

University of Southampton Research Repository

Copyright © and Moral Rights for this thesis and, where applicable, any accompanying data are retained by the author and/or other copyright owners. A copy can be downloaded for personal non-commercial research or study, without prior permission or charge. This thesis and the accompanying data cannot be reproduced or quoted extensively from without first obtaining permission in writing from the copyright holder/s. The content of the thesis and accompanying research data (where applicable) must not be changed in any way or sold commercially in any format or medium without the formal permission of the copyright holder/s.

When referring to this thesis and any accompanying data, full bibliographic details must be given, e.g.

Thesis: Author (Year of Submission) "Full thesis title", University of Southampton, name of the University Faculty or School or Department, PhD Thesis, pagination.

Data: Author (Year) Title. URI [dataset]

UNIVERSITY OF SOUTHAMPTON

FACULTY OF ENGINEERING AND THE ENVIRONMENT

Energy and Climate Change Group

**Impacts of Urban Interventions for the Reinvigoration of Secondary and Tertiary
High Streets**

by

Philip Turner

Thesis for the degree of Doctor of Philosophy

March 2018

ABSTRACT

City centre retail spaces are integral to the sustainability of cities. In recent years there has been growing concern for the state of secondary and tertiary city centre retail streets which in the UK are perceived as historical pre-war arteries. Furthermore retail-led regeneration, where a large-scale shopping centre is introduced into the inner city region, has led to a shift in the centre of gravity of the city further exaggerating these streets isolation further reducing permeability and poor connections. Whilst there has been much research on primary retail (high streets and shopping centres), there is a recognised need for academic studies on secondary areas. The purpose of this work is to test and quantify the impact of small-scale urban interventions on declining secondary high streets with particular attention given to understanding and adapting stakeholders' behaviours and perceptions.

The project used a case study in the City of Southampton as it is one of the first cities in the UK to experience a city centre retail-led regeneration scheme and exhibits many of the factors affecting declining secondary retail streets. The study centred on East Street in Southampton and gathered quantitative and qualitative data through three methods of data collection; surveys/interviews, observational studies and analysis of secondary data. The analysis revealed the intricacy of intervening in a single street and the conflicts that arose. The findings highlighted that small-scale urban interventions, particularly those that show the environment can be adapted and stimulated, are a means to develop ownership from businesses and develop relationships among stakeholders. The results also revealed that small-scale interventions, through increasing visitor motivation and opportunity, were an effective means of introducing secondary areas to new consumers, which is of importance as habitual visiting behaviour was found to not be as easily altered as perceptions. The research recommended that (a) retail areas should be considered on a micro-scale as opposed to the city centre level and (b) urban interventions for retail areas should not be solely measured by impact on vacancies and footfall but also in terms of perception and behaviour change. Overall, in order to regenerate a struggling retail environment their capacity to adapt needs to be understood, discerning whether there is sufficient support for change and whether retailers require enhanced opportunities or capabilities to enact change, which can be achieved through trialling small-scale urban interventions such as those undertaken in this thesis. Although this study considered a single city retail area, the extensive literature review of many secondary street cases showed that the results and recommendations are generalizable for many cities in the UK.

Table of Contents

Table of Contents	i
Table of Tables	vii
Table of Figures	ix
Academic Thesis: Declaration Of Authorship	xvii
Acknowledgements	xix
Definitions and Abbreviations.....	xxi
Chapter 1 Introduction.....	1
1.1 Research aim.....	2
1.1.1 Research objectives	2
Chapter 2 Literature review	5
2.1 Secondary retail and its decline in the UK	7
2.2 Problems facing retail	9
2.2.1 Shopping centres	9
2.2.2 Car use	10
2.2.3 Online retail	11
2.2.4 Convenience culture	14
2.2.5 Vacancies and other issues	15
2.3 Indicators of high street centre performance	16
2.4 Urban interventions for regeneration	18
2.4.1 Vacant property interventions	19
2.4.2 Activity based interventions	20
2.4.2.1 Festival interventions	21
2.4.3 Quality of space interventions.....	22
2.4.4 Attraction interventions	25
2.4.5 Permeability interventions	27
2.4.6 Limitations	28
2.5 Behaviour change theory.....	28
2.5.1 Individual approaches.....	30

Table of Contents

2.5.2	Contextual approaches.....	32
2.5.3	Middle ground approaches	35
2.5.4	Discussion	37
2.6	Summary.....	39
Chapter 3	Methodology	41
3.1	Research workflow	42
3.1.1	Part 1: Current state analysis	43
3.1.2	Part 2: Measure & quantify impact of interventions	43
3.2	Methods of data collection	44
3.2.1	Surveys and interviews.....	44
3.2.2	Observational studies.....	47
3.3	Engagement with stakeholders.....	49
3.3.1	City Council	49
3.3.2	Retailers.....	49
3.3.3	Community groups	50
3.4	Control case study	50
3.5	Summary.....	52
Chapter 4	Review of secondary high streets across the UK & case study analysis	53
4.1	Case Study Analysis	68
4.1.1	Southampton.....	69
4.1.2	Case study sector.....	74
4.1.3	Demographics.....	75
4.1.4	Rateable value	77
4.1.5	Retail mix and characteristics.....	79
4.2	Key findings.....	84
4.3	Plan for the results	84
Chapter 5	Baseline perceptions & behaviour results.....	85
5.1	Pre-intervention business owner study	85
5.1.1	Satisfaction and influence of urban factors	86

Table of Contents

5.1.2	Urban interventions	87
5.1.3	Impact of urban infrastructure	92
5.1.4	Impacts from the opening of a primary shopping centre	93
5.1.5	Relationship between businesses and governance	94
5.1.6	Additional findings	94
5.2	Pre-intervention visitor study	96
5.2.1	Visiting frequency	96
5.2.2	Satisfaction and influence of urban factors	101
5.2.3	Urban interventions	104
5.3	Discussion	106
5.4	Key Findings	107
Chapter 6 Activity Intervention results		109
6.1	Organisation and planning of the intervention	109
6.2	Cost analysis of intervention	111
6.3	Visitor survey	115
6.3.1	Visiting frequency	116
6.3.2	Satisfaction of intervention and its various elements	117
6.3.3	Altering behaviour and perceptions	119
6.4	Business survey	122
6.4.1	Impact on business footfall and revenue	122
6.4.2	Satisfaction of intervention and its various elements	124
6.4.3	Altering behaviour and perceptions	125
6.4.4	Traders' comments	128
6.5	Control survey	129
6.6	Discussion	130
6.7	Key findings	132
Chapter 7 Attraction intervention results		135
7.1	Visitor survey	135
7.1.1	Visiting frequency	136
7.1.2	Satisfaction of intervention and its various elements	138

Table of Contents

7.1.3	Altering behaviour and perceptions.....	138
7.2	Business survey.....	144
7.2.1	Impact on business footfall, revenue and satisfaction	145
7.2.2	Altering behaviour and perceptions.....	146
7.3	Control survey	147
7.4	Discussion	148
7.5	Key findings.....	150
Chapter 8	Quality of place intervention results	151
8.1	Organisation and planning of the intervention.....	152
8.2	Visitor survey.....	155
8.2.1	Visiting frequency.....	155
8.2.2	Satisfaction of intervention and its various elements	157
8.2.3	Altering behaviours and perceptions	157
8.3	Business survey.....	163
8.3.1	Satisfaction of intervention and its various elements	163
8.3.2	Impact on businesses footfall and revenue	164
8.3.3	Altering behaviour and perceptions.....	165
8.4	Control survey	168
8.5	Businesses perceptions on the case study, its future and methods of regeneration post-interventions	168
8.5.1	Occupancy and rateable values.....	172
8.6	Discussion	173
8.7	Key findings.....	176
Chapter 9	Conclusions.....	177
9.1.1	Implications for research.....	184
9.1.2	Implications for practice & recommendations	185
9.1.3	Summary of conclusions.....	186
9.1.4	Future work	187
	Publications produced from this thesis	189

