

Reshaping town centres for 2030: why libraries matter

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The international professional body that supports people working to make places better



Managing



Marketing



Making



Visiting



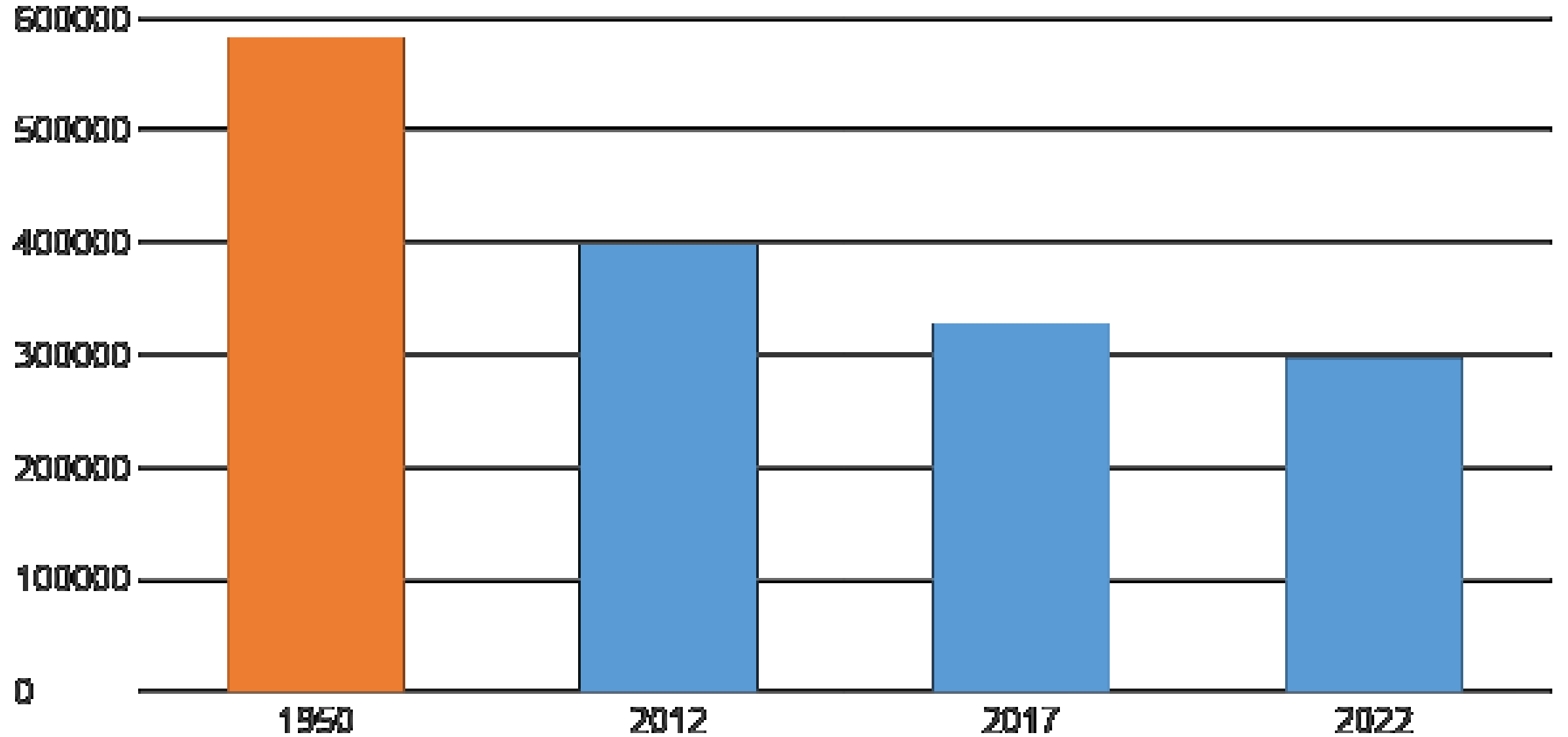


M Money ▸ Shopping advice

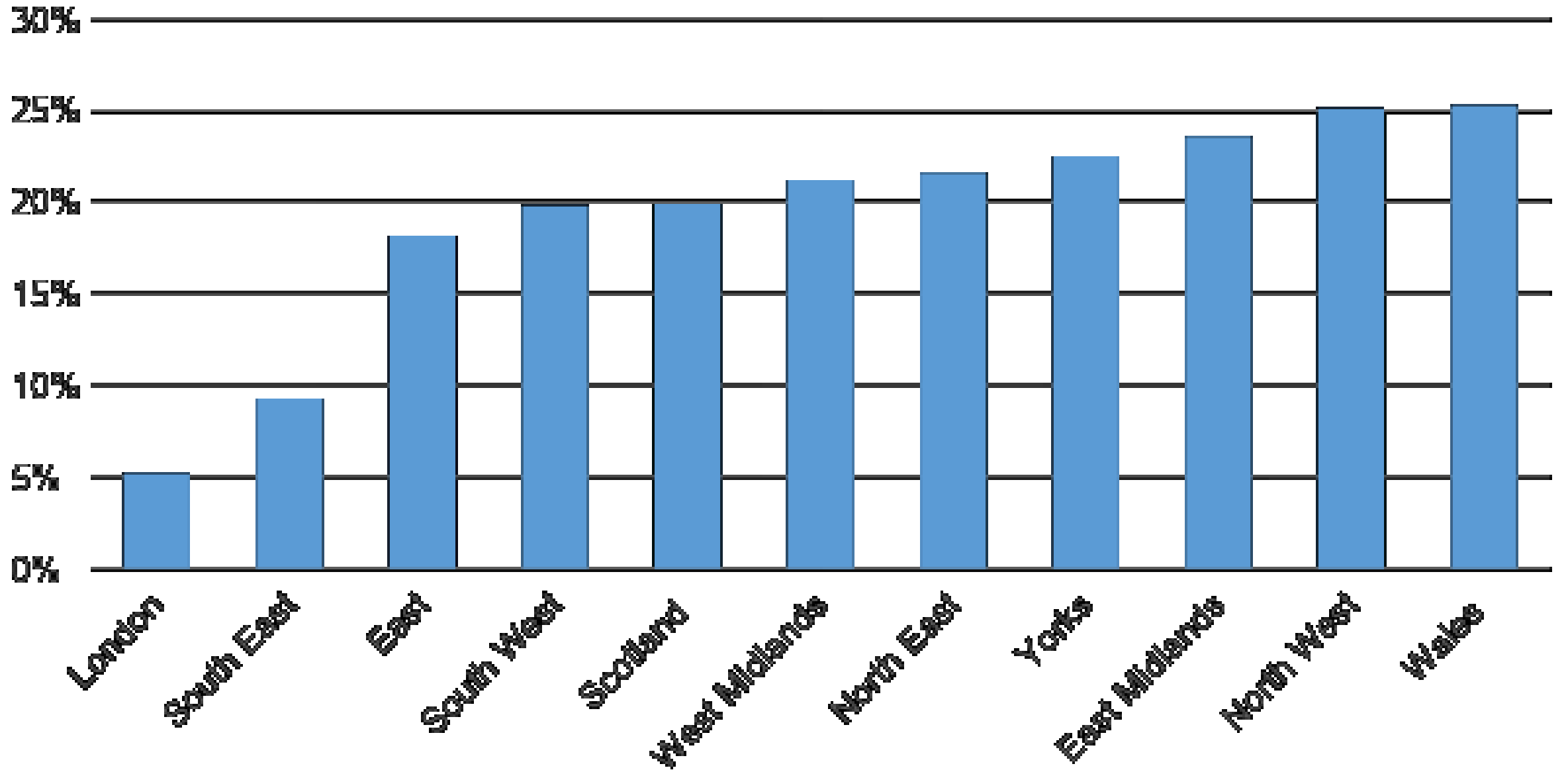
Hell on the high street continues: Mothercare, House of Fraser, Marks & Spencer and more closures lined up for 2018

