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High Street UK 2020

Retail in Town and City Centres

@placemanagement
#hsuk2020

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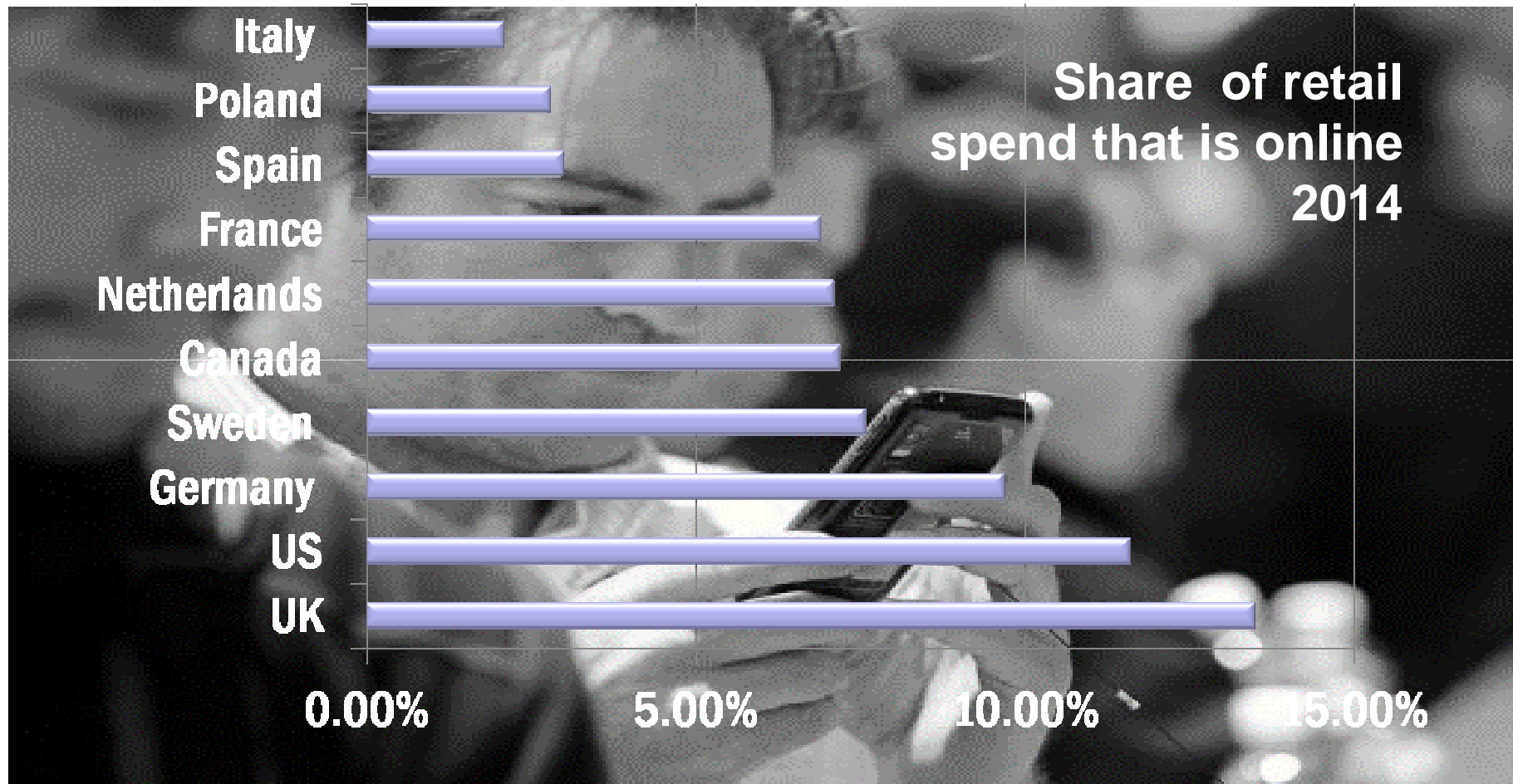


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Town centre retail spend falling

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Alsager
Altrincham
Ballymena
Barnsley
Congleton
Holmfirth
Market Rasen
Morley
St George, Bristol
Wrexham



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Literature review finding the evidence