Table of Contents

Appendix A Views compromised by the Bargate	191
Appendix B City Centre Action Plan.....	193
Appendix C Typology of Southampton City Centre	195
Appendix D Southern Bargate Business Survey.....	197
Appendix E Southern Bargate Visitor Survey.....	203
Appendix F Breakdown of Potential Costs for Alternate Activity Interventions.....	205
Appendix G East Street Arts Festival Visitor Survey	209
Appendix H East Street Arts Festival Business Survey	211
Appendix I East Street Arts Festival Key Findings Report	213
Appendix J Application for Sculptures in the Case Study	225
Appendix K East Street Zany Zebra Visitor Survey	227
Appendix L East Street Zany Zebra & Road Closure Business Survey.....	229
Appendix M East Street Road Closure Visitor Survey	231
Appendix N Retailers' Complaints with the Quality of Place Intervention	233
Appendix O Control Survey	235
Appendix P Future Cities and Environment paper	239
Appendix Q Two tailed hypothesis test example	251
Glossary of Terms	253
List of References	255

Table of Tables

Table 2.1: Relationship between weekly footfall and parking spaces, from Re-Think: Parking on the high street (2013).	11
Table 2.2: Percentage of population internet purchasing by age from 2008-2014 (ONS 2014).....	12
Table 2.3: Behaviour change theories/models presented in the literature review.	38
Table 3.1: Measurable impact factors.	41
Table 3.2: Similarities between case study and control.	51
Table 4.1: Reasons for struggling secondary retail streets in UK city centres.....	54
Table 4.2: Vacant units in Southampton city centre by retail sector (February 2015).	79
Table 4.3: Store typologies of retail sectors in Southampton city centre (February 2015).	80
Table 4.4: Store typologies of retail streets within Southampton city centre (February 2015).	80
Table 4.5: Size of retail units in Southampton city centre by retail sector (February 2015).....	81
Table 4.6: Percentage of independent to chain stores in Southampton city centre by retail sector ²⁹ (February 2015).	82
Table 4.7: Façade length and door encounter rate for the retail streets in Southampton city centre. (February 2015)	82
Table 4.8: Percentage of pedestrian priority surface and height-to-width ratio for retail sectors in Southampton city centre (February 2015).	83
Table 5.1: Stores declining footfall/revenue.	94
Table 5.2: Visitors' reasons for frequenting the city centre.	100
Table 5.3: Cross-tabulation of satisfaction against visiting frequency for the case study, where the figures refer to the percentage of visitors for each level of satisfaction.	102
Table 5.4: Cross-tabulation of satisfaction against visiting frequency for East Street.	105
Table 6.1: Cost breakdown of the intervention (savings from the City Council highlighted).	112
Table 6.2: Estimated privately provided cost of the activity intervention.	112

Table of Tables

Table 6.3: Cross-tabulation of businesses location and their rating of the intervention.	125
Table 6.4: Cross-tabulation on location of business with whether they think the eastern section of case study should be pedestrianised.....	127
Table 7.1: Cross-tabulation of impact on knowledge and likelihood of visiting.	139
Table 7.2: Cross-tabulation of impact on aesthetic and likelihood of visiting.....	139
Table 7.3: Businesses concerns with the attraction intervention.....	147
Table 8.1: Level of trader involvement during the planning and undertaking of the intervention.....	152
Table 8.2: Cost breakdown of intervention.....	154
Table 8.3: Breakdown of those that stated the intervention had impacted their dwell time.....	159
Table 8.4: Visitors' preference for future pedestrianisation of the case study.	162
Table 8.5: Businesses concerns with the quality of place intervention.	166
Table 8.6: Retailers reasons for not attending business association meetings.	167
Table 8.7: What regeneration strategy businesses wish to see undertaken in the case study.	171
Table 8.8: Comparison of 2015 & 2017 vacant units in Southampton city centre by retail sector.	172
Table 9.1: Summary of testing for the three interventions and their outcomes.....	180
Table 9.2: Application of behaviour theory on interventions in a retail setting, where the key findings are highlighted.	181
Table 9.2: Estimated costs for a community event professionally organised.....	205
Table 9.3: Estimated costs for a community event organised by the community & retailers.....	205
Table 9.4: Estimated costs for a corporate event professionally organised.	206
Table 9.5: Estimated costs for a corporate event organised by the businesses.	207

Table of Figures

Figure 2.1: Visualisation of the recent timeline of retail policy in the UK.....	7
Figure 2.2: Social interaction of the street, lines show where people had friends or acquaintances and the dots show where people gathered (Appleyard and Lintell, 1972).....	10
Figure 2.3: Brixton Village Market before (left) and after (right) (Brixton Blog, 2011; What's on in London, 2014).	20
Figure 2.4: Berlin's shared space urban interventions.	23
Figure 2.5: Cross-section representing potential steps to connect retail units with the street through quality of space interventions. Adapted from Arvizu Machado et al. (2013).....	25
Figure 2.6: Rhino sculpture positioned in Southampton's primary shopping centre (West Quay) as part of the Marwell Go! Rhino art Trail (Rainbow Junkie, 2013).	26
Figure 2.7: Full obesity system map showing variables (boxes) with positive (solid arrows) and negative (dotted lines) relationships, showing the full range of factors affecting behaviour (Butland et al., 2007).	29
Figure 2.8: Divide in behaviour change theory (Niedderer et al., 2014).	29
Figure 2.9: Stages of change five step cycle of preparation (Niedderer et al., 2014).	31
Figure 2.10: [left] Piano stairs nudging behaviour (Josephmark, 2013) [right] Staircase within James B. Hunt Library, which is situated across the main circulation pathway (Almaas, 2013).	33
Figure 2.11: Yerkes Dodson Law – revealing the relationship between environmental arousal and an individuals' performance (Veitch and Arkkelin, 1995).....	34
Figure 2.12: The interactions of the COM-B model (Michie, Atkins, et al., 2014).....	36
Figure 2.13: Method of habit formation from COM-B model (Michie, Atkins, et al., 2014).....	37
Figure 2.14: Visualisation of the impact of an intervention which are investigated in the study.....	39
Figure 3.1: Model for studying the potential resultant effects from an urban intervention in a retail environment.	41
Figure 3.2: Flowchart of research study methodology (dark blue refers to data collection).....	42

Table of Figures

Figure 3.3: Timeline of interventions, surveys and observation studies.....	44
Figure 3.4: Example of dichotomous questions at the beginning of the attraction intervention visitor survey (Appendix K).....	46
Figure 3.5: Question using the likert scaling method from the quality of place intervention visitor survey (Appendix M).....	46
Figure 3.6: Question sampled from a specific academic paper from the baseline visitor survey (Appendix E).....	47
Figure 3.7: Map of case study (1) and control (2) in Southampton city centre.	51
Figure 3.8: Street views of case study (Google Maps, 2016a) and control (Google Maps, 2016b).....	52
Figure 4.1: Map of struggling secondary retail street case studies in UK city centres.....	54
Figure 4.2: Retail goods and retail service units in Aberdeen city centre (Hargest, 2013).	55
Figure 4.3: Vacant units in Union Street Bath (Google Maps, 2016c).....	55
Figure 4.4: Preston Street (left) compared to The Lanes (right) without temporary pedestrian priority (Google Maps, 2016d).	56
Figure 4.5: The vehicular junction between Shandwick Place (to the left in the background) and the rest of Edinburgh city centre (Google Maps, 2016e).	57
Figure 4.6: Proposed primary frontages and vacancies in Hull city centre (Hull City Council, 2015).....	58
Figure 4.7: Leicester city centre 204 diversity of use and vacancies plan (WYG, 2015).	58
Figure 4.8: Vacancies in Limavady retail core (Limavady Borough Council, 2011).	59
Figure 4.9: Diversity of retail uses in Liverpool city centre (Anderson, 2014).	60
Figure 4.10: Plan of vacancies in Middlesbrough's retail core (Shepherd, 2013).....	60
Figure 4.11: Castle Meadow opposite Norwich Castle Museum (right) & Art Gallery (Google Maps, 2016f).....	61
Figure 4.12: Nottingham city centre vacancies (Nottingham City Council, 2015).	62