- 1987
 - Town Centre Management
- 1993
 - Planning Policy Guidance 6
- 1994
 - Vital & Viable Town Centres
- 2005
 - Business Improvement Districts
- 2006
 - High Street Britain 2015
- 2011
 - Portas Review
 - Town Teams
 - Understanding High Street Performance
- 2013
 - Grimsey 1
 - Future High Streets Forum
- 2018
 - Grimsey 2
 - Future High Street Forum 2
 - Select Committee
 - HS Fund + Taskforce

Forecast 23.6% drop in stores 2012-2022



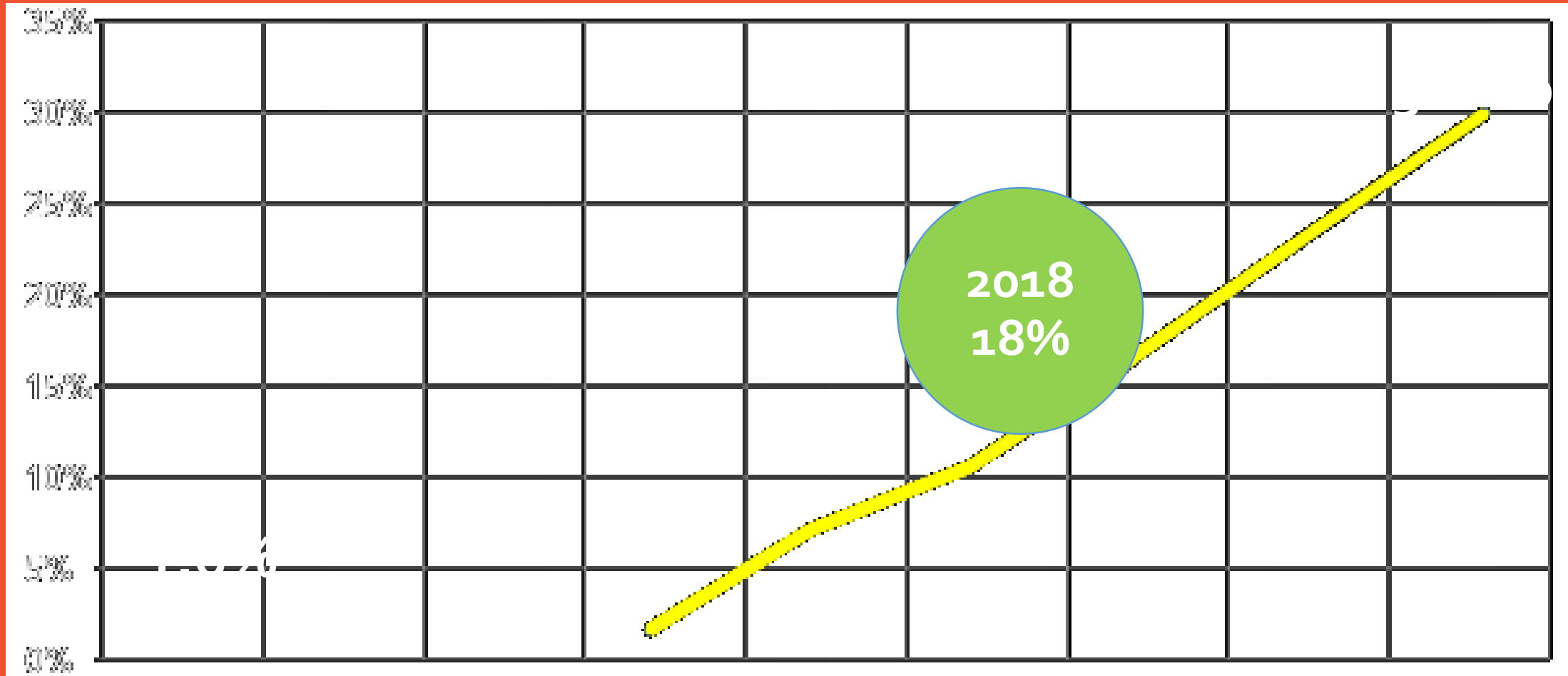
Regional differences in closures



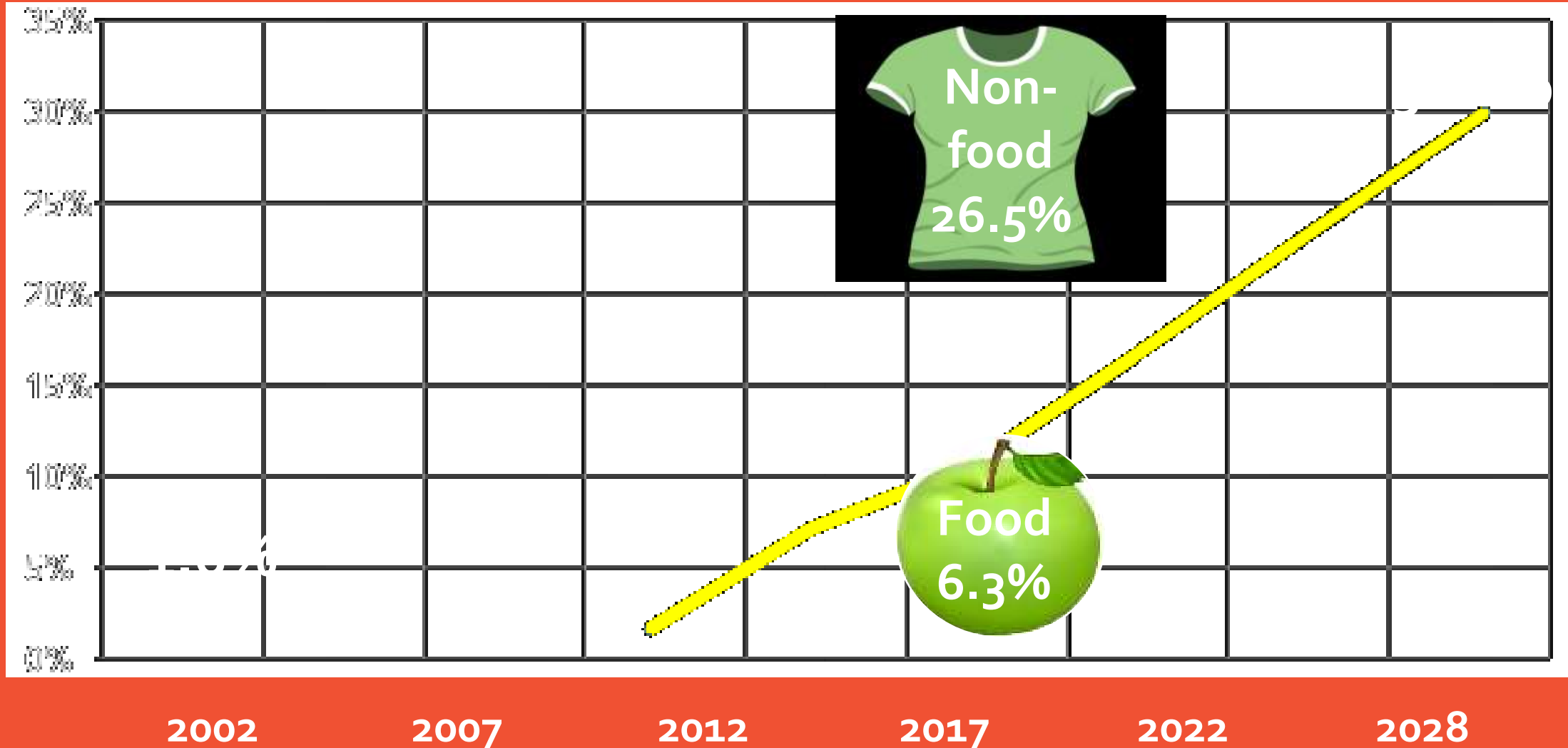


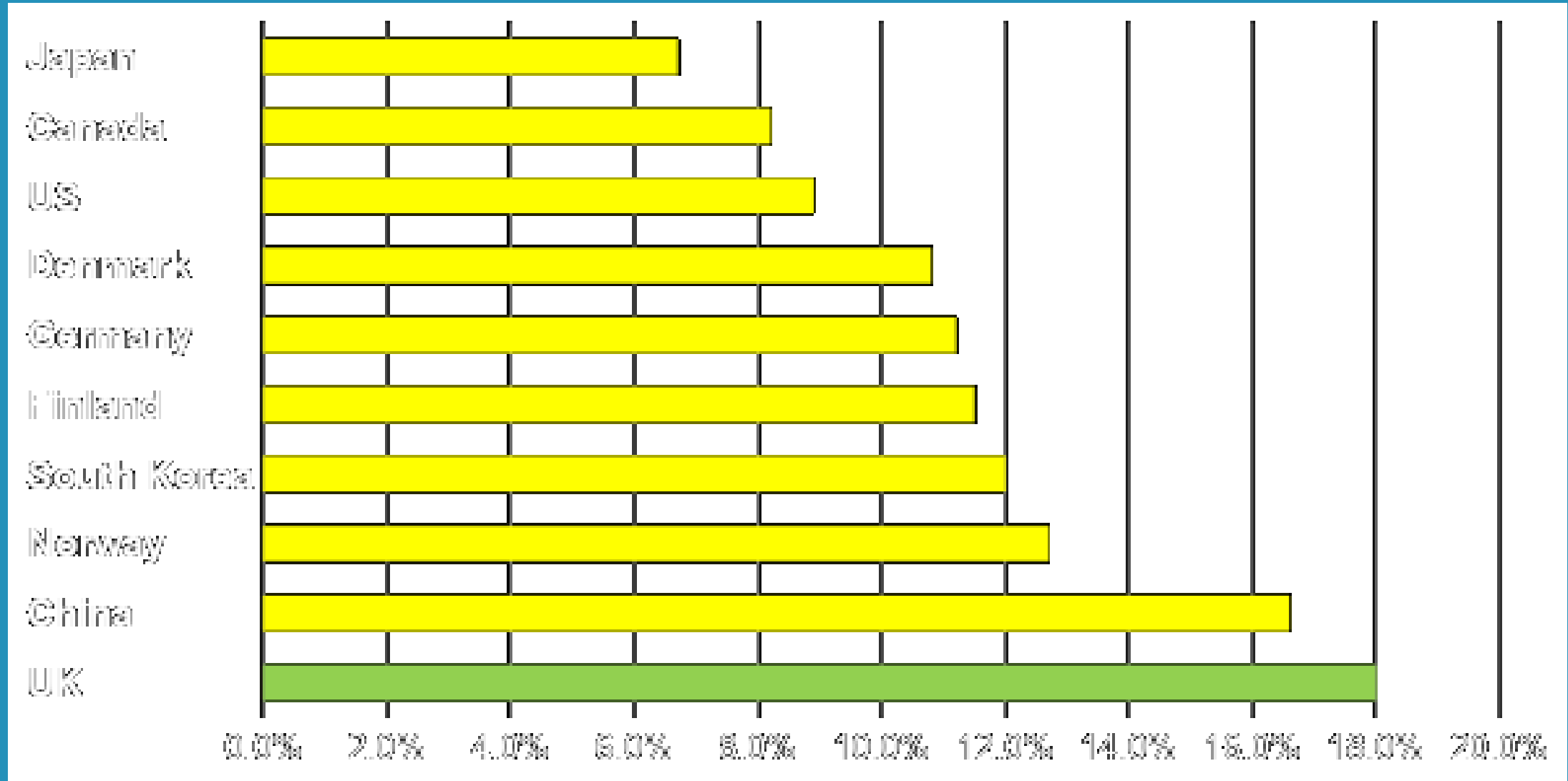
**Out of town deflected up to 30% of
footfall from town centres before online**

