

Appendix 2

A Model for the Future High Street and How Rushcliffe Compares

To inform this note the following reports have been reviewed:

- Grimsey Review
- Grimsey Review 2
- Turnaround Towns UK and
- LGA Revitalising Town Centres

Both Grimsey Reviews painted a bleak picture for UK highstreets, due to an oversupply of shops with not enough demand. Mainly due to the ever increasing competition of online shopping, along with the loss of anchor stores like banks. Therefore the range of services the high street provides must increase.

The Grimsey reviews found business rates to be the greatest barrier to the success of businesses on the high street. The report stated that they are the highest property taxes in the developed world and therefore concluded that they hold back businesses from expanding whilst preventing new ones from starting up.

What do Consumers want and expect from their High street?

Journey to High Street:

High street visitors rate access (parking) as their top criteria, good access leads to an increased spend of between 35% and 38%. This starts from the minute they set off, having a parking space booked in, and their satnav taking them to their reserved space which is lit up with a sensor to monitor and indicate if booked. Both Grimsey Reviews recommended having free parking for 30 minutes or an hour in the centre. Then having long stay parking for free further out from the high street with a welcoming and accessible footpath to the high street from the long stay parking.

If cycling, bicycle storage along the length of the high street is essential. The Grimsey review found cyclists were highly unlikely to stop and browse shops as there was nowhere to safely lock up their bike. Whilst public transport should be regular and easy to use, with joined up transport links and welcoming, well maintained footpaths to and from bus stops / train stations.

Shops on the High Street:

As previously mentioned, traditional goods and transactions are no longer the reason for visiting the high street. People are likely to go in for a service, have a coffee and spend a couple of hours working remotely from their device. It will become crucial to have a shared working space or business hub on the high street to allow this. Consumers expect and demand Wi-Fi throughout the town centre in order to work, whilst accessing the Wi-Fi allows the high street manager to send promotions or offers available on that day. Software will manage the number of promotions given out. Internet throughout a town centre will also increase social media posts by people visiting which has the effect of free advertising for the high street.

The reason a consumer visits the high street will likely be for a service or experience, such as a haircut, going to the e-cigarette store, getting their nails done or to an independent café. These are all the businesses which are increasing in amount on UK high streets. Once on

the high street for one of these services, consumers will check their phone for any offers on the day, or see if any friends are in the area and want to meet for a coffee.

Activities and Events on the High Street

Simply visiting a charity shop or having a haircut is not enough to keep up the footfall needed on a high street for businesses to survive once an anchor store has left. Anchor stores were traditionally banks, pubs, high street chains and post offices, with these closing something must take their place.

The high street should become a one stop location for everything consumers need. Including facilities like gyms, libraries, council contact centres, the GP to name a few.

These essential services will attract people in and increase the footfall. However they don't go far enough, high streets should be the centre of the community.

Regular activities and events are crucial to bring in crowds and create a town hub. This should include regular events like monthly markets and car free days. As well as unique events like open mic nights, classic car shows or village bake offs.

13 Principles for a Thriving Town Centre:

1. Understand historic context, what drove growth of the town centre historically?
2. Celebrating the setting and character of the Town, what's special and unique about each high street in Rushcliffe
3. Explore how people identify with their high street/town centre, what do they want from it in the future?
4. Knowing the economic trajectory, develop a brief and strategy to respond to wider economic trends. Understand the position of the town centre in relation to others in the retail hierarchy.
5. Create an agile framework which fosters resilience and adaptability from the high street businesses. This strategy needs to be flexible to be responsive to shifts in market conditions.
6. A joined up approach to transport and movement to create a welcome arrival experience into the town/high street.
7. A balanced mix of shops, niche and mainstream shops alongside services, business, leisure and new homes. Creating vibrancy and diversity of activity across the day and throughout the seasons.
8. Create spaces for civic and social use.
9. High quality design which works with heritage to maintain overall identity of town centres.
10. Target the experience economy, centres need to appeal to older and younger people to create a 'vibe'
11. Innovative approach to leases, adopt short term 3 month rolling contracts leases with minimal upfront costs to encourage start-ups and entrepreneurs to set up shop in the high street.
12. Embrace diversity, retailers are broadening their offer to be adaptive, savvy and incentive. They are pioneers who will point the way for the direction of their high street.
13. Town centres need to continuously adapt and enhance the commercial, civic, educational and leisure offer to remain prosperous and relevant to communities

	Anchors			Accessibility				Events (including Market)	Local initiatives e.g. social media	Growth Board area	Community services			
	Post office	High st retailer	Bank /BS	Pub	Parking provision of short and long stay	Cycle store	Public transport				Library	Council customer contact centre	Doctors	Toilets
Bingham	Yes	Coop Sainsbury's	No	Yes	Free all day parking 2 short stay Long stay £20	Yes	Train Bus	Weekly market and ad hoc events	Yes	Yes	Yes	Yes	Yes	Yes
Radcliffe on Trent	Yes	Coop Tesco's	No	Yes	Free, restrictions	Yes	Train Bus	Ad hoc events	Yes	Yes	Yes	No	Yes	Yes
East Leake	Yes	Coop	No	Yes	Free, no restrictions	Yes	Bus	Ad hoc events	Yes	Yes	Yes	Yes	Yes	Yes
WB	Yes	Coop M&S Boots Waterstones	Yes	Yes	Short stay parking chargeable up to 3 hours. Long stay £20	Yes	Bus	Markets and events	Yes	Yes	Yes	Yes	Not on high street	Yes
Cotgrave	Yes	Coop (Sainsbury's)	No	Yes	Free, no restrictions	Yes	Bus	Ad hoc events	Yes	No	Yes	Yes	Yes	No
Ruddington	Yes	Coop Sainsbury's	Yes (B/S)	Yes	Free, no restrictions	Yes	Bus	Markets and ad hoc events	Yes	No	Yes	No	Yes	No
Keyworth	Yes	Coop	No	Yes	2 hours free and £1 for 3 hours. Long stay £20	Yes	Bus	Ad hoc events	Yes	No	Yes	No	Yes	No