Sustainable High Streets?

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100,000 new retail roles in last 5 years
....but 1/3\textsuperscript{rd} of retail jobs forecast to go by 2025
22% decline in store numbers
Vitality and Viability
Literature review
finding the evidence
201 factors influence vitality and viability
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
HSUK 2020 model

How much each factor influences vitality and viability

- Not worth it
- Get on with it!
- Forget it
- Live with it

How much control over a factor
Top 25 factors

How much factor influences vitality and viability

How much town can influence factor

2.700
2.900
3.100
3.300
3.500
3.700
3.900
4.100
4.300
4.500
4.700

PLACE ASSURANCE
ENTERTAINMENT AND LEISURE
RECREATIONAL SPACE
ADAPTABILITY
PLACE MARKETING

APPEARANCE
VISION&STRATEGY
RETAILERS

EXPERIENCE
MANAGEMENT
MERCHANDISE

NECESSITIES
NETWORKS & PARTNERSHIPS

WALKING
DIVERSITY

LIVEABLE
ATTRACTIONNESS

Comparison/convenience
Chain vs independent
Safety/crime
Barriers to Entry
ACCESSIBLE

Top 25 factors

How much factor influences vitality and viability

How much town can influence factor
Understanding your city/town
What type of town are you?

1. Comparison Shopping Town
Comparison Shopping towns

- Wide range of retail choice
- Strong retail anchor(s)
- Large catchment area
- Accessible by choice of means of transport
- Organise to compete with other comparison towns and channels
What type of town are you?

2. Speciality town
Speciality towns

- Offer something unique and special
- Anchor(s) not retail
- Attract visitors but serve local population
- Have longer dwell time
- Organise to protect and promote identity and positioning
What type of town are you?

3. Convenience/Community town
Convenience/community town

- Focused on local community – offer, opening times, events etc
- Anchor is work, public transport, food
- Offer convenient mix of goods and services
- Accessible and locally connected
Convenience/community town

- Organise themselves to:
  - manage accessibility
  - increase concentration
  - offer reliability
  - customer service
  - seek to augment offer (click & collect, free wifi, start-up facilities, pop-ups etc) so enhancing convenience
What type of town are you?

4. Holiday town
Holiday town

- Summer peak in visitors from potentially wide area
- Anchor may be beach or major attraction (not in town centre)
- Retail may not serve local community, particularly out of season
- Organise themselves for fun and entertainment, long hours in Summer, but could they offer more?
Footfall profile by market day

- Monday market
- Tuesday market
- Wednesday market
- Thursday market
- No market
“Decision making and management must become less hierarchical and myopic and more place-based and ‘porous’ to allow more intelligence and input from the location.”

Multifunctional Centres 2015

www.placemanagement.org