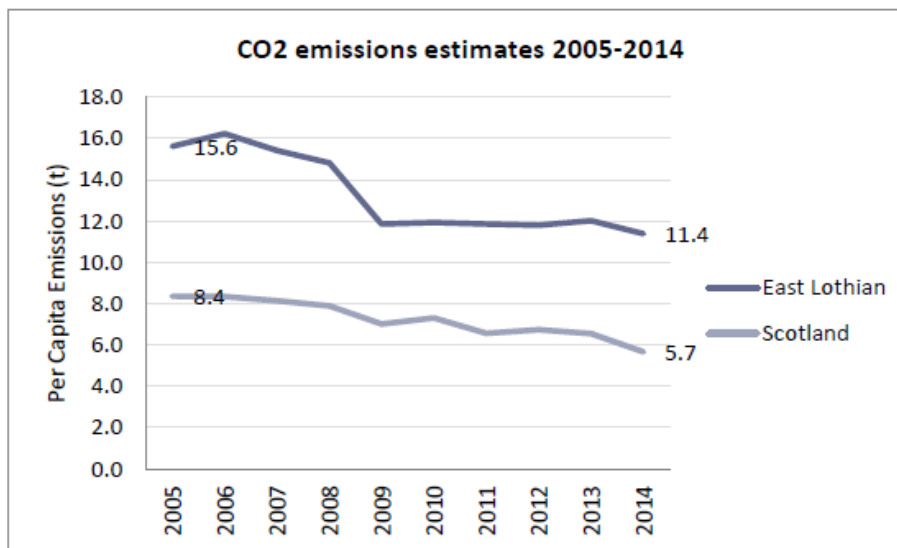
In association with other plans the LDP will help to maintain or enhance air quality objectives. It will do this because it has taken these factors into account when selecting locations for development and by ensuring its development strategy is complemented by air quality mitigation measures. It will seek to integrate land use and transport and minimise the need to travel as well as the distance travelled.

It will do this by promoting town centres as accessible locations for a mix of land uses and services and providing community services locally.

Currently air quality in East Lothian is very good. The Council has been annually reviewing and assessing local air quality since 2003. The majority of pollutants have been screened out in assessments and exceedences of air quality objectives for these pollutants across East Lothian are not considered likely.

In East Lothian there has been an overall decrease of 27.1% in CO2 emissions between 2005 and 2014. However in 2014 East Lothian had an estimated 11.4 tonnes of CO2 emissions per capita. This was the second highest rate in Scotland out of the 32 local authorities.

CO2 Emission estimates per capita (tonnes per capita) in East Lothian and Scotland (UK Government 2016)

