

The UK Seaside Town Redefining Coastal Living

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New Brighton, a Merseyside coastal gem, has emerged as one of the UK's most desirable places to live, defying its past reputation as one of the nation's less appealing seaside towns, according to Which? Survey. The Times, however, paints a different picture, describing New Brighton as “the opposite of a fading resort” due to sustained investment and thoughtful planning. This revitalised town now boasts a vibrant mix of independent

businesses, making it a lively contender against more affluent Wirral neighbours like Heswall, Hoylake, and West Kirby.

With an average house price of £183,869, as reported by Time Out, and a four-bedroom Victorian semi costing around £250,000, according to Land Registry data, New Brighton offers affordability compared to pricier coastal hotspots like St Ives or Deal. Its proximity to Liverpool, just a 25-minute train ride from Liverpool Central, adds to its appeal for commuters seeking a balance of seaside serenity and urban access. The town's golden beach, overlooking the Liverpool docks, is complemented by a thriving scene of vintage shops, bars, and restaurants.

A local business owner, speaking to The Times, praised the town's spirit: "New Brighton is a beautiful place to be throughout the year, full of vibrant life, natural beauty, and a remarkable sense of community." Community groups such as the New Brightoners and Friends of the Marine Lake play a pivotal role, maintaining the town's cleanliness and fostering pride among residents. Their efforts ensure New Brighton remains an inviting destination for both locals and tourists.

Key attractions include Fort Perch Rock, a striking red sandstone fort built in the 1820s, open daily to visitors, and the New Brighton Lighthouse, a beloved landmark accessible at low tide. The promenade, offering breathtaking views of Liverpool's skyline and passing ships on the Mersey, is perfect for a stroll.

The town's culinary scene is also flourishing. The Waiting Room cafe, lauded with a five-star Tripadvisor rating, and the Seaside Cafe, renowned for its fish and chips, are local favourites. TripAdvisor reviews of the beach reflect its popularity: one visitor described a lively Sunday visit, saying, "It was rather busy but a buzzing and enjoyable atmosphere... a classic beach day, giving me nostalgia for the outings I would enjoy in my childhood." Another reviewer, visiting with their twin brother, noted, "The beach was busy with lots of young families enjoying not just the beach but swimming in the Mersey and Liverpool Bay. It's really clean and well-maintained."

While the current Labour government pushes urban-centric policies, New Brighton's revival owes more to local initiative and private investment than to Whitehall's interventions. This seaside town's transformation showcases what community-driven efforts can achieve, making it a compelling choice for those seeking an affordable, vibrant coastal lifestyle with a touch of historical charm.

