

The High Street

The heart of every
community?

Gregor Durston

Possible Definition

High Street:

Mixed use, affordable, connected town centre
route serving social, civic, community & local
commerce

V

Shopping Centre:

Destination,
air-conditioned, safer environment with
convenience and choice for all



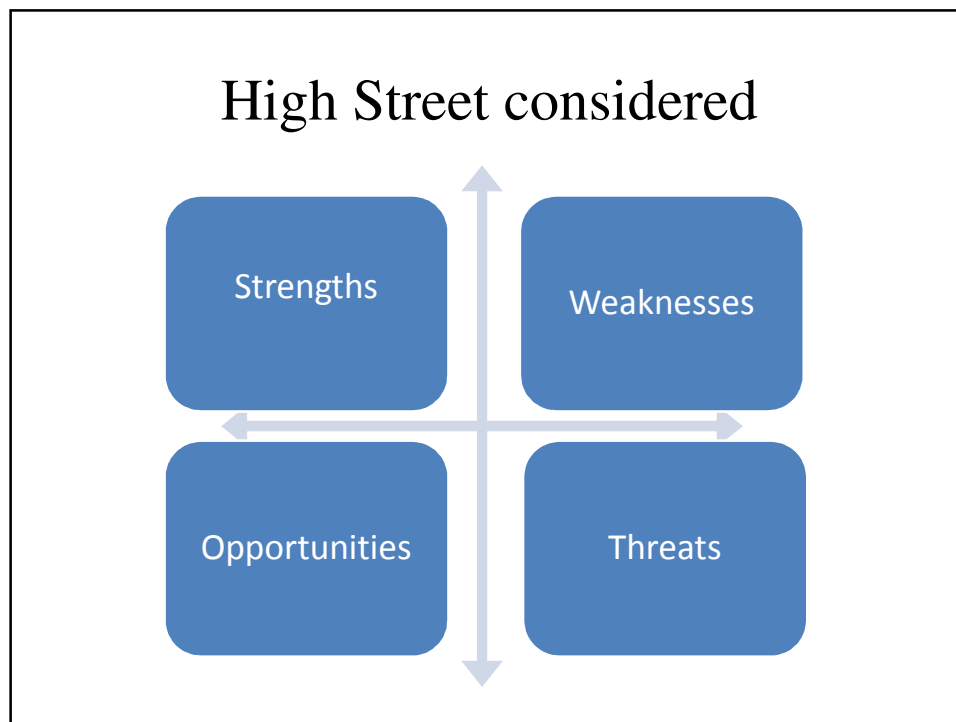
The biggest challenge to the High Street is....

...retaining the reason to go there.

Views on the High Street

Everybody wants a nice town centre – to drive through on their way to an out of town shopping centre. Liz Peace

Some High Street locations will never recover their retail offer. J De Mello



Strengths

- Affordability
- Many say the High Streets represent an accessible place of:
community, safety & commerce
- High Streets traditionally support local employment, adaptable, mixed, social, connected as well as being historic & distinctive
- Investment impact: positive regenerative effect on surrounding areas
- Residential concentrations tend to be close by.
- 22% of total Greater London within 200 meters of a high Street. *UCL London 2010*

Weaknesses

- Fragmented ownership
- No single voice
- Local authority austerity
- Maintenance inconsistency
- Poor lighting, street furnishings & cleaning,
- Loss of attraction
- Perception of crime
- Decline in retailing
- Action groups
- Investment attraction
- Increased costs generally
- Increased parking cost reduce visits
- Poor public transport

Opportunities

- BID's
- Brand the High Street
- Encourage investment
- Landlord's to target appropriate retailers
- Action groups
- Market stalls?
- Local authorities: speed up & ease up
- Monthly rentals: ease cash flow for retailers
- Remove perception of crime

Threats

- Saturation & sensitive to change
- On-line shopping = footfall dilution?
- Uninspiring shopping environments
- Market turmoil: pre-pack admin
- Out of town shopping centres offer accessibility, edited variety, convenience & security
- Increased costs
- Retail crime

Concern for all

By 2013, 25% of all high street leases will be coming to an end.

50% by 2015. Stephen Musgrave



Space NK's High Street

Serving the neighbourhood

More Marylebone High Street than out of town shopping centre

Locations more focused, less edited?

Core retailing principles apply, regardless of the trading location

- Know the customer
- Identify customer concentrations
- Understand customer needs
- Offer a Point of difference
- Share the secrets, inform to encourage loyalty & repeat visits
- Like many, provide a trusted offer, niche product
- Delivered by product & customer service experts

Site selection

Location suitability

- Analysis used to help identify customer concentrations
- Stats Not the whole story
- Accessibility
- Attraction
- Channels to market: Integrate bricks and mortar with the digital window

Conclusion ?

- Some customers seek to maximise convenience. Some like to spend locally. All like to compare using the web.
- High Streets are sensitive but historically adaptable.
- Action groups needs to see the bigger picture.
- More challenges ahead and some High Streets may lose their retail offer.
- Is it likely that vibrant, local High Streets become a luxury item . Reserved to be the heart of the affluent neighbourhood community?