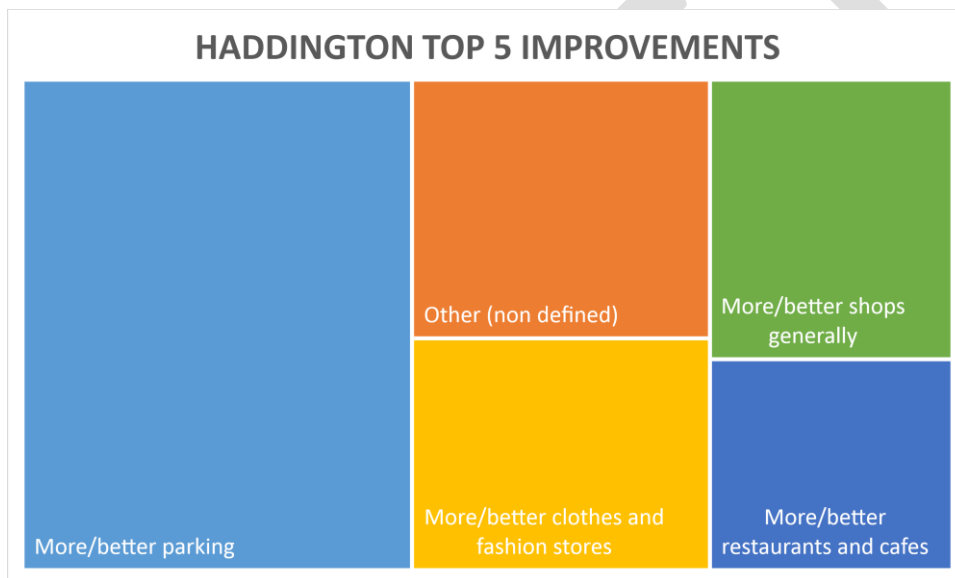
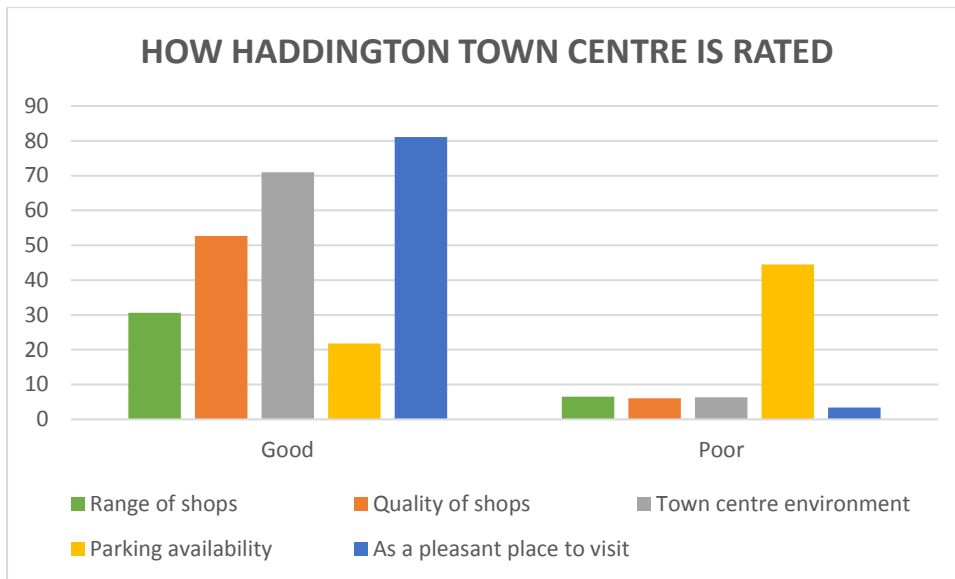


The East Lothian Residents Survey (2017) reported that 8% of respondents in the ward felt that traffic congestion was the most important thing in making somewhere a good place to live, compared to 10% across East Lothian.

TOWN CENTRE PERCEPTIONS (qualitative)

The following are the results from the 2015 RCS telephone survey:

81% of people who live in Haddington visit the town centre on a weekly basis or more frequently. 33% visit daily. 57% people walk to the centre, 41% travel by car and less than 1% travel by bus. The majority of survey respondents think Haddington Town Centre is a pleasant place to visit with a good environment. The quality and range of shops are described as 'good' or 'average'. The only poor scoring feature is parking availability. More/better parking is top of the list of preferred improvements.



Over half of the respondents from Haddington do visit Haddington Town Centre in the evenings (after 6pm). However, the majority of those visit once a month or less (29%). The top 5 things that would make people visit the Town Centre in the evening are:

1. More/better restaurants and cafes
2. Shops open later
3. More leisure facilities
4. More evening events
5. More/better pubs and wine bars

Discussion

In Haddington, Dunbar and North Berwick at least 50% of the population visit the town centre in the evening at least once a month. In North Berwick the figure is as high as 82%. These centres are more geographically remote and distanced from Edinburgh. This is also reflected in the convenience expenditure, where a significant proportion is retained in the local centres of Haddington, North Berwick and Dunbar, and any losses from North Berwick and Dunbar appear to be leaking to Haddington. In all three centres the improvement sought is more/better parking.

Considering the use classes at play in each town centre, all town centres support approximately 50% shops (class 1 retail). The previous Local Plan supports retailing and restricts change of use in town centres, but the new Local Development Plan 2016 introduces greater flexibility (Policy TC2) allowing for change of use between retailing, restaurants, businesses and offices and leisure and entertainment. This may see a wider mix of uses over the coming years and is something to consider in future monitoring. Greater flexibility may assist in increasing the night time offer.

Restaurants/cafes represent 8% of the overall town centre uses in Haddington. Whilst restaurants/cafés is not a full indicator of the evening offer, it does offer some insight. Another side of the evening economy is represented by public houses/wine bars. These are difficult to identify when analysing use classes as, along with other uses, are defined as sui generis. However, sui generis includes hot-food take-aways, the majority of which provide an evening service.