The growth of online spending

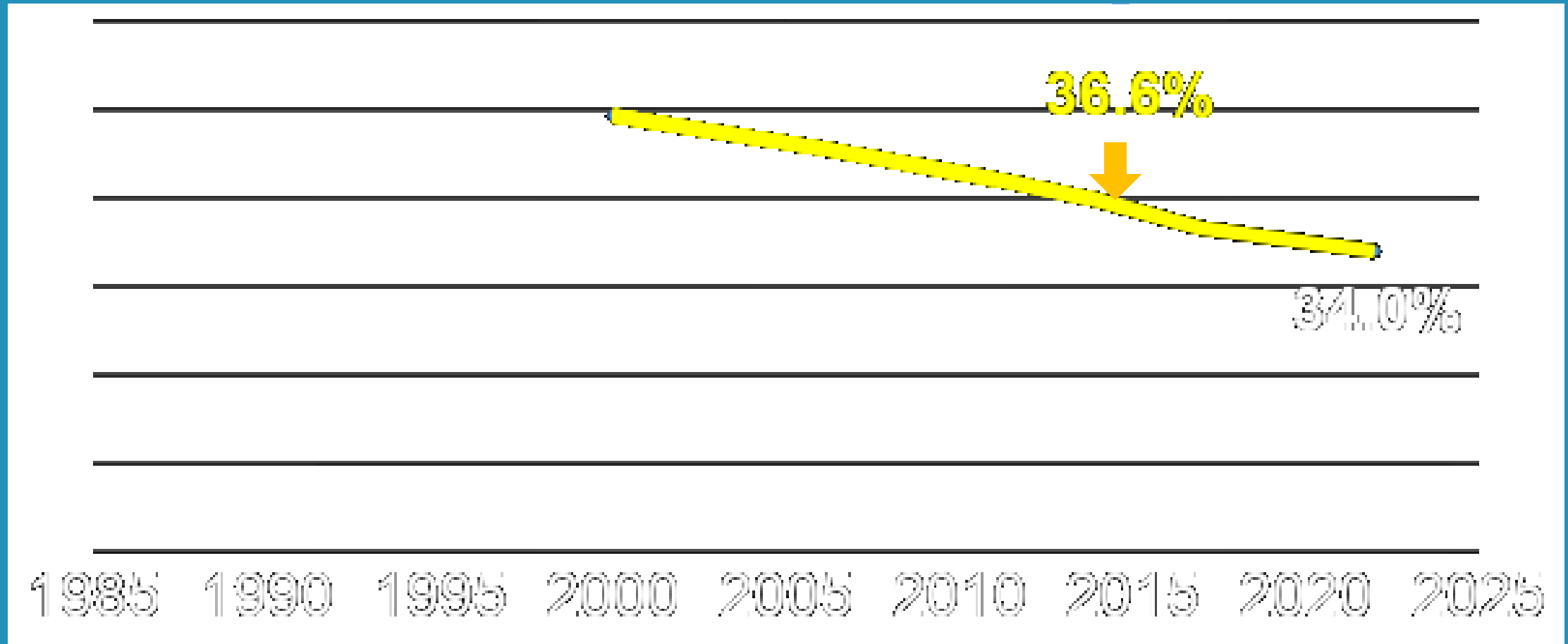


The growth of online spending





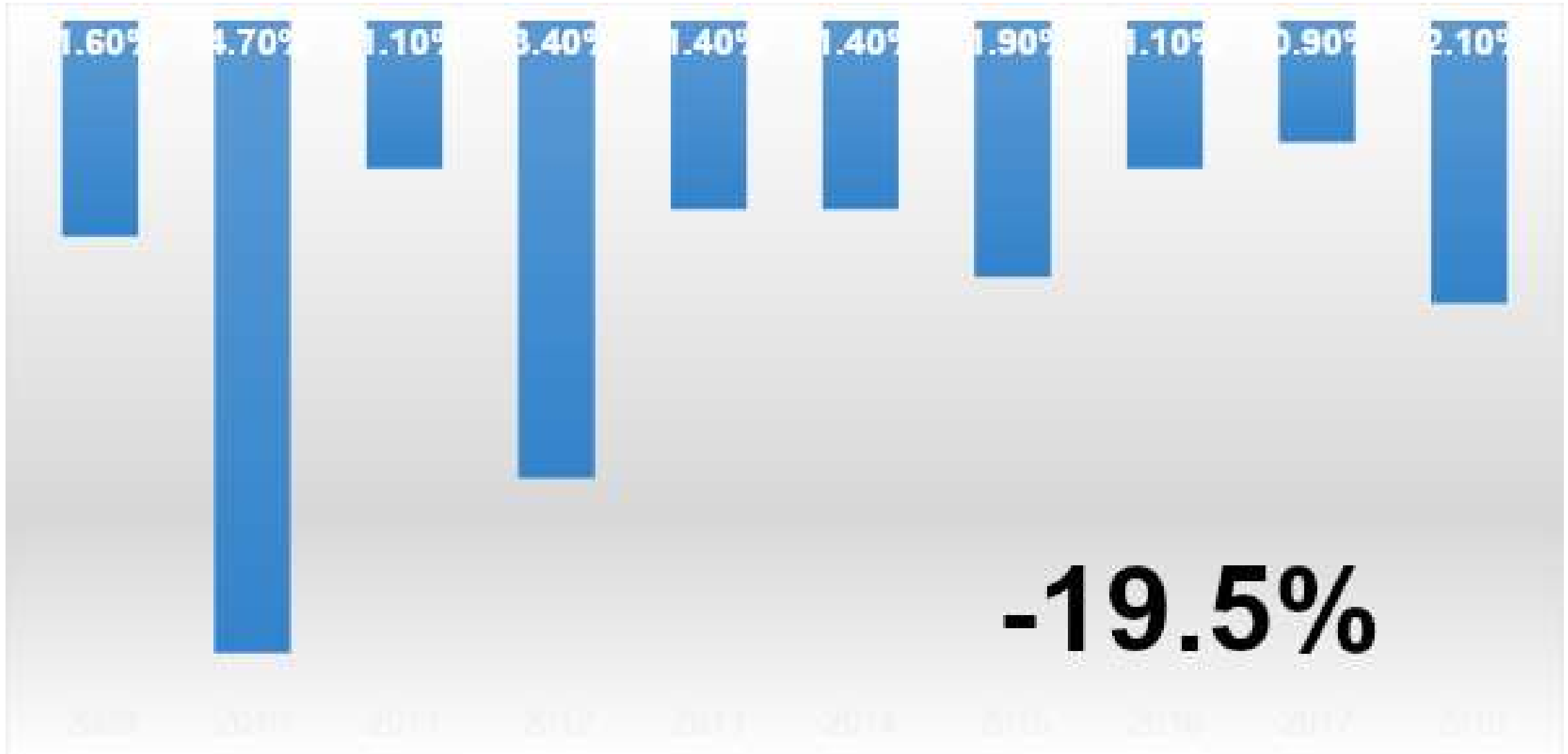
Town centre share of retail expenditure



**BRANCH
CLOSED**



Change in UK high street footfall





