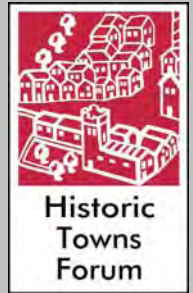


HTF/JLP seminar on retailing



Jewel in the Crown....



...or Cuckoo in the Nest?

- economic and social impacts of town centre retailing.

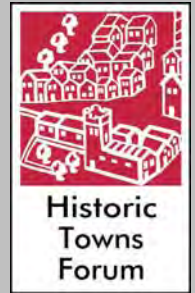
Sam Howes

Chair, HTF



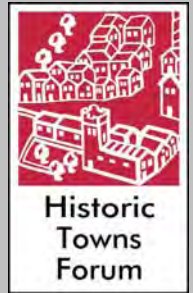


4 key questions:



1. Does focussing retail development in existing town centres improve their competitiveness?
2. Is that competitiveness based on a level playing field?
3. Is there more to retailing than simply "buying goods"?
4. Can large format stores be assimilated into town centres, especially smaller historic market towns?

13 years of sequential approach



DETR Study: Sept 1998

Env, Trans and Reg Affairs Committee Report: May 2000

National Retail Planning Forum: February 2000

Going to Town: June 2002

An approach, not a test

Calls for better design

Seen as part of the overall town centre character

Supermarkets tried, but preferred to be "edged out"

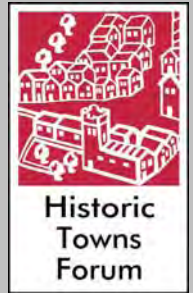








The Smaller Towns Report 2004

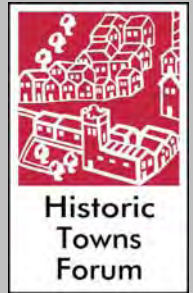


BCSC: 5 C's:

- Catchment
- Competition
- Character
- Choice
- Convenience

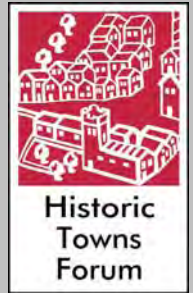
some remedies: resist out of town; transport strategies; heritage dividend; invest in public realm; promote mixed use and support independents to differentiate.

Town centres first?



What the evidence seems to show:

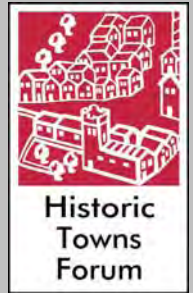
- 66% of new stores in pipeline are for large formats, mostly out of town or edge of town
- Retail parks losing value more rapidly than high street properties
- Reduction in car trips to regional centres
- Emergence of more sensitive, smaller scale mixed use town/city centre developments



Town centres: more than a shopping trip?

- Wider experience
- Greater choice
- Social interaction
- Healthier? - for the customer, for the retailer, for the town
- Underpinning viability, promoting regeneration
- Return to traditional role for town centres?

Success factors for new retailing in town centres



- Respect location and accept a degree of compromise
- If on the edge, ensure strong linkages with centre
- Respond to call for concerted effort at regenerating the historic retail function of towns
- Be the Jewel, not the Cuckoo!