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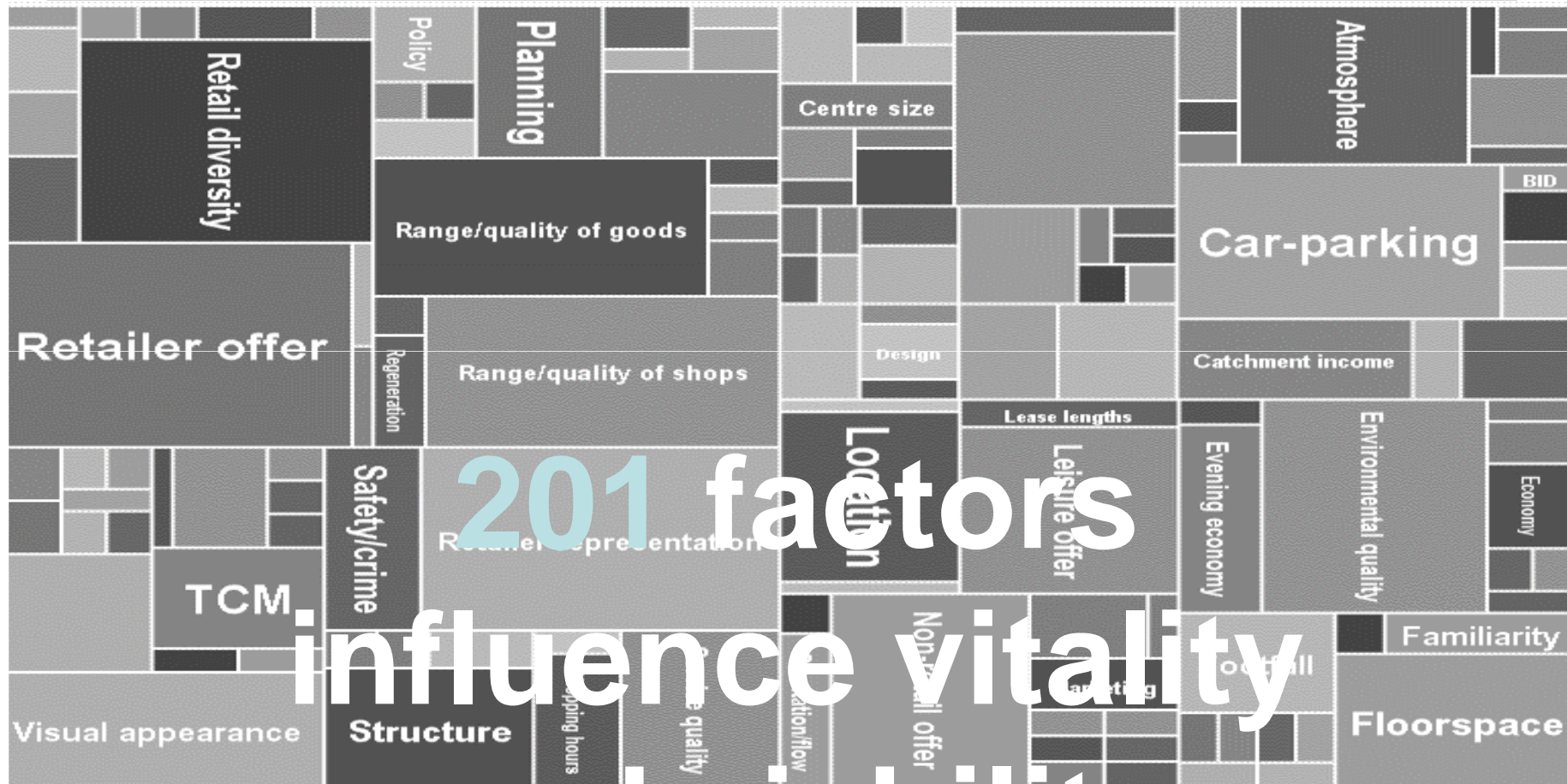
“People do not want to go into six different shops for six different articles; they prefer to buy the lot in one shop”.