Table of Figures

Figure 4.13: Distribution of vacant (red) units in Plymouth City centre (Plymouth City Council, 2014).	62
Figure 4.14: Pedestrian flow hierarchy in Plymouth City centre, where the darker shading represents higher observed pedestrian flow (Plymouth City Council, 2014).	63
Figure 4.15: Overview map showing 2014 vacant properties in Salisbury city centre (GVA, 2015).	64
Figure 4.16: Current state of East Street (Feria Urbanism, 2015).	64
Figure 4.17: Map showing vacant units in Sunderland city centre (Roger Tym & Partners, 2009).	65
Figure 4.18: Warrington city centre diversity of use and vacancies (orange) plan (WYG 2015).	66
Figure 4.19: Vacant units (black) in York city centre (Deloitte, 2013).	66
Figure 4.20: Location of case study in Southampton city centre with corresponding typologies, vacancies and footfall ²² , where the numbers relate to retail areas referenced in the text.	69
Figure 4.21: Map of population (ONS 2011) within each Ward of Southampton, with retail units overlaid.	70
Figure 4.22: West Quay Retail Park, shopping centre and surrounding environment.	72
Figure 4.23: Map of new developments; built, proposed and being planned (those without planning permission have been left blank), in Southampton city centre.	73
Figure 4.24: Southern Bargate sector with city quarters and photos of the central shopping centre (Levolux, 2003) and the two closed shopping centres (Franklin, 2014; Johnson, 2015).	74
Figure 4.25: Speciality shopping sign in the case study (left) and the current state of East Street with vacant stores and a limited streetscape (right) (self sourced; Feria Urbanism, 2015).	75
Figure 4.26: Map of percentage of wholesale and retail employment within each Ward of Southampton, each of which contains two MSOA areas.	76
Figure 4.27: Postcode diversity of households in Southern Bargate and map of households with a single or more level of deprivation within Southampton.	77

Table of Figures

Figure 4.28: Diagram depicting the zone areas which are set at specific depths from the business frontage.	77
Figure 4.29: Map & boxplot of 2015 rateable value base rates (£/m ²) in Southampton (VOA, 2017).....	78
Figure 4.30: Building height-to-width ratio of a primary (Above Bar Street South) and secondary (East Street) street (1:2 and 1:1 respectively).	84
Figure 5.1: Map of survey sector, showing occupied and vacant premises at the time of the survey, April 2015.	85
Figure 5.2: Satisfaction with current public spaces.....	86
Figure 5.3: Ranking of impact from urban factors.	87
Figure 5.4: Effect of recent urban interventions and civic events on local business.	88
Figure 5.5: Perceived impact of interventions on local business.....	89
Figure 5.6: Innovative frontages for vacancies in Bargate (left) & St Mary's residential area (right).	89
Figure 5.7: Ranking of proposed interventions importance to local business.....	90
Figure 5.8: Ranking of interventions to increase foot traffic.	90
Figure 5.9: Impact of the opening of a primary shopping centre on businesses.....	93
Figure 5.10: Diagram of interview responses about the urban environment, where the radius of the topic relates to the number of interviews that mentioned the topic (red is negative and green positive).	95
Figure 5.11: Percentage of attendees over map of postcode population.	96
Figure 5.12: Visiting frequency of visitors to sectors of Southampton City Centre.	97
Figure 5.13: Distribution of the age of visitors visiting the case study and the high street.....	97
Figure 5.14: Location of the 3 observation gates and the direction of movement within the study area for pedestrian flow rates on East Street.....	98
Figure 5.15: Saturday average footfall (pedestrians/hour) across the gateways.	99
Figure 5.16: Weekday average footfall (pedestrians/hour) across the gateways.	99

Table of Figures

Figure 5.17: Heat map of average footfall concentration across 3 gateways at midday on a Saturday.....	99
Figure 5.18: Southampton City Centre footfall figures (Southampton City Council, 2004) from 1997 to 2013 benchmarked to a weekly index of 100.....	100
Figure 5.19: Visitor satisfaction with city centre retail localities.....	102
Figure 5.20: Importance of factors for visitors' when deciding to visit a retail environment.....	103
Figure 5.21: Visitors' perception of the Southern Bargate Sector.	104
Figure 5.22: Visitors' perceived importance of proposed interventions.....	105
Figure 6.1: Visualisation showing those involved in organising the East Street Arts Festival.....	110
Figure 6.2: Location and elements of the activity intervention.	110
Figure 6.3: Wooden pallet seating (left) and water feature (right).....	111
Figure 6.4: Marketing image not used for fear of being too corporate (left) and map visuals on the flyer composed by a local artist (right).....	115
Figure 6.5: Visitor survey being conducted at the entrance to the festival.	115
Figure 6.6: Percentage of attendees over map of postcode population.....	116
Figure 6.7: Daily pedestrian footfall observations from Wednesday 16 September to Monday 5 October 2015 (day of the festival in red).....	117
Figure 6.8: Visitors' satisfaction with the festival and its various elements.....	118
Figure 6.9: Crowd gathered to watch the Ukulele Jam.	119
Figure 6.10: How the intervention altered visitors perceptions and likelihood of visiting.	119
Figure 6.11: Percentage of visitors across the day entering the case study from the High Street.....	120
Figure 6.12: Cross-analysis of age against how the intervention altered visitors' perceptions and likelihood of visiting the case study.....	121
Figure 6.13: Elevation of case study annotated by the public (original drawing by Feria Urbanism).....	121
Figure 6.14: Visualisation showing location of businesses in relation to the intervention.....	122

Table of Figures

Figure 6.15: How businesses' footfall and revenue were affected by the intervention on and after the event.....	123
Figure 6.16: Cross-tabulation on how businesses were affected by the intervention on and after the day with the position of their store.....	124
Figure 6.17: Businesses satisfaction with the intervention and its various elements.	124
Figure 6.18: Impact of intervention on businesses wellbeing and awareness.	125
Figure 6.19: How businesses perceived the intervention to alter visitors and their own perception and the liveability of the street.....	126
Figure 6.20: Art on store frontage by Southampton Solent University students.	127
Figure 6.21: Diagram of business comments regarding the East Street Arts Festival, where the percentages refer to the ratio of comments made by retailers.....	128
Figure 6.22: Southampton's Park(ing) Day event, which had limited impact.....	131
Figure 7.1: Map of Zany Zebras across the city (left) with the location of the 8 sculptures in the case study (bottom right) and one of the sculptures in a retail unit in the case study (top right).	135
Figure 7.2: Percentage of attendees over map of postcode population.	136
Figure 7.3: Concentration of footfall across the case study before, during & after the intervention.	137
Figure 7.4: Time since respondents last visited the case study.	137
Figure 7.5: Visitors satisfaction with the intervention and its various elements.....	138
Figure 7.6: How the intervention altered visitors knowledge, perceptions and likelihood of visiting.....	138
Figure 7.7: Cross-tabulation of likelihood of visiting the eastern end of the case study with time the sculptures had been installed.	140
Figure 7.8: Percentage of pedestrians' partial engagement with retail units.....	141
Figure 7.9: Visitors perceptions on whether the attraction or activity intervention had the greater impact on their perceptions and likelihood of visiting a secondary retail street.	142

Table of Figures

Figure 7.10: Cross-analysis of age with visitors' preference for the attraction or activity intervention in terms of perceptions and likelihood of visiting.	142
Figure 7.11: What would make visitors frequent a secondary retail street?	143
Figure 7.12: Cross-analysis of what visitors require from a secondary retail street with age.	144
Figure 7.13: How footfall & revenue were affected by the intervention during and after the event.	145
Figure 7.14: Impact of the intervention on traders' wellbeing and perceptions of the case study.....	146
Figure 7.15: How businesses perceived the intervention to have impacted visitors & the aesthetic.....	146
Figure 7.16: Concentration of footfall across the control before, during and after the intervention.	147
Figure 7.17: How footfall and revenue for the control area were affected by the intervention...	148
Figure 8.1: Closed section (70 metres in length) of the case study with various elements detailed.	151
Figure 8.2: Vintage car show event held in the case study.	153
Figure 8.3: Road signage utilised for the road closure.	154
Figure 8.4: Percentage of attendees over map of postcode population.....	155
Figure 8.5: Concentration of footfall across the case study before, during & after the intervention.	156
Figure 8.6: Visitors satisfaction with the intervention and its various elements.	157
Figure 8.7: How the intervention altered visitors knowledge, perceptions and likelihood of visiting.....	158
Figure 8.8: Impact of the intervention on visitors' walking experience.	159
Figure 8.9: Percentage of pedestrians' partial engagement with retail units.....	160
Figure 8.10: Types of pedestrian engagement with the street surface.	160
Figure 8.11: Impact of the intervention on visitors' engagement with the road surface	161