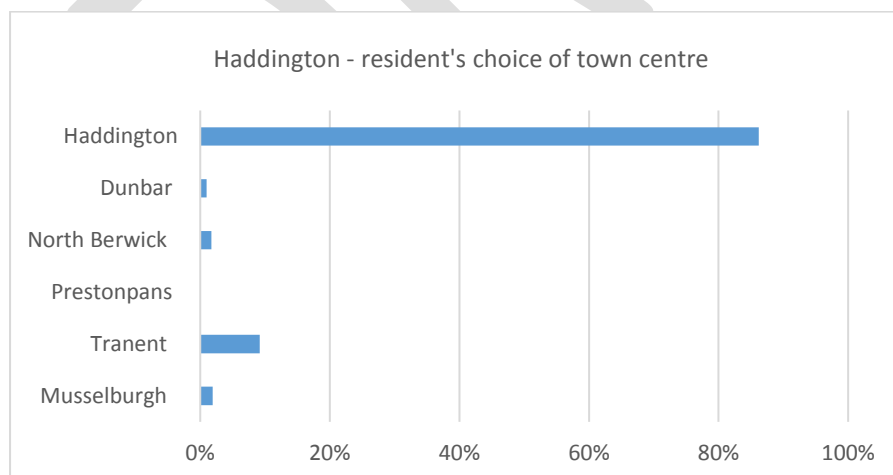
In conclusion it can be seen that the highest proportion of restaurants/cafes are located in the centres of Haddington, North Berwick and Dunbar – where there is the greatest use of the centres after 6pm. For residents of Haddington the top priority for improving the evening economy are *more/better restaurants and cafes and shops open later*.

Citizen’s panel – Survey 2018

East Lothian Citizens’ Panel survey from Spring 2018 provides the most up-to-date information available on town centre usage and perceptions. A total of 682 responses were received – 193 postal and 489 online. The emerging patterns are shown in the following analysis.

Question 5 of the spring 2018 Citizen’s Panel questionnaire asked ‘which of the following town centres do you visit most often for shopping, leisure and to access services?’ Possible answers were Musselburgh, Tranent, Prestonpans, North Berwick, Dunbar and Haddington. It should be noted that there is no option to provide an alternative town centre, so the results show 100% results across the 6 centres. It is of most use to monitor which town centre local residents to those centres use.

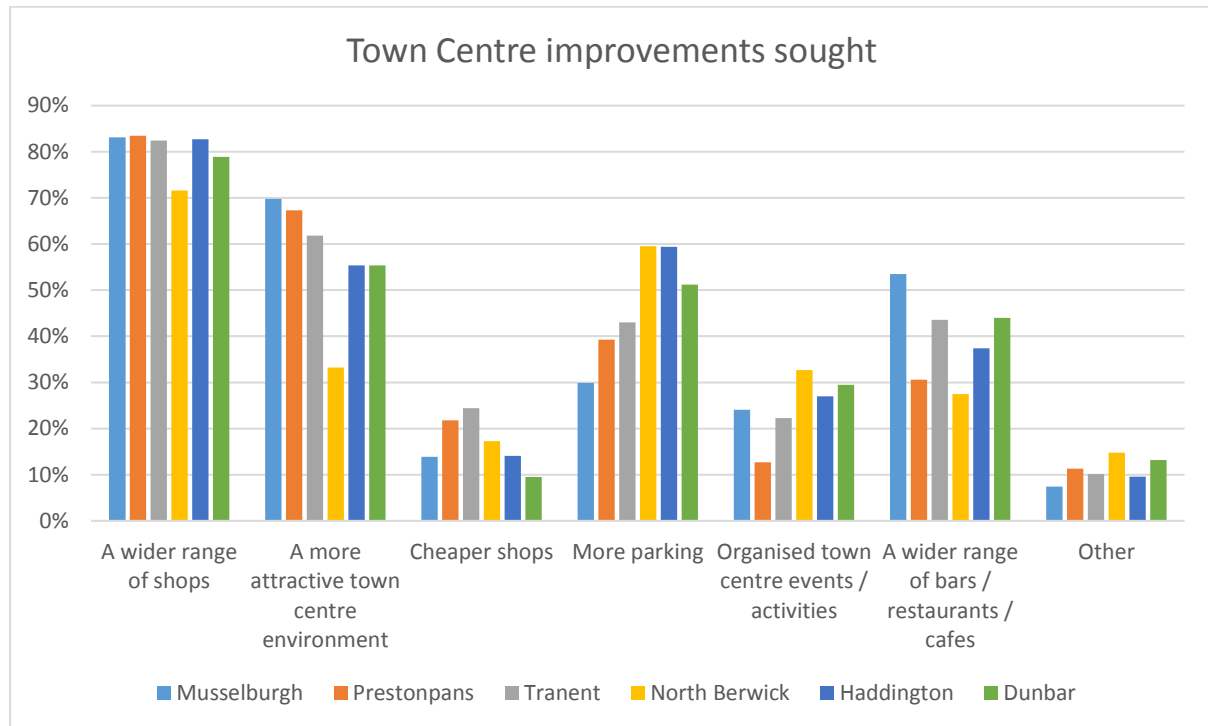
Which town centre do people visit most often for shopping, leisure and services?