The American Grocer, 1892

“For better or worse this distributive revolution is carrying us away from shopkeeping to mass distribution”

McNair, 1931

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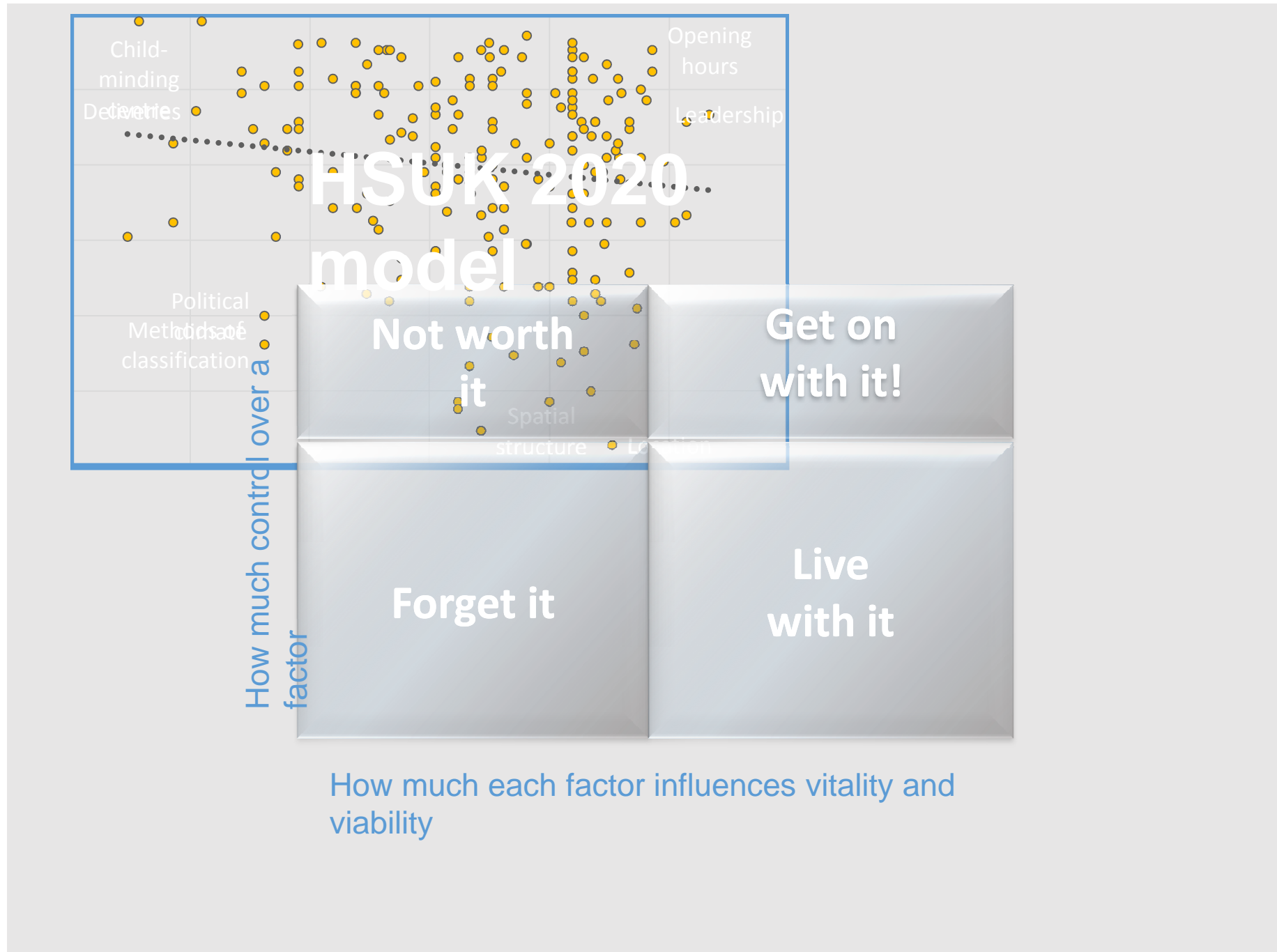


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**1. How much influence each
factor has on the **vitality and
viability** of the High Street**