More change is coming



Sharing



Personalisation



Pop-ups



Retail +



Experiential



Retailtainment



Health



Fitness



Leisure



Housing

A desire for non-retail

things



Entertainment



Culture



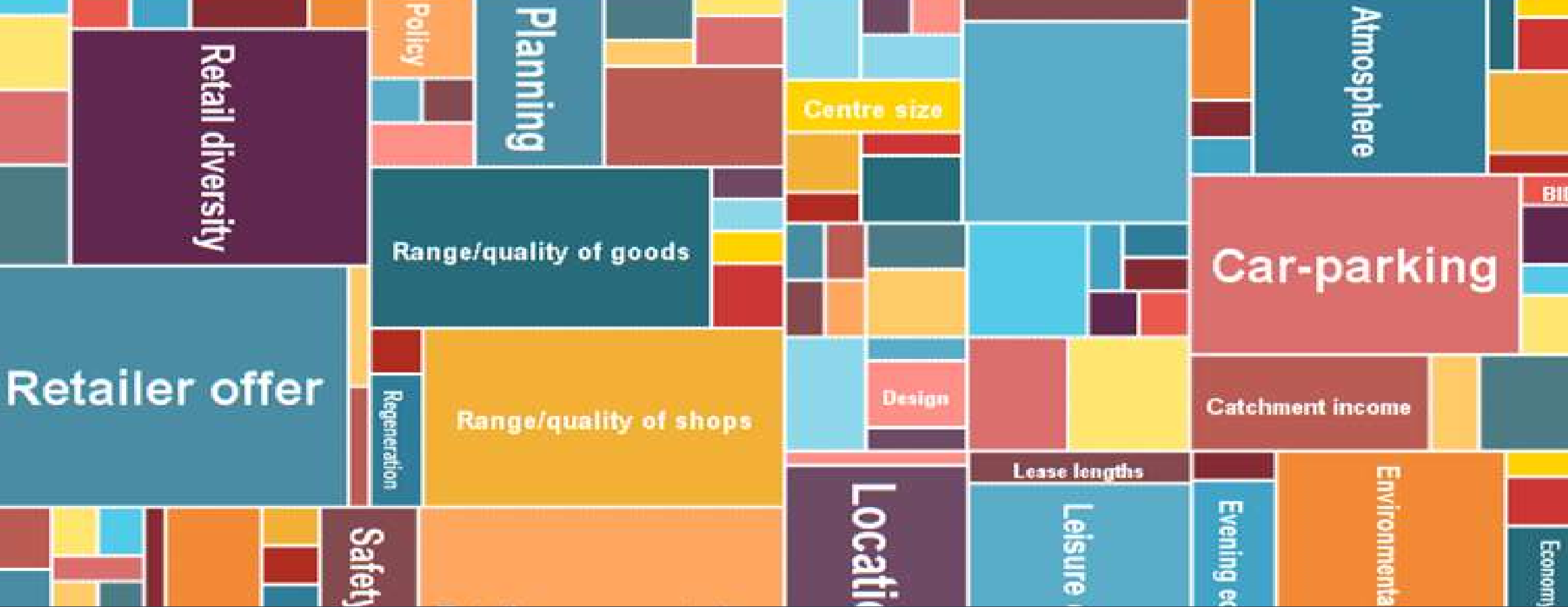
