

*Retail Development in Historic Centres*  
*Bristol 8 June 2007*

# **Shopping with Integrity**

## **EHTF View of Retail Development in Historic Towns**

**Brian Human**  
**Chair EHTF**



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***‘When the going gets tough the tough go shopping!’***

## **Outline**

- **Pressures for change**
- **Importance of town centres**
- **EHTF thoughts**



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# Retail Roots

**Historic towns:**

- **Market towns and centres for trade**
- **Roots of architectural, economic, cultural connections**



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# Pressure 1

- **Uses: Move away from retail on the high street**
- **Consequence: physical fabric and character change**
- **By 2015 on-street selling space will halve**
- **A1 retail space decline from 65% to 30%**
- **A2 finance/professional space decline from 9% to 3%**
- **A3 food and drink up from 9% to 25%**
- **Health and leisure up from 17 % to 30%**
- **C3 residential increase to 10%**

**Source ACTM**



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## Pressure 2

- **Size: bigger overall, footprints and ceiling heights**
- **Consequence: redevelopment and move out/edge of town**



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## Pressure 3

- **Corporatisation:**  
local traders  
replaced by  
multiples
- **Consequence:**  
Clone town  
syndrome



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## Pressure 4

- **Access:**  
Restrictions and demand management – affect customers and servicing
- **Consequence:** Move out/edge of town



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## Pressure 5

- **Management: Aim for greater control and security**
- **Consequence: Privatising of public space, closed centres**





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## **Pressure 6**

- **Ambitions: Sub-regional centres for all**
- **Consequence: Uncertainty, dilution of demand and investment**



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## Pressure 7

- **Climate change:**  
Affect construction,  
travel, goods
- **Consequence: Who  
knows?**



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## Pressure 8

- **Policy: Challenges to needs test**
- **Consequence: Uncertainty, weakens 'town centre first'?**



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# Importance: *Prosperity*

- Retail the lifeblood
- Maintains overall investment in the town centre
- Critical to tourism



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# **Importance: *Character***

- **Retail critical to experience and distinctiveness of local centres**



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**Importance:**  
***Conservation***

- **Viable use for historic buildings**



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# Importance:

## Access

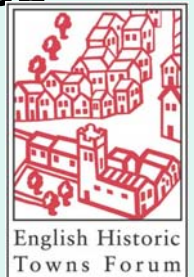
- Centres and services accessible by more sustainable modes



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**The Challenges**  
***Opportunities***  
***and threats***

- Provide new retailing profitably and successfully
- Protect the historic character of town centres
- New building that enhances character and experience
- Town centres as places where people want to be
- Retailing – convenience and quality drive providers and consumers
- EHTF four part integrated approach

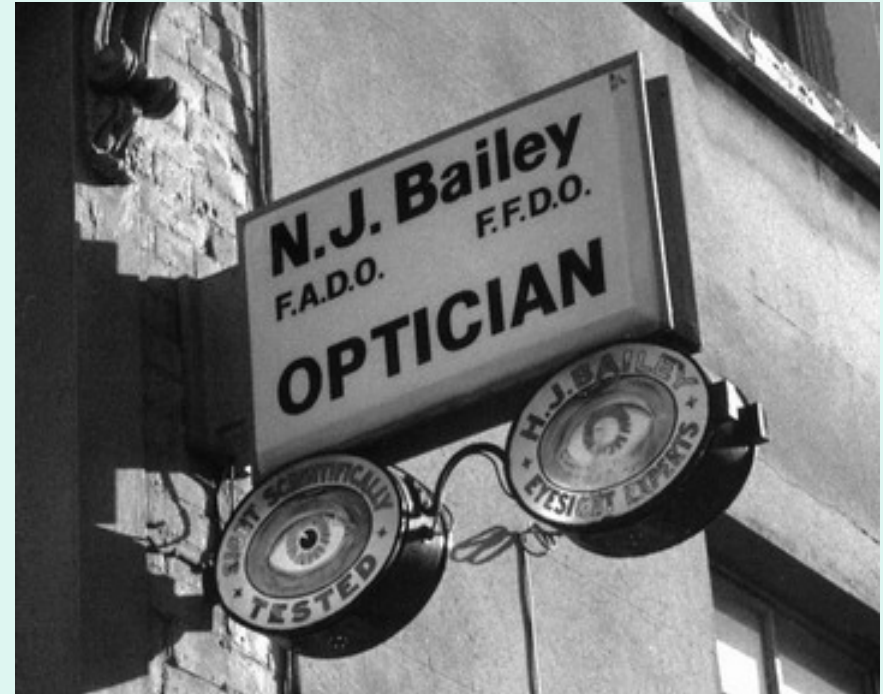




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# Vision

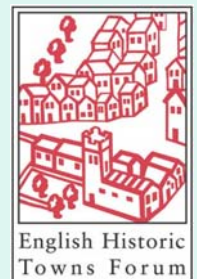
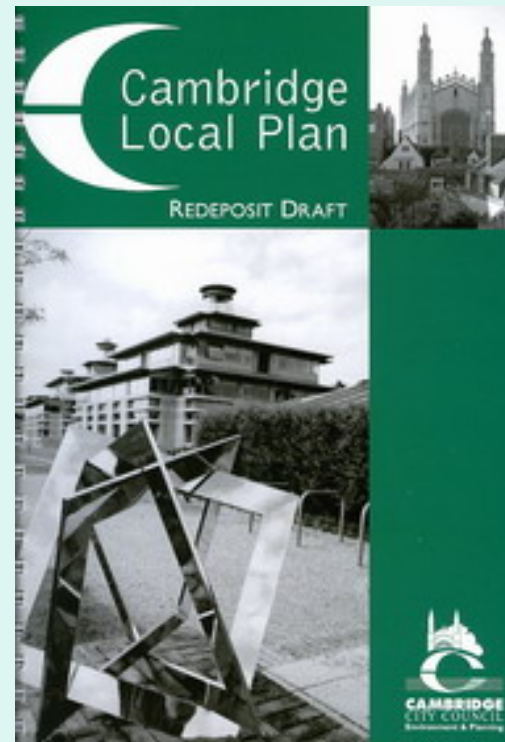
- **Clear vision**
- **Establish role for retail and town centre – the USP**
- **Positive view – encourage investment**



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# Policy

- **National – town centre priority**
- **Regional – clarify hierarchy**
- **Local – clear, positive policies in Local Development Documents**



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**New Build:**  
***Design and Sites***

- **Consultation**
- **Context**
- **Sustainable and adaptable**
- **Architectural & urban design integrity**
- **Access**
- **Operations and servicing**
- **Quality design**
- **Mixed uses**

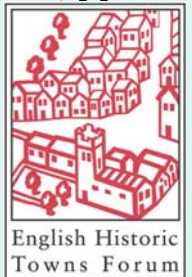
**EHTF 2005**



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**Complementary  
Actions –  
*Maintain quality  
and  
distinctiveness***

- **Town Centre Management**
- **Marketing**
- **Business Improvements Districts (BIDs)**
- **Cumulative Impact Areas**
- **Crime and Safety Partnerships**
- **Public Realm Strategy – streets as places**
- **Tourism strategy**
- **Parking and access strategy**
- **Local retailer strategy?**



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# The result?