Table of Figures

Figure 8.12: Visitors' perceived impact of the intervention on qualities of the retail environment.	161
Figure 8.13: Visitors' perceived impacts on the retail environment for those whose likelihood of visiting was not increased (left & 93 visitors), moderately (centre & 58 visitors) and for those that were greatly (right & 27 visitors).	162
Figure 8.14: Visitors perceptions on which intervention had the greater impact on their perceptions & likelihood of visiting a secondary retail street.	163
Figure 8.15: Businesses satisfaction with the intervention and its various elements.	164
Figure 8.16: How footfall & revenue were affected by the intervention during & after the closure.	165
Figure 8.17: Impact of the intervention on traders' wellbeing and perception of the case study.	165
Figure 8.18: How businesses perceived the intervention to have impacted visitors & the aesthetic.	166
Figure 8.19: What would make a retailer attend a business association meeting.	167
Figure 8.20: Concentration of footfall across the control before, during and after the intervention.	168
Figure 8.21: How retailers perceive the case study to be performing currently (left) and how they foresee the future in its current state (right).	169
Figure 8.22: Businesses future plans for the next five years.	169
Figure 8.23: Visitor bases that businesses target (left) and which base businesses think should be targeted in the future (right).	170
Figure 8.24: Businesses' rating of potential interventions.	170
Figure 8.25: Businesses' ranking of stakeholders' importance when regenerating a retail street.	171
Figure 8.26: Boxplot of 2015 & 2017 rateable value base rates (£/m ²) in Southampton city centre (VOA, 2017).	173

Academic Thesis: Declaration Of Authorship

I, Philip Alastair David Turner declare that this thesis and the work presented in it are my own and has been generated by me as the result of my own original research.

Impacts of urban interventions for the reinvigoration of secondary and tertiary high streets

I confirm that:

1. This work was done wholly or mainly while in candidature for a research degree at this University;
2. Where any part of this thesis has previously been submitted for a degree or any other qualification at this University or any other institution, this has been clearly stated;
3. Where I have consulted the published work of others, this is always clearly attributed;
4. Where I have quoted from the work of others, the source is always given. With the exception of such quotations, this thesis is entirely my own work;
5. I have acknowledged all main sources of help;
6. Where the thesis is based on work done by myself jointly with others, I have made clear exactly what was done by others and what I have contributed myself;
7. None of this work has been published before submission.

Signed:

Date:

Acknowledgements

I would like to thank my supervisors, Professor AbuBakr Bahaj and Dr Despoina Teli, for all their valuable input, support and guidance in compiling this thesis. They have provided insight and expertise that has greatly assisted the research and myself through constructive criticism and friendly advice. I am very fortunate to have had two supervisors who cared so much about my work and my own personal wellbeing, during this time I have evolved as a person and I am forever indebted to them.

I must express my gratitude to my wife, Xiaoya, for her continual support, patience and encouragement, experiencing all the ups and downs of my research. I'd also like to thank the members of Southampton City Council who I have spoken with and have helped support the research, in particular Kay Brown. Furthermore I wish to thank my colleagues from the Sustainable Energy Research Group who have helped aid my progression with critical reflection and professional guidance. Last but not least, my family and friends for their continuous support and understanding throughout my PhD candidature.

Definitions and Abbreviations

BCW	Behaviour Change Wheel
BID	Business Improvement District
BIS	Business, Innovation and Skills
BIT	Behavioural Insight Team
CABE	Commission for Architecture and the Built Environment
COM-B	Capability Opportunity Motivation – Behaviour model
DCLG	Department for Communities and Local Governments
E-commerce	Electronic commerce
ETA	Eastgate Traders Association
GMB	Guggenheim Museum Bilbao
HBM	Health Belief Model
KPI	Key Performance Indicator
LSOA	Lower Super Output Area
MSOA	Middle Super Output Area
NIA	Net Internal Area
ONS	Office for National Statistics
PMRS	Pedestrian Market Research Services
PRIME	Plans Responses Impulses Motivation& Evaluation
PtP	Path-to-purchase
RPM	Resale Price Maintenance
RSSI	Received signal strength indication
RV	Rateable Value
SCC	Southampton City Council
SoC	Stages of Change
SME	Small to Medium Enterprise
TPB	Theory of Planned Behaviour
TPM	Town Performance Matrix
VOA	Valuation Office Agency

Chapter 1 Introduction

Stonor (2011) describes cities as transaction machines that enable human interaction. City centres, or retail spaces, are an integral part of the social fabric, acting as a centre of creativity allowing local communities to pass, relate and transact (Granger, 2010; Portas, 2014). Cities have profited from retail and leisure industries driving economic growth in urban environments, responsible for 25% of new jobs from 1995-2005 (Centre for Cities, 2007). The retail sector contributed £180 billion to UK economic output in 2014 (11% of the total) and £17.5 billion per year in taxes (Rhodes, 2015). Furthermore the sector is regarded as the most feasible form of self-employment for commonly discriminated groups such as women and immigrants (All-Party Parliamentary Small Shops Group, 2006). Research has established that city centre viability is integral to the sustainability of cities (Ozuduru et al., 2014), and retail's economic and cultural role within a city requires study at multiple scales from various theoretical viewpoints (Wrigley and Lowe, 2002).

Whilst cities are important edifices for a district they also have an important residential function, this is also the case for retail areas, which can greatly improve liveability for local residents. This said, planning is often driven by market-driven ideals (Raco, 2003), marginalising vulnerable sectors of society. As a result there has been a changing 'centre of gravity' isolating peripheral secondary and tertiary shopping streets (Baldock et al., 2004) leading the areas to become derelict and underutilised. A focus on town centres and 'new' spaces has led to a lack of knowledge on secondary and tertiary retail, perceived by many as historical pre-war arteries (Findlay and Sparks, 2012; Jones, 2010a).

Retail in the UK, fuelled by easy credit and rising standards of living, has experienced healthy growth in the past few decades (Portas, 2011). The global financial crisis in 2007 brought about a 'perfect storm' of short, medium and long-term impacts for British high streets. This along with shifts in traditional retailing, from advancements in corporate retail, decentralisation and the evolution of e-commerce, 12% of all UK retail sales in May 2015 (ONS 2015), has resulted in the emergence of the convenience culture and the supposed *death of the high street* (Baker and Wood, 2010; Dawson, 1988; Wrigley and Lambiri, 2015).

UK consumer confidence fell drastically after the financial crisis as growth in real disposable income slowed (ONS 2011). This in turn led to a fall in footfall by 18.7% from 2008-2012 (McDonald, 2013), whilst vacancies rose from 7% in 2008, to a peak of 16.1% in 2012 (affecting over 25,000 stores) and have since improved to 13% by April 2014 (BIS 2011; Wrigley and Lambiri, 2015). The new age of austerity and devolution has brought about a shift of urban policies to local

and city-wide enterprise, aiming to develop a more strategic approach to land use in the city centre, as city inhabitants trend towards living in central districts (Tallon, 2013). Even though the economy is recovering, retail sectors are still suffering with vacancies expected to continue to rise with prediction of 900,000 fewer retail jobs in the UK by 2025, approximately a third of the 3,022,000 employed in retail in 2014 (British Retail Consortium, 2016a; Rhodes, 2015).

Whilst there has been much research into city centres (Kärrholm et al., 2014; Lawlor, 2013; Thompson et al., 2015), there is a recognised need for academic studies which report on retail change in secondary areas, understanding how spatial and economic factors affect small to medium enterprises (SMEs) within city centres (Hallsworth and Orchard, 2009). Secondary retail environments have been found to act as fundamental hubs for local communities providing a place of social interaction and meeting the needs of social outcasts. They are also major contributors to local and regional economies through nurturing innovation and enterprise (Calderwood and Davies, 2012; Clarke and Banga, 2010; Findlay and Sparks, 2012; Quinn et al., 2013). These areas are the focus of the research.

1.1 Research aim

The aim of this work is to understand the impact of small-scale urban interventions on declining secondary/tertiary high streets and how this relates to stakeholders' perceptions and behaviours. The study also investigates the hypothesis that undertaking small-scale interventions assists in generating a collective approach among stakeholders for the regeneration of secondary retail areas.

1.1.1 Research objectives

The aims of this project are achieved through the following objectives.

1. To investigate appropriate struggling secondary retail streets across UK cities and identify the challenges in their progress and development.
2. To develop intervention strategies for secondary high streets to be tested through a case study.
3. Undertake a number of small-scale urban interventions from appropriate typologies to measure and quantify their impacts on secondary high streets.
4. To evaluate the effectiveness of selected interventions as a mechanism of resilience and in altering stakeholders' perceptions and behaviours.
5. To understand the various benefits, potential and limitations of alternate approaches in the redevelopment of secondary retail areas.

