# Deal transforms into a trendy hotspot while retaining its charm



Nestled along the picturesque Kent coast, the seaside town of Deal has garnered a reputation for its unique blend of traditional coastal charm and contemporary culture, earning it the affectionate moniker "Hackney-on-Sea." Over the past few years, the town has experienced a notable increase in popularity, attracting visitors drawn to its trendy boutiques, vibrant art scene, and diverse culinary offerings.

Deal’s sandy and pebble-filled beaches, alongside its iconic pier, provide the quintessential setting for a British seaside getaway. However, as articulated by local restaurant manager Daisie Martin, who has lived in Deal for nearly eight years, "We definitely get a lot more people down from London, especially over the summer," highlighting the influx of tourists that has transformed the local dynamic. Daisie noted that this shift has resulted in a decline in regular locals frequenting the town's eateries, as "we just get an influx of holiday makers."

The town's transformation has been mirrored in its property market. According to data from Property Solvers, average property prices in Deal have surged by £77,736 over the last five years, marking a 25.26 per cent increase. In the past year alone, prices have risen by £15,572 or 4.21 per cent, leading to concerns around housing affordability for long-term residents. Jamie Cureton, another local business owner, remarked on the tight housing market, stating, "as soon as something goes up, it's gone fairly quickly," indicating that demand has skyrocketed in the face of limited supply.

Currently, more than 800 holiday lets are available in Deal, as reported by Home to Go. Many visitors opt for short-term rentals, contributing to the local economy while simultaneously exacerbating the housing situation. Daisie further expressed the challenges faced by local businesses, stating that increased competition for customers from affluent tourists has compelled them to raise prices. "We've had to put our prices up to compete with the rising costs of everything," she explained, pointing to the impact of London visitors on the local setting.

Local artist Maria Underwood, who has lived in Deal for about a decade, emphasised the balance between welcoming tourists and maintaining the community's distinct identity. "It's got its own personality, its own character. And it's actually really friendly," she remarked, underscoring her belief that the rise in visitors has bolstered local businesses rather than detracted from the town's essence.

Some locals have fond memories of Deal's past and have expressed concerns over the changes brought on by its burgeoning popularity. Longtime resident Michael Finney, who has called Deal home since 1967, reminisced about the days when the town was abundant in clothing shops but lamented the current scarcity of such establishments. He remarked, "Now there's hardly any shops left, as same as everywhere, but there are other places, there's cafes and charity shops," reflecting on the shifting nature of local commerce.

Despite potential challenges stemming from the influx of tourists, many have noted the economic benefits this brings. James Holliday, a butcher at the local Black Pig, acknowledged the rise in visitors has positively affected spending in the town, with many tourists trying out various food options before making purchases. "Over the past three or four years, spending has definitely gone up," he noted, suggesting a vibrant economic landscape alongside the changes in resident demographics.

The town's council has taken active measures to enhance Deal’s appeal. Christopher Townend, Head of Place and Growth for Dover District Council, shared details about ongoing investments in the area, including over £1 million spent on revamping Deal Pier, which serves as a vital community landmark and is known for its angling opportunities. Townend also noted plans for a new leisure centre, highlighting a commitment to fostering both tourism and community welfare.

As Deal continues to evolve, the interplay between its historical roots and modern developments shapes the community experience. Local sentiments underscore a mix of nostalgia, acceptance of change, and a forward-looking approach to maintaining Deal's unique character amidst its newfound trendiness.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.aladyinlondon.com/2020/10/day-trip-deal.html> - This URL supports the claim that Deal is a charming seaside town with a rich history and cultural attractions, making it a popular destination for tourists.
* <https://www.whitecliffscountry.org.uk/explore/explore-locations/deal> - This URL corroborates Deal's appeal as a trendy and culturally vibrant town with an award-winning high street, thriving music and food scenes, and excellent connections to London.
* <https://www.visitsoutheastengland.com/places-to-visit/deal-p212331> - This URL highlights Deal's historic charm, its connection to the Kent coast, and its attractions such as Deal Castle and the Timeball Tower Museum, which contribute to its popularity.
* <https://www.propertymark.co.uk/property-market/property-prices.html> - While not directly about Deal, this URL provides general information on UK property trends which can be relevant to understanding the increased property prices in Deal.
* <https://www.homeaway.co.uk/uk/holiday-lettings/east-kent/county-of-kent/deal> - Similar to other property sites, this URL would support the claim about the abundance of holiday lets in Deal, although exact numbers should be verified.