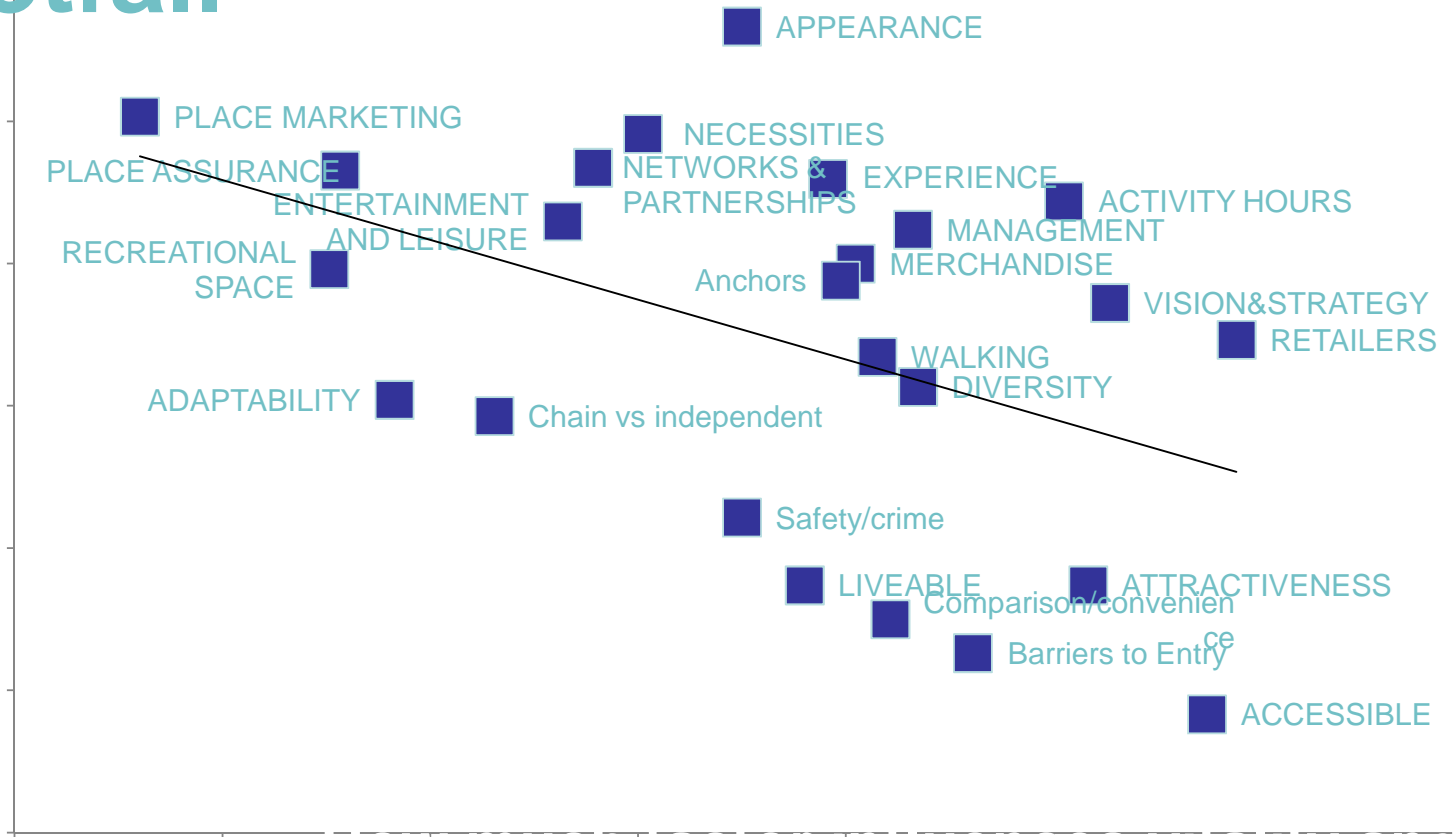
**2. How much control a location
has over the factor**



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Top 25 priorities to improve footfall