6. To develop recommendations for the reinvigoration of secondary high streets and communicate outcomes to stakeholders.

The study will be based on investigating a declining secondary retail street in the city of Southampton in close proximity of a city centre retail-led regeneration scheme

The project will target a number of gaps in current literature. Firstly, there is much research into the high street but little is reported on how to improve secondary high streets, as the central district consists of primary, secondary and tertiary elements. There is limited empirical evidence on how urban change and improvements impact secondary retail areas commercially (Machado et al., 2013; Whitehead et al., 2006). Furthermore there is currently a lack of research which meaningfully combines quantitative and qualitative data to understand how interventions can affect perception change (Wrigley and Lambiri, 2015). There are, to the author's knowledge, currently no studies that consider the cost benefit potential of multiple small-scale intervention typologies in a secondary retail environment. Added to this, there is limited research that combines behavioural and retail studies, understanding how the various stakeholders involved interact and whether their actions and understanding align or mismatch. These gaps, which are discussed in depth in the following chapter, will be addressed within the thesis.

Chapter 2 Literature review

Retail spaces are features of the built environment which allow for community to be performed currently and historically (Griffiths, 2015). They evolved from serving the needs of the local community and economy on main Roman roads leading in and out of cities. Today they take up prime positions in the centre of cities (Machado et al., 2013) whereby 'High Street' is the most common street name in the UK¹ (Matthews, 2011). Retailing has undergone a series of transformations, particularly over the past half century, and has often been used as a tool for local economic regeneration (Dixon, 2005).

In eighteenth century Britain retail spaces were where people leisurely consumed and socialised. The environment adapted in the 19th century to become more utilitarian with rapid urbanisation leading to shops replacing stalls in order to meet growing everyday needs (Griffiths, 2015). The growth of the UK economy during the Edwardian era saw retail become a leisure activity once again, increasing the range and luxury of stock. Furthermore the suffragettes movement increased the popularity for women, with retail streets being a place to visit independent of men (Gardiner, 2002). The evolution of retail was restricted for the following 50 years as a result of the World Wars and the ensuing rationing where, as across many industries, a merger movement developed. This retail specialisation saw the number of large chains (stores with 25 or more units) across the UK grow from 58 chains with 6,719 stores in 1920 to 12,062 stores managed by 89 chains in 1939 (Jefferys, 1954). The end of rationing in 1954 saw consumer income and spend steadily rise over the following two decades with volume of goods sold by retailers increase at an annual rate of 2.5% per year from 1954 to 1970 (Dawson, 2004). The advent and development of commercial television contributed to visitors favouring disposable, mass produced products, where price and volume of stock were of greater importance than personal service, leading to the surge of supermarket retailing (Morelli, 2009).

Under the Thatcher government the decline in the UK's manufacturing base from 1979-82 (Massey and Meegan, 1982) resulted in retail becoming a key stimulant for economic development and employment (Daniels, 1991). It was no longer the remit of planning for retail to fulfil the needs of the community as local authorities endorsed retail expansion (Lowe, 2005a). This relaxed policy, alongside a property boom, increased consumer expenditure and higher car ownership led to the development of numerous large-scale regional brown-field light industry/warehousing retail centres in the mid to late 1980s (Davies and Howard, 1988; Pollard, 1983; Wrigley et al., 2002).

¹ There are approximately 3,000 roads in the UK named 'High Street' and a further 2,300 titled with a variation, such as Upper High Street or High Street West (Matthews, 2011).

These developments, which mimicked the American out-of-town shopping centres, became features of the urban fabric of nineties Britain (Guy, 2007; Lowe, 2000). This process of decentralisation caused 1960s and 70s retail centres to begin to feel the degenerating '*hole in the doughnut*' effect as cities began to sprawl (Lowe, 2007).

In response to this, there was a movement away from the development of out-of-town regional centres in the late 1990s to focus on urban-regeneration. Specifically the preservation and restoration of core commercial areas, exploiting the potential of city-centre sectors (Findlay and Sparks, 2012). This development was supported by major retailers and planning regulations were introduced to constrict the development of out-of-town centres (Adlard, 2001). This was believed to be a mistake by certain sectors with researchers such as Barker (1999) criticising the restrictions, theorising that traditional retail was no longer viable due to the changing nature of consumers. By 2000 the regulations had adopted a '*class of goods*' test (DETR, 2000) where one had to provide evidence that there was a need for the development and that it could not be within the city core (Partridge, 2001).

This resulted in a surge in city centre malls; with Southampton one of the first examples of a UK city centre retail-led regeneration scheme. The building of West Quay shopping centre in the retail core highlighted the revision of UK retail development policy and planning (Lowe, 2005a). It opened in September 2000 and at the time was the largest inner city retail centre in the UK at 74,500 m². Lowe (2007) used Southampton as a case study to investigate the effectiveness of inner-city shopping centres as a regeneration tool and found it to have had a considerable bearing on the built form and urban identity of Southampton, showing general synergy with the city centre. The research did however acknowledge that there were complications regarding the change in city centre gravity as a result of its introduction (Lowe, 2007). Added to this, Hallsworth and Orchard (2009) found that the act of improving cities through developing new shopping centres to be negative for existing traders, particularly in reducing opportunities for SMEs, claiming that West Quay shopping centre would, in the long term, be detrimental to the welfare of Southampton and its local economy. There are others against similar regeneration schemes describing them as the antithesis to progressive city development (Dyckhoff, 2007; Monibot, 2000). The city centre of Dublin bears a number of similarities with Southampton however they have developed local and regional retail in the centre. They are considered as separate but conjoined entities (primary and secondary) with spaces having multiple roles allowing them to be both local and regional (O'Callaghan and O'Riordan, 2003).

There has been continual debate on whether traditional retail areas should remain, with many commentators declaring the demise of the traditional high street due to a number of issues facing

retail (see section 2.2) including the rise of malls and e-commerce (Duncan, 2014; Rifkind, 2014). It is interesting to note that the restriction of out-of-town shopping centres was met with similar criticism (Barker, 1999). It is now understood that these out-of-town centres, which were seen as the novel approach, are under even greater threat from online competition in the UK and US (Boyle, 2014; Lawless, 2014). Griffiths (2015) considers high streets as points of permanence and transformation, where historically they have shown to be a constant presence providing socio-economic activity over time. While large retail stores may still be built on the urban periphery, planning policy has endeavoured to maintain a strong retail presence within the centre of cities (Burt et al., 2010; Guy, 2007). There is a movement towards returning to the high street (DCLG 2012; Portas, 2014), and retail planning is now seeing a return to sixties and early seventies planning policy (Figure 2.1). Investment in UK high street assets from 2014-2015 increased by 30% from the previous year to £2.39bn (Colliers, 2015). This said however, secondary and tertiary high streets are often being forgotten during the planning process.

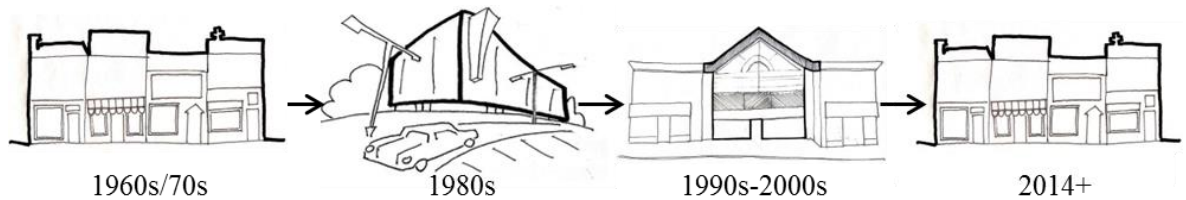


Figure 2.1: Visualisation of the recent timeline of retail policy in the UK.

2.1 Secondary retail and its decline in the UK

There is a broad difference between primary shopping streets (numerous retailers, high pedestrian flows and rental values) and secondary retail streets (independent stores, low pedestrian flows and rental values). Prime shopping caters for a wide demographic, acting as a key node for the region, whilst secondary streets play a more significant role in the local community with smaller more diverse outlets (Granger, 2010). It has been noted that the terminology can often make one think that it is inferior, but research found secondary and tertiary outlets contribute a multitude of benefits to the community and liveability of the city (Baldock et al., 2004; Clarke and Banga, 2010; Wrigley and Lowe, 2002).

