

Arts Council England

‘Creative High Streets’  
Taunton

20 June 2013

Lucy Ball  
ATCM, Town Teams  
Advisor SW





# The Economic Case for the High Street

## A few facts and stats.....



- Retail in UK worth £303bn pa (\*2011brc)
  - Highest per capita spend in the world
  - Employs 3m people (2<sup>nd</sup> biggest after govt)
  - Retail and wholesale sector =11% of EU GDP
  - >95% of retail in EU are SMEs
- 
- 24 hour economy / NTE worth £bns employs 000s



A few more.....

- 58% of all spend is taken by supermarkets
- Regeneration through retail

*The bad news*

- 155,000 stores in 2002 now 128,000
  - 1 in 7 vacant units
- 
- 218 chains have gone in the last 6 years
  - =200K redundancies

## The Challenge.....

- The Economy
- Customer mobility/ loyalty
- Out of Town Retail
- Global competition
- Overheads
- E'tail
- Mobile phone technology



# The Opportunities



*Continuing to do the same thing  
and expecting a different result'*

(Einstein's Definition of Insanity

---

## Change or Die

- Portas
- Collaboration co-operation
- The High Street is an ecosystem
- Holistic High Street
- Embrace the internet age
- Become relevant





“If you asked people 20 years ago why they came to town, they would have said it was to shop. But if you ask them today , they would say it was because they wanted to go into town” Jan Ghel





## Time to rethink

- Strategic approach
- Collaborate
- Business planning
- Customer focus
- Offer more
- Offer better
- Offer different



National  
BIDs Advisory  
Service

from ATCM





**Thank you for listening**

Lucy Ball

07813 343 209

lucy@destinationmarketing.me

