

New Brand and Identity  
+ 3 New Store Openings



# Trading Update

May 2025



# Hornsea Village Revitalised

- New identity launched
- Signage updated and installed
- Website updated
- Launch Day held on Easter Saturday with Bluey unveiling new identity and brand
- Three new leases completed
- Calendar of activations and marketing in place to continue to build engagement throughout 2025



£ poundstretcher

Pavers

Cotton  
TRADERS

MOUNTAIN  
WAREHOUSE

urban

REGATTA  
GREAT OUTDOORS  
CRAGHOPPERS  
Discover Your World

## Bluey Relaunches Hornsea Village Brand

- 103% increase in sales when compared with average Saturday sales in 2025
- 18.8% increase in sales compared with Easter Saturday 2024
- Week of relaunch had most visitors to Hornsea Village since August 2024
- The week following the relaunch event saw a 22.8% comparable increase in sales when compared to the same week in 2024



## Heart Of The Region

- As part of our mission to enrich the lives of locals and visitors by creating memorable experiences, we have engaged with all principle local Stakeholders to put the village back on the map and at the heart of the Hornsea and wider East Yorkshire communities.
- We are now working with partners and gearing up for several exciting collaborations during 2025 with a focus on:
  - Hornsea's Local Community
  - Tourist Marketing
  - Yorkshire Food and Drink
  - Cycling and Outdoor Pursuits
  - Wildlife and the Environment



## New Leases Completed



- Unit 13 – Unique U
- Unit 37 – The Potteries
- Unit 42/43 – Prehistoric Par

## New Leases in Negotiation



- Unit 18
- Unit 33
- Unit 44



# Get In Touch

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