Liveability has a vast number of meanings which can be interpreted in multiple ways. Researchers agree that the term concerns an individual's perspective of the environment and a subjective evaluation for the quality of place (Shamsuddin et al., 2012). A liveable city should provide access and linkages in neighbourhoods, town centres and urban areas emphasising convenience and enjoyment (Crowhurst Lennard and Lennard, 2004).

Secondary and tertiary retail sectors often act as a hub, meeting the needs of local, disadvantaged and socially excluded communities, and those with limited finances or mobility, reflecting place-

based diversity (Clarke and Banga, 2010; Findlay and Sparks, 2012; Quinn et al., 2013). Small enterprises aid the growth of entrepreneurs who contribute to improving the quality of life for those supporting their profits (Bhale and Bhale, 2013). They are a notable contributor to local and regional economies compared to primary retail (Calderwood and Davies, 2012; Quinn et al., 2013), a significant source of local entrepreneurial innovation (Jones and Evans, 2008; Quinn et al., 2013) and are a breeding place for retail innovation and the development of niche, specialist retailing allowing for a wider diversity tailored to local needs (Davies and Harris, 1990; Hallsworth and Orchard, 2009). Furthermore, employment opportunities are greater in secondary retail, where on a sale-for-sale basis SMEs employ more staff (Wheeler, 2007). Within the UK, retailers with less than 10 employees accounted for 30% of total retail employment (Rhodes, 2017) and 89% of the total number of enterprises (ONS, 2018a).

These secondary retail environments are important to the national economy, if only for their vast quantity, representing a considerable area of central cities, a highly valuable resource (All-Party Parliamentary Small Shops Group, 2006). Findlay and Sparks (2012) comment on their scale and local importance across the UK, and how there should be increased focus on them within the study of retail and cities. They do concede however that there is a greater level of available data for primary retail streets and shopping centres than secondary retail environments.

Research on these areas has been inconclusive so far with Ozuduru et al. (2014) finding that modern shopping centres and traditional shopping streets were able to co-exist in retail markets notwithstanding the general preference towards centres. Whereas a study of tertiary city-centre shopping streets found that from 1972-2002 vacancies increased markedly with the relocation of city centre communities to the suburbs, and focus on revitalising the city centre, not secondary regions, being the prime reasons (O'Callaghan and O'Riordan, 2003). Those living on the edges of the city are typically highly educated, car owners with children, who prefer primary retail spaces, whilst secondary streets are currently more occupied by the younger (student) and older population living within close proximity (Wrigley and Dolega, 2011).

Research has looked to classify retail centres. For example, Coca-Stefanki (2013) created a Town Centre Classification Matrix which determined city 'personality' types. This was dependent upon the visitors they aim to attract (local, regional, national or international) and their equity focus (be that economic profit or social capital), meaning a centre could range from community-focused to specialist (Andres Coca-Stefaniak, 2013). An alternate approach by Quin (2016) classified towns upon their change in footfall during the year classifying centres as either holiday, convenience/community, speciality or comparison. These methods have strong merits and are useful tools for governance however within a city centre different streets can be categorised in

the same fashion and when one considers the city centre as a whole they often focus predominantly on the primary areas.

2.2 Problems facing retail

As discussed the retail market has transformed markedly over the previous decade including the emergence of e-commerce, out-of-city and inner-city developments and the rise of 'convenience culture' (Wrigley and Lambiri, 2015). The numbers employed in retail and actual shops have been in decline over the past decade² and are expected to continue to fall with predictions of 900,000 fewer retail jobs by 2025, approximately a third of the 3,022,000 employed in retail in 2014 (British Retail Consortium, 2016a). The changing nature of retail affects all businesses, SMEs however have less responsive measures available to them compared to large firms which can invest in technology or training and reduce costs by improving efficiencies, so this evolution is likely to be of particular importance to secondary retail (British Retail Consortium, 2016a). The following section discusses these changes and how they affect the secondary retail environment.

2.2.1 Shopping centres

A study was conducted by Hallsworth and Orchard (2009) into the effects of the opening of an inner city shopping centre on SMEs. They found little evidence of a link between distance from the mall and the level of business rates reduction. The expansion and contraction of SME retailers made it difficult to relate reductions in rateable values (RVs) to their proximity to the new indoor retail destination. They did however find that SMEs were disadvantaged by large new developments, with them exacerbating the decline in traditional secondary shopping streets (Lowe, 2005a). They conclude by recommending that a city should become more proactive in locating sectors on the periphery of the sector which require regeneration in a separate way to the construction of a modern mall (Hallsworth and Orchard, 2009).

Another study also identified changes in secondary retail environments from the development of shopping centres in primary retail sectors (Findlay and Sparks, 2012). They explained how secondary and tertiary places do not follow the same trends as primary areas and have a different capacity to accommodate change. Concluding that secondary retail sectors are beneficial but specific and local context data is required to regenerate such areas, enhance local perceptions and ultimately enforce the city centre.

² Retail jobs have fallen from 3,213,000 in 2008 to 3,022,000 in 2014, while the number of shops have fallen by 40,000 compared to 2006 (British Retail Consortium, 2016a).

2.2.2 Car use

Cars set up a physical barrier and can often become the main focus in streets. A study of parallel streets in San Francisco (Figure 2.2) showed that when the street had moderate to heavy traffic almost no outdoor friendships and acquaintances were made, whereas with low traffic it was quite the opposite (Appleyard and Lintell, 1972). Removing cars from the public space significantly increases the probability of children playing and adults staying outdoors, allowing people to become the main focus of the street.

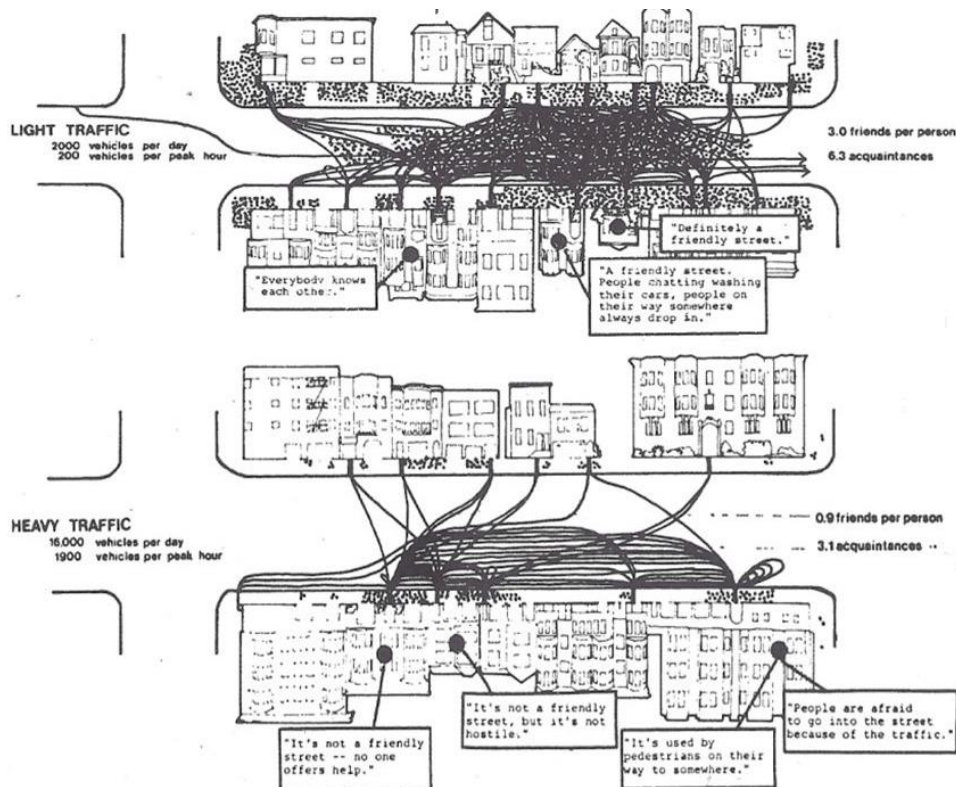


Figure 2.2: Social interaction of the street, lines show where people had friends or acquaintances and the dots show where people gathered (Appleyard and Lintell, 1972).