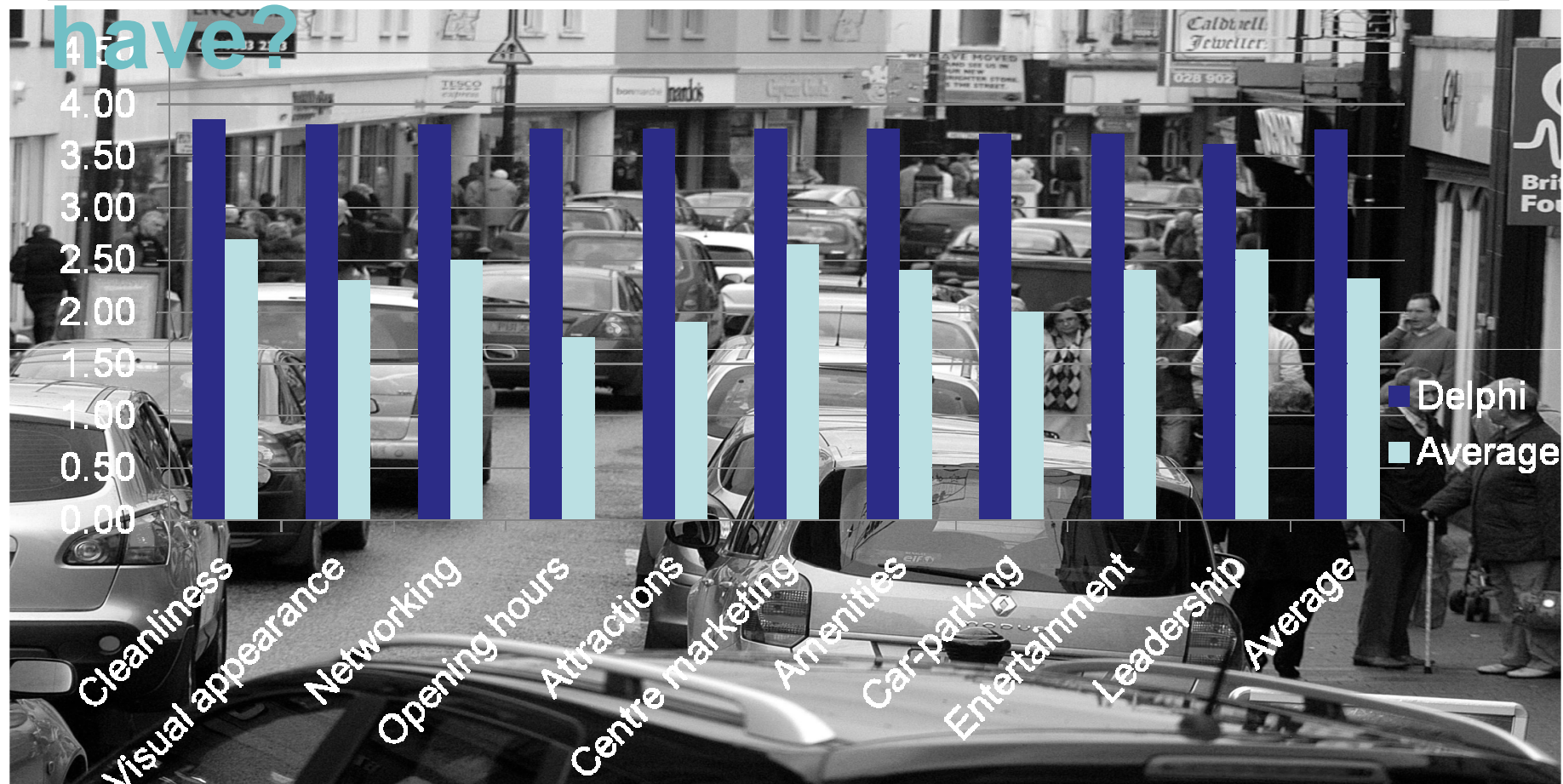


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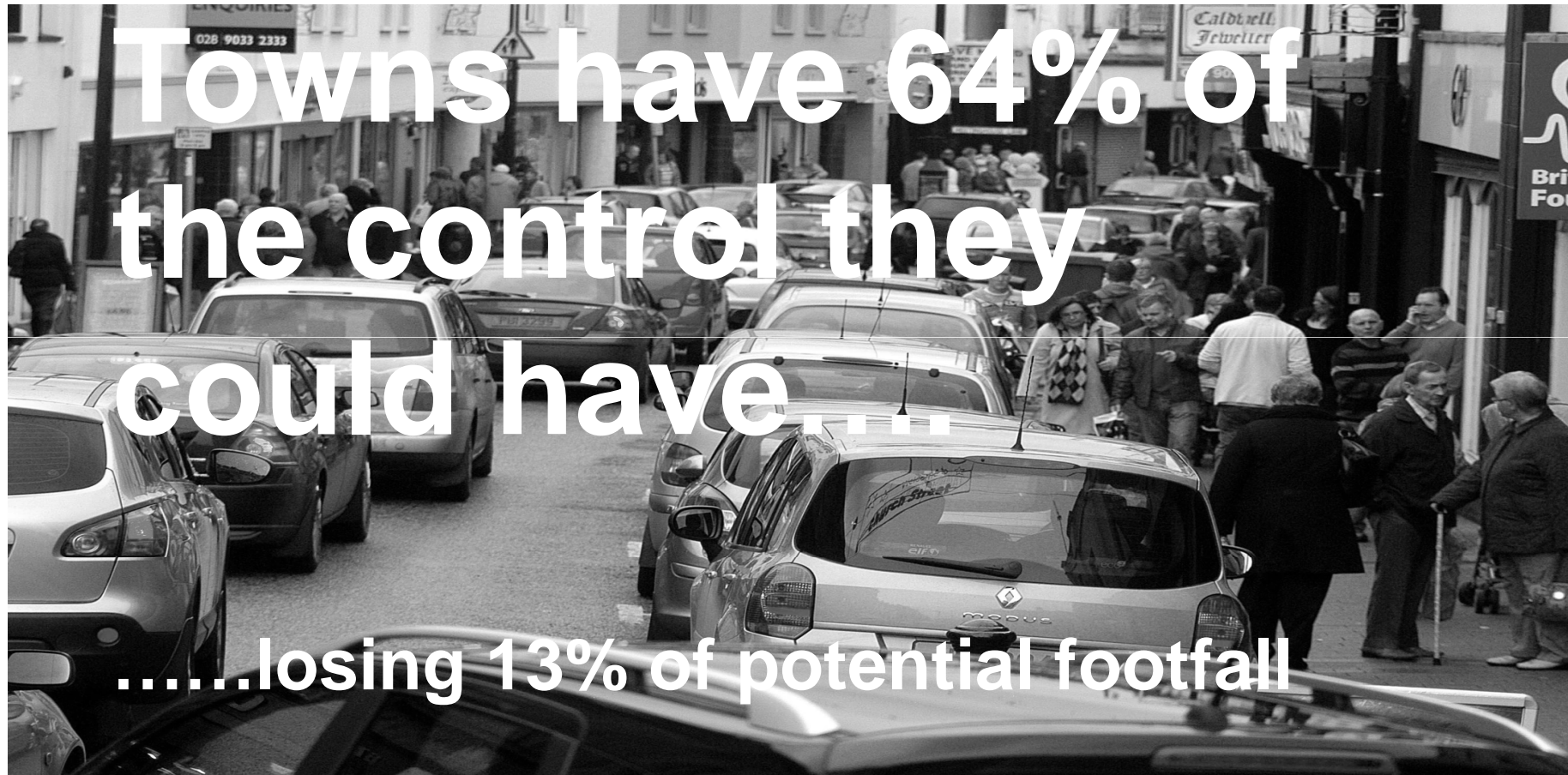
How much control do locations



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Footfall data
indicator of vitality

Supplied by Springboard
62 UK towns and cities
30 months of footfall
(2012-2014)
563,828,709 people

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1. Comparison Shopping Town

A strong **retail** offer.