Socialising



Learning



Vitality & Viability

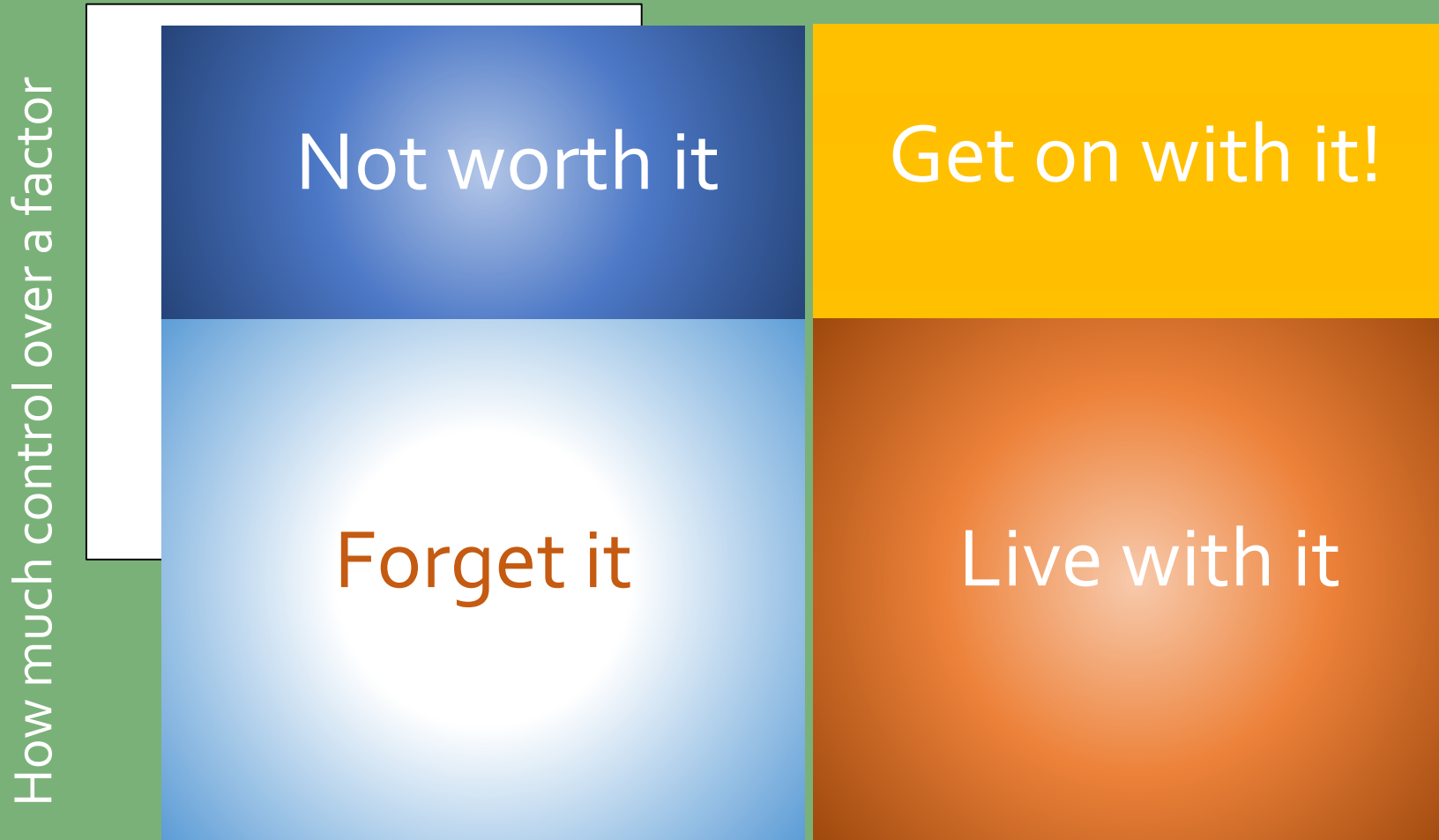


**201 factors influence
vitality and viability**

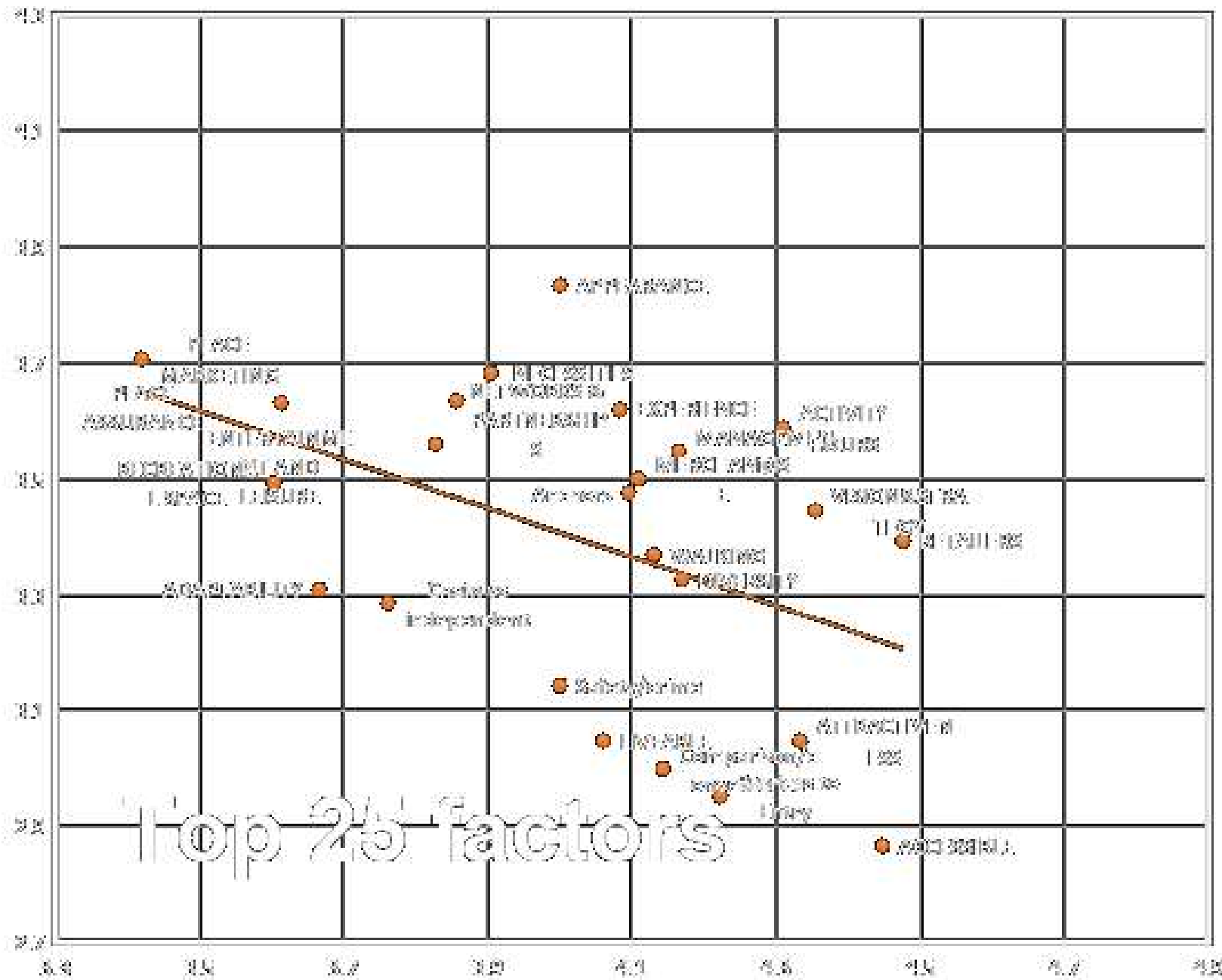
1. How much influence each factor has on the vitality and viability of a centre

