Reshaping town centres for 2030: why libraries matter

Simon Quin

@SimonWQuin @placemanagement
The international professional body that supports people working to make places better.

Managing
Marketing
Making
Visiting
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

CRR2018
Out of town deflected up to 30% of footfall from town centres before online
The growth of online spending

CRR 2018/ONS 2018

2018 18%
The growth of online spending

Food: 6.3%
Non-food: 26.5%

CRR 2018/ONS 2018
Online retail sales share 2018

- Japan
- Canada
- US
- Denmark
- Germany
- Finland
- South Korea
- Norway
- China
- UK
Town centre share of retail expenditure

Change in UK high street footfall

-19.5%
More change is coming
A desire for non-retail things
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 each factor influences vitality and viability

Not worth it

Get on with it!

Forget it

Live with it

How much control over a factor
Footfall: The perceived
The 4 Rs of Regeneration

Repositioning
Reinventing
Rebranding
Restructuring

Parker, Ntounis, Millington, Quin, Castillo-Villar (2017)
What is going on?

How is the centre used?

Are trends and developments tracked?

Millington S, Ntounis N 2017
Reinventing
Rebranding
Restructuring
Repositioning

The 4 Rs of Regeneration
Meet the needs of the catchment?

Are visitor needs understood?

Theodoridis C, Ntounis N, Pal J 2017
The 4 Rs of Regeneration

- Repositioning
- Reinventing
- Rebranding
- Restructuring
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?

Peel D, Parker C 2017
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
“By 2026 the High Street is transformed...a rich, engaging, and specialised experience...full of discovery and excitement”

WEF 2017