The citizen’s panel results show that the majority of residents in Haddington choose Haddington as their preferred town centre to visit for shops, leisure and services. This corresponds with the findings of the RCS which concluded that 85% of convenience expenditure is retained within Haddington and 81% of people who live in Haddington visit the town centre on a weekly basis or more frequently.

Three years on and the survey results indicate similar trends – Dunbar, North Berwick and Haddington residents choose to shop in their local town centre, although Haddington does also attract some visits from residents of North Berwick and Dunbar. Both Prestonpans and Tranent are losing visits to other East Lothian centres, namely Musselburgh and Haddington.

Question 8 of the spring 2018 Citizen’s Panel asks ‘which 3 factors would be most likely to encourage you to use your local town centre more?’ The results are highlighted below:

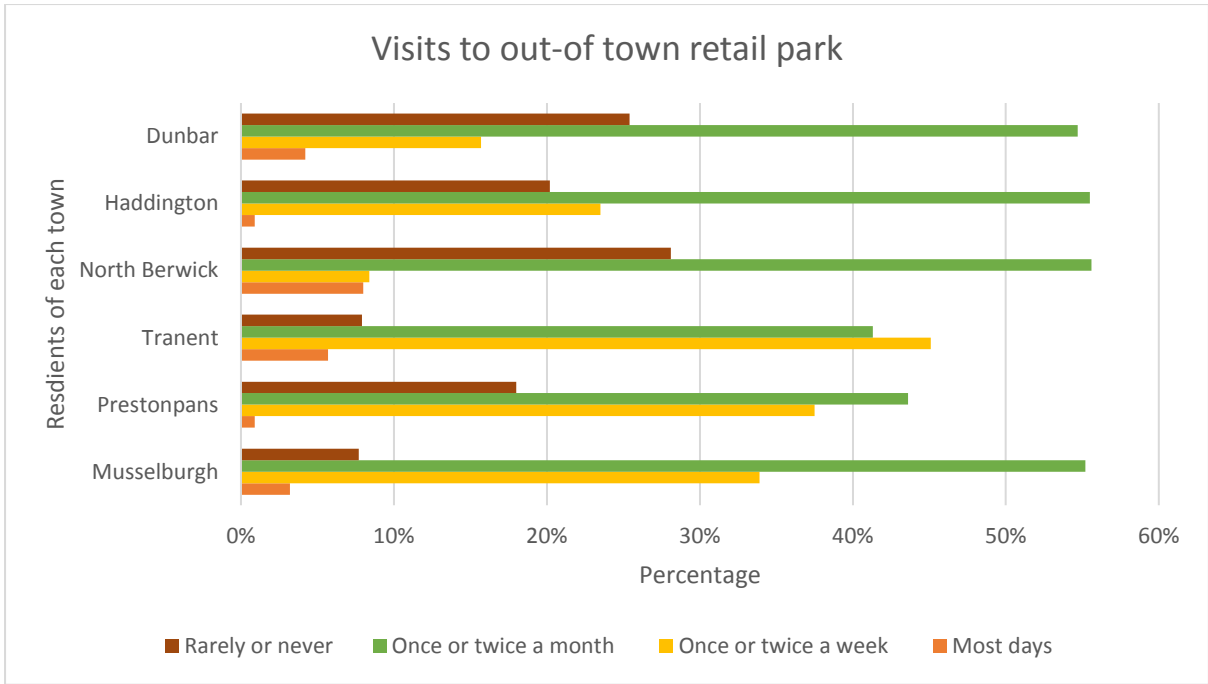


The results are similar for each town centre with the top three issues for Haddington showing:

