

Appendix 1 Kerching Reports summary

Key Findings

Retail Mix

East Leake, Bingham, Radcliffe on Trent and West Bridgford all had a broad retail mix which covers most key spending areas.

- Convenience shopping (groceries and weekly essentials) – East Leake and Radcliffe had a higher share of these shops than the UK average of 9%, at 4% and 3% more respectively. This is positive and drives up frequency of town centre visits. Whereas Bingham and West Bridgford had lower shares than the national average of 9%, at 4% and 2% less respectively, which reduces town centre visits.
- Comparison shopping (buying non-essential items which involves comparing shops & prices) – was lower than the national average of 33% for all four areas, 8% less in West Bridgford, 12% less in Radcliffe, 18% less in East Leake and 4% less in Bingham. This results in leakage (shoppers visiting competing towns and cities)
- Service outlets (eg. estate agents, health providers, hair salons or accountants) – Are the main retail share in all four areas and all were greater than the UK average of 27%. With 46% of shops service outlet's in East Leake, 37% for Bingham and 44% for both Radcliffe and Bingham. This is common in affluent areas, and increasingly they take the place of traditional shopping outlets (convenience and comparison) in the town centre, which increases leakage.

Exterior Presentation of Shops:

- East Leake: 65% are good, 20% okay and 15% poor
- Bingham: 60% good, 30% okay and 10% poor
- Radcliffe: 40% good, 20% okay, 5% poor and the rest were N/A
- West Bridgford: 45% good, 45% okay and 10% poor

The interior and exterior presentation of the shops is assessed by Kerching and given a rating of green, amber or red based on a number of indicators. For the first time ever in any of Kerching's reports, there wasn't a single business in any of the four villages which was rated as red, this would be a business that is "failing to bring much to the town centre and is a blot on the landscape". The only shops rated red were vacant shops.

Kerching described the lack of a red colour coded business in any of the areas as "unprecedented".

Report Proposals

1. Addressing Leakage

- Leakage is high for Rushcliffe overall and for all four areas studied. The main cause being the lack of comparison shopping retailers, eg. Fashion, mobile phones, homeware & electrical.
- The 2015 Carter Jonas retail study found 99.1% of comparison spend was leaking from Rushcliffe.
- Kerching suggest to shape the retail mix to increase comparison shopping retailers, attract these new comparison retailers into town centre in place of existing service shops, who would need persuading to relocate into spur roads. However, with the trend of retail on the High Street struggling and service retail providing a good balance to attract footfall to the area

2. World Class independents

- Is difficult to attract national retailers to these towns so a quality independent retailer can be equally attractive to shoppers
- Provide 121 support or training and development to these local independents to help them move from good to world class.

3. Parking

- Bingham and East Leake both have free parking which is mainly used by people working in the villages, leaving few spaces for shoppers. It is suggested both these towns have a short stay car park and a long stay car park.
- Radcliffe was found to have the same issue with the long stay car park being used by local employees, this has since been split into short and long stay.
- West Bridgford has plenty of short stay parking but no long stay for people working in the town. It is suggested to have free parking a short walk from town centre.

4. Loyalty Scheme

- Has come up as potential option for all four areas studied by Kerching. A loyalty scheme rewards local people for supporting local business.
- Shopping is repeat and habitual (park in same car park & shop in same store), loyalty schemes build new habits which favour the village centre
- Suggest a simple show and give loyalty card which is cheap and easy to run.

5. Brand Bingham/East Leake/Radcliffe/West Bridgford

- Continued marketing to local residents is now a requirement of town centres to stay competitive.
- Is a need for targeted marketing of the local residents in each town to minimise leakage, Eg. West Bridgford Way replicated in each town (on a smaller scale, perhaps just a Facebook page)

6. Clarify position on street trading

- There were number of traders in Radcliffe, Bingham and West Bridgford with excessive stock outside their stores. This when done right can look good. Eg. Fruit and veg stalls outside. Kerching suggest creating a small guide to explain benefits of good exterior's and show examples of good and bad practice of street trading.

7. Relocation of businesses

- Common throughout all reports was the need to develop a plan to relocate businesses in order to achieve the ideal village mix, clustering of comparative shops and convenience shops for example.
- Relocation of some independent retailers to town centre, for example Hopology should be on Central Avenue in West Bridgford. In Bingham, incentivise estate agents to move onto spur roads and off the market square, creating more space for comparison and convenient retailers.

Needs Specific to Each Area

East Leake: Needs creation of a village centre, suggested to remove the large brick planters outside Tony's Butchers and with some shop front improvements, there would soon be an attractive village centre.

Also needs a vision for what East Leake is, Kerching felt the village is perfectly poised to become a significant retail centre for the Southern area of Rushcliffe due to its location, population growth and lack of competition towns.

West Bridgford: The charity shops in West Bridgford could be used to plug the fashion gap by building a reputation for stocking brands and designer clothing, thus making them world class and a reason to visit West Bridgford. Perhaps could set up a meeting for all the charity shops to collectively market their offer, raise standards and performance whilst working together to change the perception of there being too many in the town.

Target young entrepreneurs to live and start business in West Bridgford, perhaps could offer a pop up shop or pop up market stalls for entrepreneurs.

Radcliffe on Trent: Has no clear identity such as Bingham's market or West Bridgford's evening economy. Kerching suggest using food and drink as the core element of the village's offer, support existing food retailers to grow and improve whilst attracting new food retailers to move into the village. This identity could be supported by events like a village bake off or food and drink festival.

Should look to hold more events to attract people into the village centre, along with seasonal events. Radcliffe has the perfect location in Grange Hall and its grounds. So should make efforts to reach out to event's organisers and encourage the use of it.

Bingham: The priority aim unique to Bingham was a review of the market which is poorly presented and advertised. This should be revamped with a focus on high class stalls which attract shoppers from surrounding villages.

Particular focus should be placed on attracting families by holding more events and activities for children, as families shopping spend the most money and time in town centres. The Buttercross should be used more to host these kind of events and activities.