1. How much control a location has over the factor

HSUK 2020 model

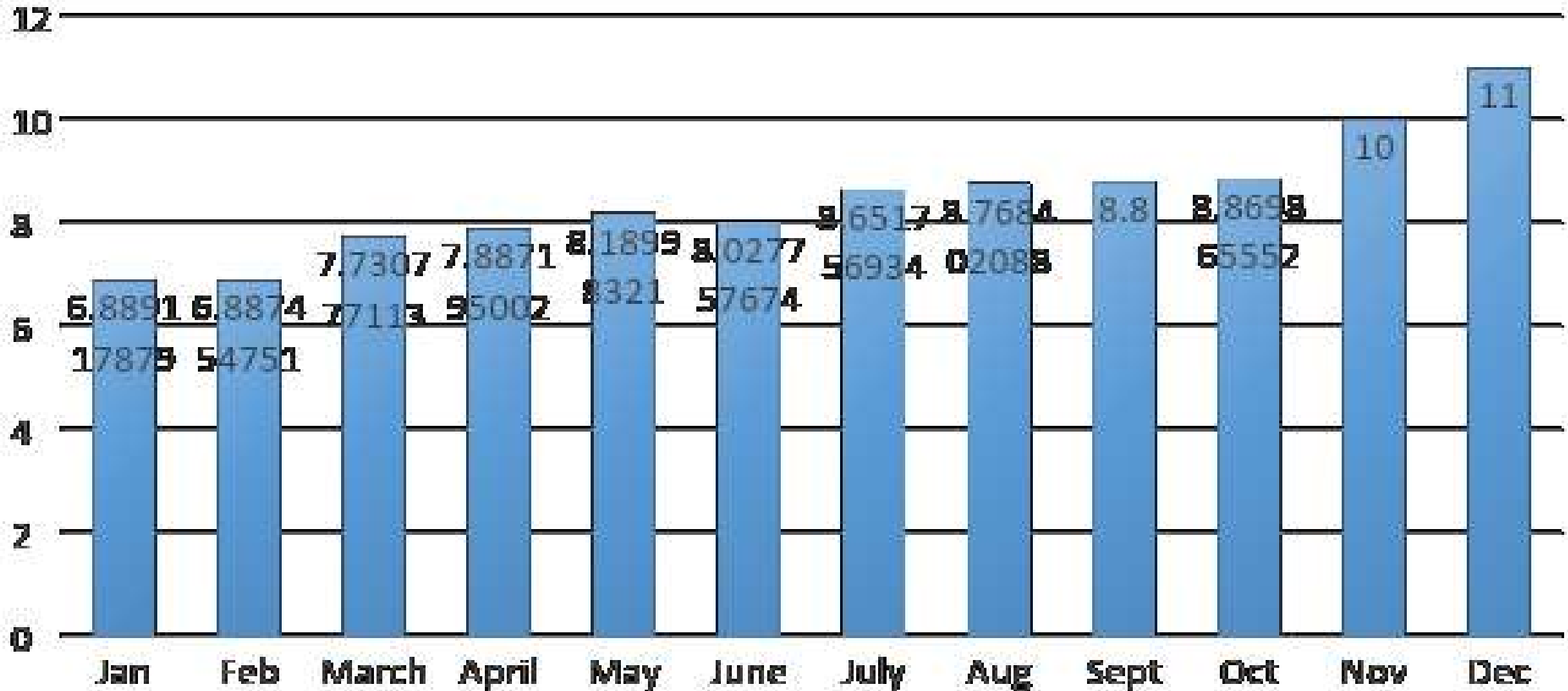


How much down can influence factor

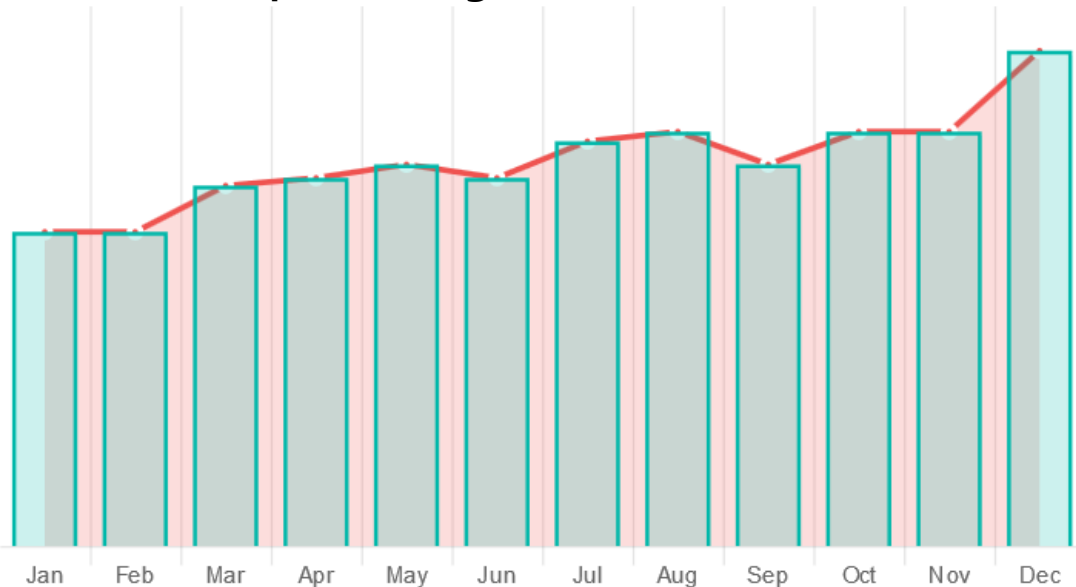


How much factor influences vitality and viability

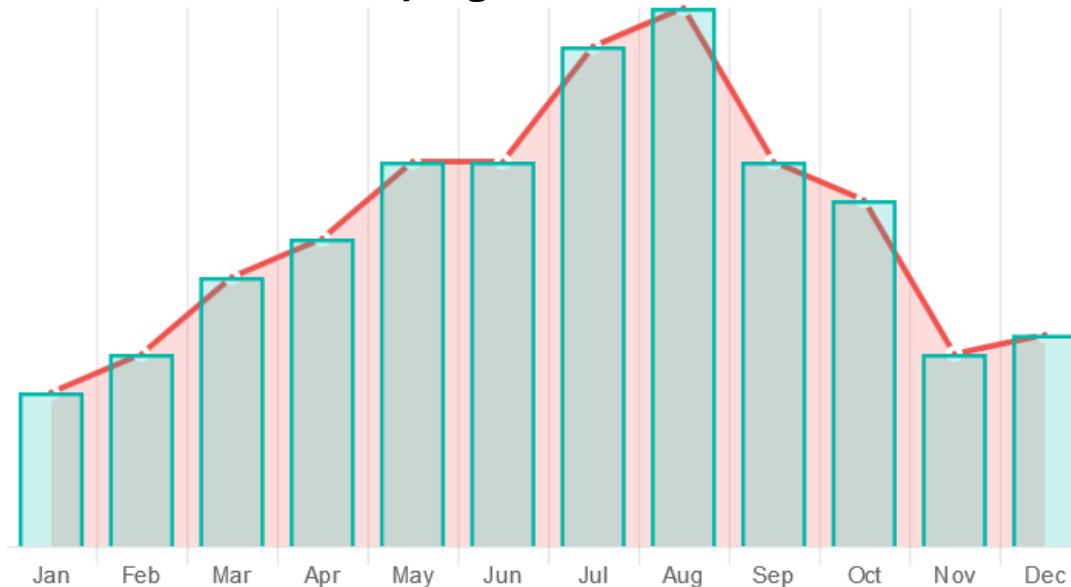
Footfall: The perceived



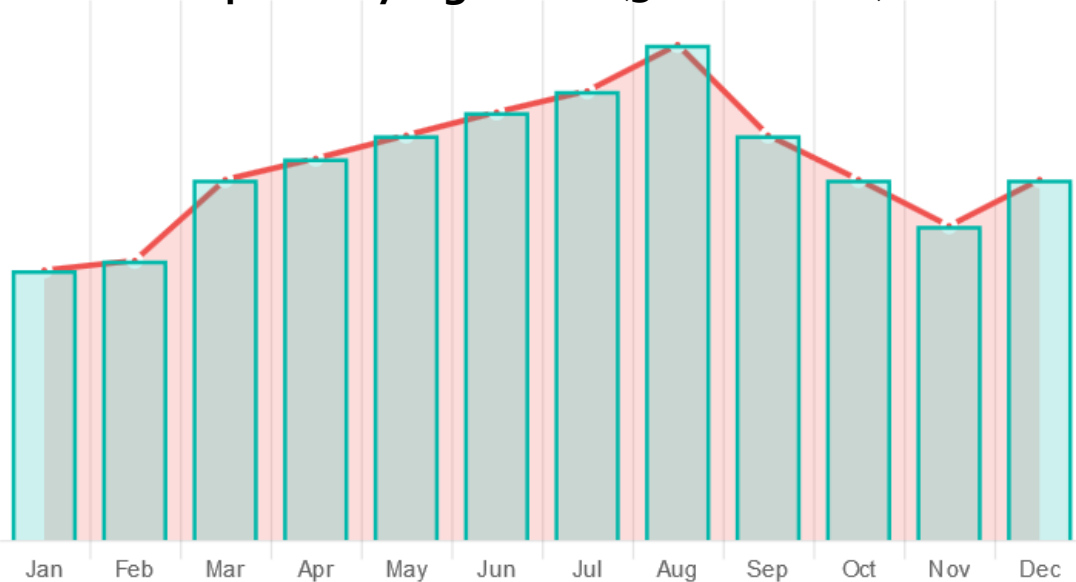
Comparison signature (20% in 2018)



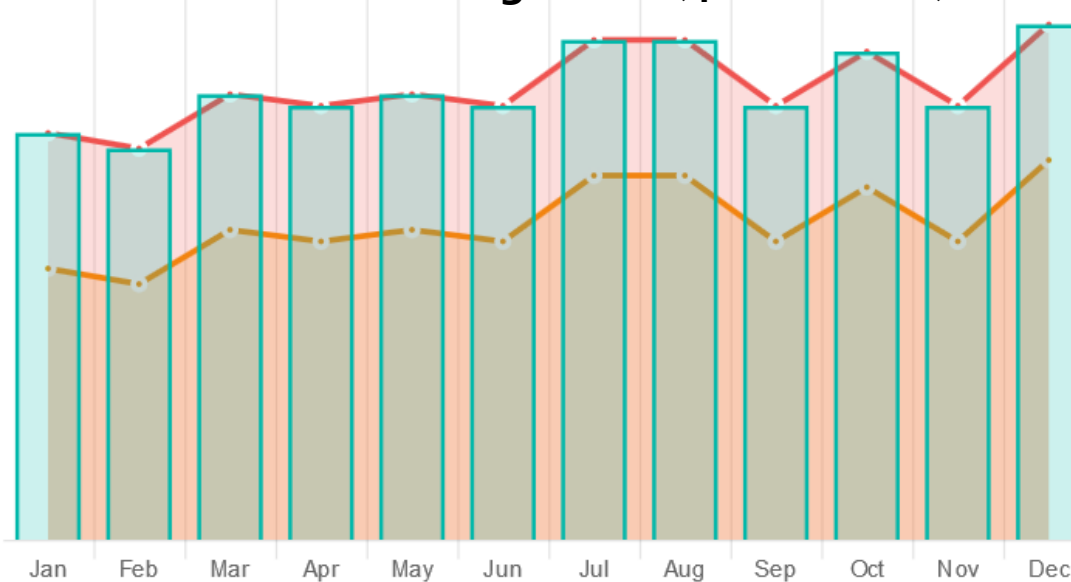
Holiday signature (9% in 2018)



Speciality signature (31% in 2018)



Multifunctional signature (40% in 2018)





The 4 Rs of Regeneration



Repositioning



Reinventing



Rebranding



Restructuring



Repositioning

What is going on?

How is the centre used?

Are trends and developments tracked?



The 4 Rs of Regeneration



Repositioning



Reinventing



Rebranding



Restructuring



Reinventing

**Meet the needs of the
catchment?**

**Are visitor needs
understood?**



The 4 Rs of Regeneration



Repositioning



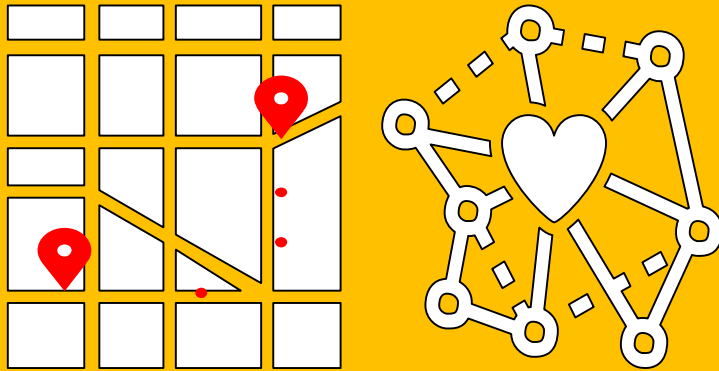
Reinventing



Rebranding



Restructuring



Rebranding

City reputation?

Perceptions realistic?

Stakeholders
communicating a positive
image?



The 4 Rs of Regeneration



Repositioning



Reinventing



Rebranding



Restructuring



Are you actively managing change?

Stakeholders engaged in decision making and action?

Is large scale physical restructuring needed?



The 4 Rs of Regeneration



Repositioning



Reinventing



Rebranding



Restructuring

**realigning a centre's
function based on an
understanding of its
market position**

**changing perceptions
and image for a centre**

**using branding and
public relations to
engage more
effectively with a
centre's catchment**

**changing the physical
and governance
characteristics of a
centre**



ARhus

ARhus

HI,
I'M HERE TO
MEET YOU.
@JUSTIE FASH

Justie



LIBRARY

The High Street Report



High Street 2030: Achieving Change

Dr Steve Millington, Dr Nikos Ntounis, Prof Cathy Parker,
Simon Quin, Gareth Roberts, Dr Chloe Steadman

December 2018



“By 2026 the High Street is transformed...a rich, engaging, and specialised experience...full of discovery and excitement”

WEF 2017



placemanagement.org



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