1. A wider range of shops
2. More Parking
3. A More Attractive Town Centre Environment

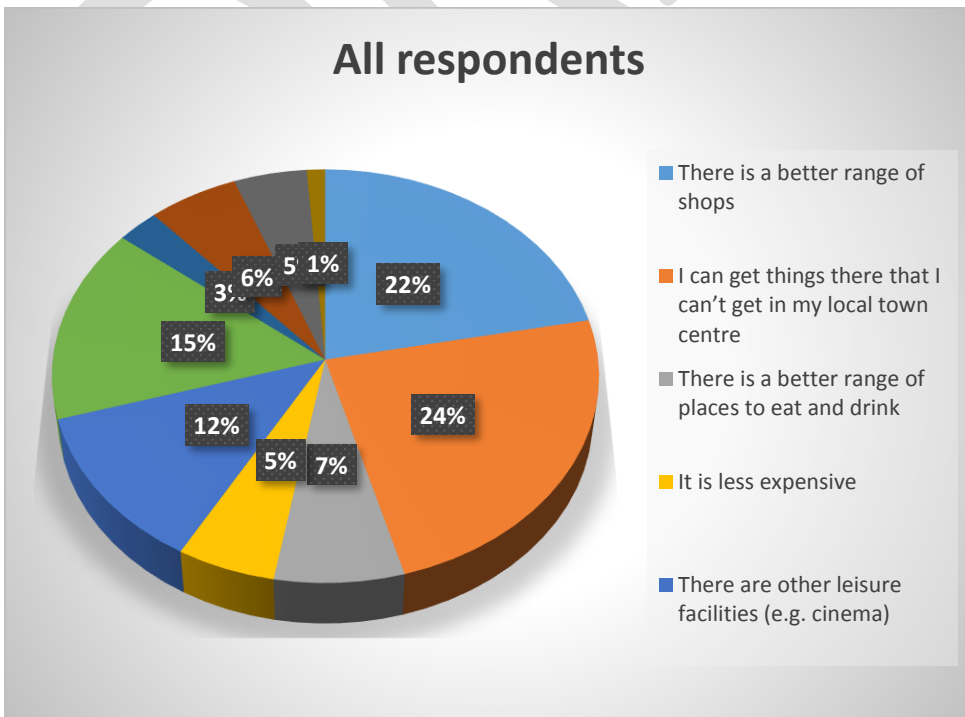
There is also a requirement for a wider range of bars/restaurants and cafes. There is less concern in respect of cheaper shops. Whilst a wider range of shops and more parking were identified in the 2015 RCS telephone survey, the town centre environment was voted as ‘good’ for the town centres.

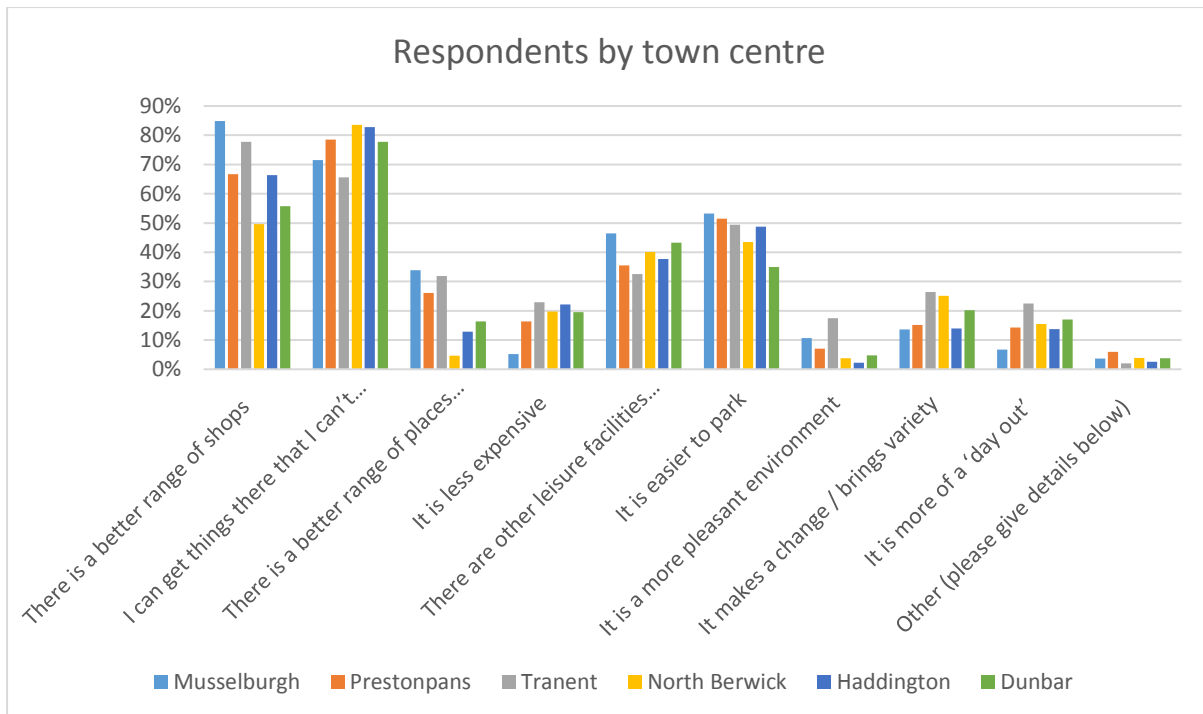
Question 9 of the spring 2018 Citizen’s Panel asks ‘how often do you visit an out-of town retail park for shopping or leisure activities?’