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Comparison Shopping towns

- **Wide range of retail choice**
- **Strong retail anchor(s)**
John Lewis
- **Large catchment area**
- **Accessible by choice of means of transport**
- **Organise themselves to compete with other comparison towns and channels**

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Speciality towns

- Offer something unique and special
- Anchor(s) not retail
- Attract visitors but serve local population
- Have longer dwell time
- Organise themselves to protect and promote identity and positioning

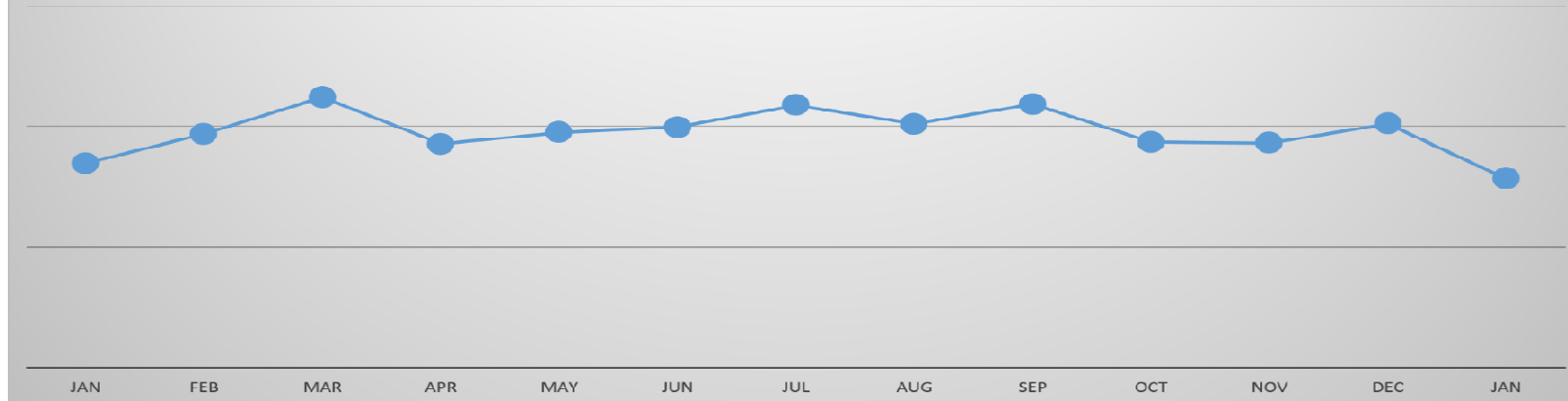
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you?

3. Convenience/Community town

A **convenient** location for a **mix** of everyday **retail, services** and **other benefits**.



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A black and white photograph of a busy city street. Pedestrians are walking on the sidewalk, and there are shops and buildings in the background. The image is used as a background for the text overlay.

Convenience/community town

- Focused on local community (offer, opening times, events etc)
- Convenience anchor – work, public transport, food shopping, markets
- Offers convenient mix of goods and services
- Accessible and locally connected

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Convenience/community town

- Organise themselves to manage accessibility, concentration, reliability, and customer service.....and identify additions to augment offer (click & collect etc)



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Source: IGD

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Rethinking retailing in towns and cities

“..each firm follows its own agenda and goals and may not see itself part of a larger, value-added channel”

Van Bruggen et al 2010

TESCO

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Repositioning Rebranding

**4 Rs rethinking retail
centres**

Reinventing Restructuring

Special Issue, Journal of Place Management and Development,
(9,4)

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SHOPS & MARKETS

“Buzzing” Altrincham hailed as one of the UK’s biggest shopping success stories in major new report

WEATHER

11 °C **Altrincham**
4th February 2016

Light rain throughout the week, with temperatures falling to 6°C on Wednesday.

Sat Sun Mon Tue Wed

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Town centre development

Courses / Town centre vitality programme



programme

What should you be doing to ensure the vitality and viability of your town centre?

What initiatives or actions are appropriate and achievable in your centre?

Where do you start or if you have already begun, are you on the right track?

The Institute of Place Management has developed a new evidence-based approach for town centres that will provide you and your stakeholders with expert advice, and support the development of an effective agenda for managing change. Arising from a £250,000 knowledge exchange project supported by the Economic and Social Research Council, accessing more than half a billion footfall movements provided by Springboard and developed and tested with ten town partnerships, we can help your town centre move forward.

The Institute can work with you to organise a workshop in your centre that will engage and enthuse stakeholders. We can run the workshop as a stand-alone event or as part of a three step programme.



**Sets the agenda with
your stakeholders**

You invite the stakeholders, we provide the evidence, together we develop solutions for your town centre

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Thank you for listening!

@placemanagement
@profcathyparker
#hsuk2020

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www.placemanagement.org