This being said, the number of automobiles in the UK has risen from 2.5 million in 1952 to 37.3 million in 2016 (Bates and Leibling, 2012; Dark, 2016) with research finding shopping centres to be the preferred retail destination for car owners, encouraging developments on the urban fringes (Ozuduru et al., 2014). Car use is a complex problem as it requires balancing the needs of multiple stakeholders with conflicting objectives. Local authorities have found parking to be a valuable tool for generating revenue, with income from fees and penalties in England from 2009/10 accounting for £1.35 billion (McDonald, 2013). That being said they also have to consider the costs of maintaining and servicing a car park alongside the opportunity cost of what alternate use the space could have been dedicated to. Opposed to this is the need of the car users, with the sprawling of urban centres they balance the ease and time saving of car use against the financial and environmental cost (McDonald, 2013).

Research found there to be a clear relationship between the quantity of car parking and footfall (Table 2.1). Cities with higher footfall, which was found to generate a higher spend, have more parking spaces, however it was unknown whether altering parking allocations and charges would necessarily increase or decrease the productivity of the retail environment (McDonald, 2013).

Table 2.1: Relationship between weekly footfall and parking spaces, from Re-Think: Parking on the high street (2013).

Weekly footfall (2011)	No. of parking spaces
>300,000	14,159
250,000-299,999	8,155
200,000-249,999	7,048
150,000-199,999	4,824
100,000-149,999	3,615
70,000-99,999	2,873
<70,000	1,149

Research is however unanimous on business owner's perceptions of parking and car access, with the majority over-valuing its importance (Lawlor, 2013). A study in Austria found retailers on average assumed that 58% of their customers arrived by car when it was only 32% (Sustrans, 2006). A more recent study in Bristol, interviewing 840 shoppers and 126 retailers on two shopping streets, found business owners overestimated car dependence by approximately 100%, thinking 41%, as opposed to 22%, of visitors arrived by car (Lawlor, 2013).

2.2.3 Online retail

Technology has structurally changed everyday life and is extending to an ever wider population base. In 2014, 38 million adults in the UK (76% of the population) accessed the internet every day, an increase of 21 million from 2006 (ONS, 2014). This penetration of the internet has led to increasing sales growth through online channels and is considered the greatest factor modifying retail streets (Singleton et al., 2017). Retailers, big and small, have found that they are now competing on multiple formats resulting in more power to the consumer (Doherty and Ellis-Chadwick, 2010; Sahi et al., 2016). Average weekly spending online in January 2018 was £1,175.4 million, an increase of 9.1% compared with January 2017, accounting for 16.5% of all retail spending (ONS, 2018b). The Centre for Retail Research (2017) reported how the market share for online retail was far higher in the UK, with a market share of 15.8% in 2016, compared to the rest of Europe where the average share was 8%³. The UK is expected to remain at the forefront of e-commerce with the market share predicted to increase to 19.3% by 2019 (EMarketer, 2015).

³ In Europe, Germany and France have the highest online market share with 13.5% and 9.2% respectively whilst countries such as Spain and Italy are far lower with only 4.1% and 3% respectively (Centre for Retail Research, 2017).

Online retail has become reliable and easy to use, facilitating immediate price comparison and reducing direct and indirect costs for time poor consumers who favour efficient, convenient retail (Kacen et al., 2013). A proportion of retail sales has shifted from local retailers to online national and international retailers where face-to-face interactions have been replaced by social media, email and instant messaging (Walden, 2015). A study found that consumers rated attributes such as price, product selection and speedy delivery far higher than traditional store attributes including the ability to see and touch the product along with the general shopping experience (Levin et al., 2005). Traditionally e-commerce was considered to be favoured by the younger age groups but there is evidence showing large growth in the over 65 market. In 2014 over 40% of the '65+' population in the UK made purchases online (Table 2.2) a dramatic increase from the 16% in 2008. Furthermore, over 55s have been found to be embracing new technologies, specifically the *lean back* tablet experience and have become the fastest-growing group (Verdict and SAS, 2013). The growth of online retail has allowed Amazon, an entirely online business, to become the eighth largest retailer in the UK (Wrigley and Lambiri, 2015).

Table 2.2: Percentage of population internet purchasing by age from 2008-2014 (ONS 2014).

Age Group	2008	2011	2014
16-24	65%	77%	83%
25-34	72%	88%	90%
35-44	68%	79%	88%
45-54	59%	73%	81%
55-64	45%	59%	70%
65+	16%	27%	40%

The development of the online retail market has provided consumers with increased level of choice, be it where, when or how they wish to shop (Walden, 2015). The omni-channel retail approach provides consumers multiple methods of engaging with a retailer along with increased capacity to check competing sellers. Visitors are able to identify a product online and visit a shop to examine the product and then order it online whilst in the shop⁴ and have it delivered to their home or pick the item up from a collection point (Mahar et al., 2014; Walden, 2015). A shoppers path-to-purchase (PtP) has been extended in duration and magnitude as a result and will cross many channels often remaining unseen by the retailer (Hall and Towers, 2017). This may differ considerably to the traditional consumption process (Bell et al., 2010; Jones and Runyan, 2016) where the use of mobile technology is becoming increasingly influential, providing the public with far more data to inform their purchase processes (Gehrt et al., 2012; Taylor, 2016). Mobile platforms also assist in providing real time information and responses, whereby online retailers

⁴ The type of consumer that views a product in a store and then purchases online is classified as *showrooming* whilst *webrooming* consumers are those that research a product online and purchase in store (Wolny and Charoensuksai, 2014).

have switched from asynchronous interactions (non-immediate responses e.g. email) to synchronous interactions (real-time responses) further replicating a traditional store experience online (Taylor, 2016). The mobile retail market is growing and is increasingly significant and whilst it is highly popular with digital natives, it is responsible for 36% of UK e-commerce sales in 2016 (Centre for Retail Research, 2017; Kirk et al., 2015). The most notable influence of the internet on consumer purchasing is the willingness for people to be influenced by others, using platforms that are outside the limits of a retailer and not related to the product in any way (Hall and Towers, 2017). Not only do friends influence purchase decisions (Chan and Ngai, 2011; Wang, 2011) but online product ratings and reviews are a substantial factor in the process (Moe and Trusov, 2011) influencing up to 70% of consumers buying processes (Tuten and Solomon, 2012).

Online retail does have additional costs to the consumer caused by shipping, handling and delayed consumption with visitors often requiring prices (dependent upon product) to be 8-22% lower (Kacen et al., 2013). To combat these costs e-retailers have improved the delivery process, decreasing the financial and time costs. Click-and-collect allows products to be purchased online and purchased in store within the same day and is a far cheaper method of completing internet orders (Davis, 2015). Same-day delivery services are increasing and Amazon are actively investing in drone-based delivery to allow specific products to be shipped within a matter of minutes (Eadicicco, 2016).

This process of cutting shipping and handling costs is creating a digital divide between established larger firms able to invest and compete in the global digital market and SMEs that are unable to invest, yet make up a large proportion of UK high streets (Walden, 2015). Large businesses have an integrated approach across the digital and physical space; however 50% of SMEs and charities in the UK have no website or online presence⁵. This is because the online market is crowded and competitive and requires substantial ongoing investment as the market rapidly alters to meet consumers changing standards (Walden, 2015). Added to this, initiatives such as click-and-collect increase the tendency for consumers to over order and start a returns loop creating stock shortages (Deloitte, 2015). This has caused problems for major retailers, let alone SMEs, with John Lewis and Tesco introducing a charge for low value click-and-collect orders (below £30 and £40 respectively) to moderate demand (Sears-Black, 2016). A UK study recently concluded that retail centres in the core of cities were more resilient to online sales competition compared to retail areas on the peripheries, where the physical attributes and geographical context have significant sway on whether a retail space can become a hub for shopping and leisure (Singleton et al., 2017).

⁵ This is in agreement with a White Paper compiled from research by Loughborough University, Nottingham Business School and The University of Gloucester which found 40% of High Street retailers had no website, 55% had no e-commerce facilities and 80% had no social media presence (Maybe*, 2016).

An online presence for an entire retail sector can help reinvigorate an area, improving engagement with consumers and resulting in increased footfall on the high streets. Mansfield, as part of a Business Improvement District (BID), installed free in-town Wi-Fi alongside a new website which incorporated an interactive town map and centre app. This intervention increased footfall by 10% and expenditure in the centre by 73.4% (Charlton et al., 2013). Added to this is a case study in Amsterdam where a collective of independent shopping streets grouped together to form a region known as 9 Streets. This collective set up a web shop (www.9straatjesonline.com) in 2010 helping independent retailers gain a noticeable presence online. The result of these actions has not only been increases in e-sales but also improvements to foot traffic and traditional sales (Wrigley and Lambiri, 2015).