A large proportion of people visit an out of town retail park between once or twice a week and once or twice a month. A higher proportion of residents from Dunbar, Haddington and North Berwick rarely or never visit an out-of-town retail park, most likely because proximity to Edinburgh and the available out-of-town centres is further than the communities of Musselburgh and Tranent. Few people use an out-of-town retail centre daily. This is a good sign that suggests town centre usage, however, it should be borne in mind that the majority of out-of-town retail centres, such as Fort Kinnaird, are predominantly the sale of convenience goods, which few people buy daily.

Question 10 of the spring 2018 Citizen’s Panel asked ‘If you go to an out-of town retail park for some shopping or leisure activities, rather than to your local town centre, what would be your reasons for doing so?’





As expected people refer to the ability to can get things there that they can't in their local town centre such as food, drink outlets and leisure facilities and a better range of shops. Whilst it is possible to encourage an increased range of shops, restaurants and leisure facilities in the East Lothian town centres, proximity to the Edinburgh offer and, in particular, Fort Kinnaird will always play a part. It is extremely accessible, especially for the west of the district. The only other consideration to be highlighted is the availability of parking. 44% of respondents in Haddington claim it is easier to park at out-of-town centres than town centres. Whilst this is not an overwhelmingly large response, previous analysis indicates town centre parking is considered an issue.

Parking

Problems & Issues

- Off-street car parks are well utilised but there are limited restrictions in force in them. Leads to a lack of control over the balance of short-stay and long-stay parking with over utilisation of long-stay car parks creating overflow parking in neighbouring streets
- Parking on Hardgate, Sidegate and Victoria Terrace currently reduces the road to one-way operation creating a bottleneck that causes congestion and safety problems
- Lack of turnover of on-street spaces in the town centre despite a 90 minute waiting restriction - particularly on Market Street due to lack of enforcement of waiting restrictions
- Traders identified problems associated with deliveries including double parking
- On-street parking around schools a problem
- Balance of traffic flow, road safety and parking issues in town centre (Hardgate, Market Street & High Street)
- Haddington subject to town centre regeneration proposals which could include amendments to parking provision

Proposed solutions to identified parking problems in Haddington are;

- Implementation of parking management hierarchy defining designated short-stay, medium-stay and long-stay parking locations
- Control through Decriminalised Parking Enforcement

- Removal of bottlenecks to ensure smooth and efficient traffic flow
- Ongoing review of waiting and loading provision
- Implementation of appropriate measures associated with the Footway Parking and Double Parking (Scotland) Bill
- Continuous review of the requirement for Controlled Parking Zones
- Control through Decriminalised Parking Enforcement
- Consider the Introduction of on-off street parking charges
- Continuous review of the requirement for Controlled Parking Zones
- Ongoing review of waiting and loading provision
- Implementation of a coherent and hierarchical approach to parking supply
- Application of national and regional parking standards where appropriate and local parking standards where developments do not meet the requirements for these standards

DRAFT