

**The Society  
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Analysis**



## **Undergraduate Awards 2015**

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*By submitting an entry to this completion, you confirm that you meet the terms and conditions of entry: (1) During the 2014/15 academic year, you are/were a registered final year undergraduate student at a UK University and (2) the work to be submitted was completed for dissertation/project assessment during the 2014/15 academic year. If unsure as to your eligibility, please contact us.*

Please complete all fields below to enter the 2015 SLA award competition. All text boxes are expandable.

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<b>Full name (supervisor):</b>	Luke Burns	<b>Email address (supervisor):</b>	<a href="mailto:L.P.Burns@leeds.ac.uk">L.P.Burns@leeds.ac.uk</a>
<b>Programme of study:</b>	BA Geography	<b>University:</b>	University of Leeds

Please provide the full title of your dissertation/project below:

## Analysing the Middle Geography of Click and Collect: The Future of Convenience Retailing?

Please provide a brief synopsis of your dissertation/project below. This should be in the form of an abstract and should discuss general aims/direction and research rationale (maximum of 300 words).

To some observers in the early 21st century, the Internet was seen as an all-consuming force that would eventually replace traditional brick-and-mortar stores. This theory was not just blind optimism as evidenced by the 1,779 UK store closures since 2012. In order to survive in the digital era, traditional retailers need to catalyse innovation by combining modern technologies with their existing network of physical stores.

Click and collect is an example of retail modernisation that allows the consumer to overcome a large number of drawbacks associated with the physical store and online delivery. The crucial advantage of the service however, is that collection does not need to be anchored to brick-and-mortar outlets. We are now beginning to witness the rise of retail within spaces such as train stations, the London Underground, petrol stations and schools. The introduction of collection points that integrate into the everyday lives of consumers are creating a 'middle geography' between customers and retailers. Indeed, this concept has the potential to solve many current issues associated with access, catchment areas and land use policy.

Although some observers have commented on the advantages and disadvantages of traditional the click and collect model inside physical stores, studies regarding the potential of this middle geography are sorely absent. This analysis aims to rectify this, deploying a quantitative based study revolving around a hypothetical partnership between a major UK grocery retailer and petrol station operator. The study aims to prove the fantastic contribution this 'middle geography' can add to convenience retailing.

Finally, please provide a short overview of the main findings of your research that may be of interest to SLA members; these may be listed in bullet point format if preferred (maximum of 200 words).

- Click and collect is not a 'one size fits all' retail strategy that can be deployed on a national scale. There are simply too many contrasting variables relating to space and differing brand circumstances. Retailers need to be certain that click and collect is a suitable exposition that can help overcome issues relating to access and catchment areas.
- Geography continues to play a fundamental role in determining a brand's success within a retail context.
- Click and collect is more suitable within a localised setting. An expensive, nationalised strategy is almost impossible to implement due to the differing circumstances of space throughout the UK.
- Extensive research needs to be performed by retailers before they can confidently implement multi-channel strategies such as click and collect. Although the 'middle geography' provided by click and collect may initially appear as an exciting concept, this study has proven that the overall capacity of the service is extremely complex.

Please submit the completed application form to: Ruth Holdroyd, SLA Secretary, at [info@thesla.org](mailto:info@thesla.org) by the deadline date. Informal enquiries can be made to Dr. Luke Burns at [L.P.Burns@leeds.ac.uk](mailto:L.P.Burns@leeds.ac.uk).

The deadline for entries is **Friday, 19<sup>th</sup> June 2015, 5pm**. Submissions after this time will not be accepted. The recipients of the Gold, Silver and Bronze awards will be announced by Friday, 19<sup>th</sup> July 2015 and certificates circulated soon after. Winners will also be invited to attend an upcoming SLA event to meet members and present their work. Good luck!