

NEWHAVEN'S FUTURE HIGH STREET FUND

£7.2 MILLION BID TO GOVERNMENT

PLUS £2.26M WILL BE CO-FUNDED BY:



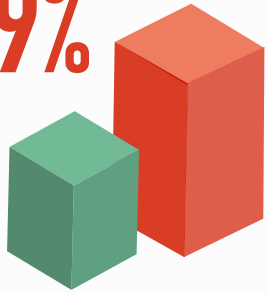
BY 2024



THE PROJECT IS SET TO CREATE

UP TO 200 FTE JOBS

19%



EMPTY PROPERTY RATE (TOWN CENTRE)

ALMOST DOUBLE THE NATIONAL AVERAGE (10.1%)

THE RATE HAS DOUBLED IN A DECADE

84%

WOULD VISIT MORE OFTEN IF THERE WAS MORE REASON TO

1/3

THINK THE HIGH ST IS THE TOWN'S MAJOR ISSUE*

TOWN CENTRE VISITS DOWN IN 4 YEARS
20%



*THINKING PLACE ONLINE SURVEY

HALF OF ALL VISITORS STAY FOR LESS THAN AN HOUR

MINIMAL USE FOR LEISURE JUST 7% CHOOSE THE HIGH STREET FOR LEISURE AND SOCIAL ACTIVITIES

CHOOSE THE HIGH STREET LESS THAN 8% CHOOSE TO DO MOST OF THEIR SHOPPING IN THE TOWN CENTRE

LOW FOOTFALL VISITS MID-WEEK **11.5%**

7.7% LOW VISITS ON WEEKEND EVENINGS

LOW DWELL TIME & LOW SPEND



1 50%

2 7%

3 8%

4 41%

OUT-OF-TOWN PREFERRED

41.4% THE PUBLIC USE THE SUPERMARKETS AND SHOPS IN NEWHAVEN RETAIL PARKS.

47% SPEND UNDER £10

14% SPEND ZERO



INVESTMENT GROWTH

THE PROJECT WILL BUILD ON EXISTING & PLANNED INVESTMENT

62%

OF CREATIVE BUSINESSES ARE LOOKING TO EXPAND*

5,450

THE NUMBER OF JOBS NEWHAVEN SUPPORTS



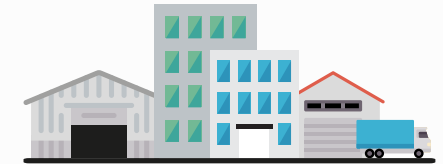
*MADE IN NEWHAVEN SURVEY FEB 2020



£23M INVESTMENT FOR THE NEW PORT ACCESS ROAD



825* NEW HOMES PLANNED FOR NEWHAVEN



ENTERPRISE ZONE

THE TOWN CENTRE IS PART OF THE 25-YEAR PROGRAMME SUPPORTING UP TO **2,000 JOBS**

*SPATIAL POLICY 2 OF CORE STRATEGY & NEWHAVEN NEIGHBOURHOOD PLAN