2.2.4 Convenience culture

The past decade has seen a change in consumer practice and culture cited as 'convenience culture'. Ageing consumers are increasingly living in single households, working longer and living busier lives (ONS 2012) with competing time demands (Jones et al., 2015). Consequently, they are re-evaluating the economic and social costs associated with retail, altering their shopping location and frequency (Mintel, 2012; Wrigley and Lambiri, 2015).

The term convenience in relation to retail has altered in its meaning but generally refers to the value a consumer gives to their time. The initial supermarkets in the USA during the early nineties were based on consumers valuing the benefit of the expanded stock as opposed to the modest local grocery stores prevalent at that time (Wrigley and Lowe, 2002). Whilst in the mid-1950s to mid-1960s the valuation of time lead to the transfer of counter-service to self-service and the abolition of the Resale Price Maintenance through the 1964 Resale Price Act⁶ which had restricted the growth of major chains in the UK (Mercer, 2014a). More recently, in the early 20th century home delivery was deemed an invaluable tool for retailers and has subsequently been relatively omnipresent (Wrigley and Lambiri, 2015).

As a result of the economic collapse in 2008, consumers began to balance their household demand against supply with a shift from the larger more periodic shop (typical from 1960-1990) to more frequent top-up shopping at conveniently located 'local' stores (Henry, 2012). This is most notable in food and drink retail where consumers are employing the principles of just-in-

⁶ The Resale Prices Act was passed in 1964 and disallowed Resale Price Maintenance (RPM), which was a form of vertical price fixing, unless it could be proven to be for the public's interest. The RPM previously allowed the supplier of any good to dictate the price that their product was sold for, even after they had been sold to the retailer. If a product was sold below a minimum RPM, or above a maximum RPM, the suppliers would be permitted to withhold supplies (Mercer, 1998; Pickering, 1966).

time production by reducing the goods they stock, thus limiting wastage (Wrigley and Lambiri, 2015). This change has reduced the need for large out-of-town centres and resulted in many supermarket chains focusing on convenience stores over supermarkets (Barford, 2014; Ruddick, 2015). Consumers now conceive that regular small shopping trips as opposed to a weekly or bi-weekly excursion is more convenient and the preferred location for these 'top-ups' are in city retail centres (Wrigley and Lambiri, 2015). Research found that 83.8% of consumers when shopping at convenience stores made purchases at alternate retail outlets, linking shopping trips (Wrigley and Lambiri, 2015). The improving UK retail outlook has been attributed to the developing convenience food and drink sector (Colliers, 2015). This alteration in retail behaviour from changing technology and culture means that retail, service, leisure and social activity providers are becoming more dependent upon each other to satisfy consumers' needs for convenience.

2.2.5 Vacancies and other issues

Vacancies can either be measured as a percentage of empty units (voids) or floor space and are sensitive to the size and structure of the region being observed. Thus, vacancy figures quoted in literature differ depending on base levels and sample size (Wrigley and Brookes, 2014). Vacancies are to be expected in a retail environment, even during a stable economy there is a level of 'churn'. This accommodates the changing needs of consumers, enabling alterations to store format, sizes and general entry and exit into the market. There is also deliberate vacancy, short term vacancy and long term vacancy or structural vacancy, where a unit has been empty for a two year period (Wrigley and Dolega, 2011; Wrigley and Lambiri, 2015).

Length and number of vacancies can provide a clear indication as to whether a sector is in decline and in need of repair (Findlay and Sparks, 2010). From 2008 to 2012 retail vacancies across the UK doubled from 7% of units to a peak of 16.3% and as the economy recovered it has fallen to 10.1% by 2016 (British Retail Consortium, 2016b; Colliers International, 2014). When stores remain empty they illustrate decay and stagnation and create negative perceptions of the region (Dobson et al., 2013). Research by Loughborough University mapped consumer routes and found places which suffered from little footfall invariably had high levels of vacancies (Wrigley and Lambiri, 2015).

Secondary retail sectors have also been affected by changes to data collection, with the passing of the Census of Distribution in 1971 and the decline in local authority capability reducing the availability of spatial data (Sparks, 1996). This void in available data has been somewhat filled through privatised sources including; Experian Goad, Valuation Office Agency (VOA) and the Local

Data Company (LDA). These often concentrate on national retail outlets and larger and/or discrete centres meeting the market demand for data on commercially viable places (Findlay and Sparks, 2012). Therefore, coverage is partial for secondary retail locations as opposed to primary areas which is where the benchmark figures are calculated (Guy, 2010; Hallsworth, 2010).

Furthermore, institutional property investors are less engaged in secondary areas, limiting new development (Jones, 2010a) and contributing to the perception of secondary streets being obsolete within contemporary culture. A government funded report undertaken by the Distressed Town Centre Property Taskforce (2013) concluded that the reason for increased vacancies was that supply exceeded demand. Added to this a significant proportion of the retail space currently available was in an inadequate location and of insufficient size and arrangement for modern retailer's needs. As a result of the problems discussed they recommended that town centres had to be more than retail and develop into pertinent social community assets.

2.3 Indicators of high street centre performance

There are a number of key performance indicators (KPIs) for measuring city centres' performance, chief among them is the National Planning Policy Guidance (2014) produced by the government. It gives guidance on how to assess the economic health of a city centre with the following key indicators for developing a high street;

- Diversity of use
- Proportion of vacant street level property
- Commercial yields on non-domestic property
- Customers views and behaviours
- Retailer representation and intentions to change representation
- Commercial rents
- Pedestrian flows
- Accessibility by both private and public modes of transport
- Perceptions of safety and occurrence of crime
- Environmental quality of town centre

Commercial consultancies and town centre management organisations have developed alternative indicators. In 2013 the Towns Alive charity developed a town benchmarking scheme, allowing comparisons of centres on 12 KPIs, which include total number of commercial units, market traders, vacant units, retail rents and footfall. Also it includes three surveys concerning business confidence, town centre users and shoppers origin (King, 2013).

The Department for Business, Innovation and Skills (BIS) in the Understanding High Street Performance Report (2011) proposed that to understand high street performance only four KPIs were required.

- Footfall, illustrating popularity and consumers' potential to spend.
- Consumer and business satisfaction, representing attractiveness and an area's ability to meet the needs of the community.
- Diversity, supply of commercial and non-commercial facilities.
- Economic activity, measurement including consumer spend, new investment and non-retail business turnover.

The Association of Town and City Management in its Successful Town Centres report (2013) states that current indicators are biased toward retail metrics. It proposed that centres need to be less reliant on shopping functionality and more concerned with their daytime, evening and night economies, recommending a two-dimensional approach to strategic planning and assessment of performance. The first stage is a town centre classification matrix, or personality test, which considers the underlying perceptions of visitors, residents and businesses. The second stage assesses and monitors the performance of town centres around four indicators; people and footfall, diversity and vitality of places, consumer and business perception and economic characteristics.

Colliers developed their Town Performance Matrix (TPM) as part of the Distressed Property Taskforce Report (2013) which was initially based, as all others, on quantitative demand and supply indicators (% vacant units, % change of total residents in catchment area etc.), to include qualitative factors such as the attractiveness and general feel of the town. These factors informed a classification process which saw 364 UK towns assigned to one of five categories; thriving, improving, stable, degenerating or failing. The inclusion of qualitative factors is to try to provide a comprehensive measure of town centre performance. This said however, more work is required to understand how customers regard attractiveness. There is no reliable standard measure which can track and reveal changing consumer behaviour and perceptions through quantitative and qualitative indicators currently (Wrigley and Lambiri, 2015).

Alongside these commercial and government indicators, research has often focused on four KPIs when measuring the economic performance, which integrates elements of those discussed. Footfall, consumer and business satisfaction, diversity of business establishments and economic activity including non-retail business turnover (Ecotec Research & Consulting Limited, 2007; Lawlor, 2013).

This range highlights the abundance of performance indicators (predominantly economic) for UK city centres each with their own focus, however none of these measures allows planners to fully understand the effect of individual interventions. There is currently no means of knowing the scale of impact from potential drivers, allowing City Councils to prioritise action, a critical concern in these austerity driven times. Added to this, current methods consider the retail core as a whole rather than considering its constituent parts and whilst they produce generalised statistics, there is little known regarding the perceptions of stakeholders. Studying a particular area of retail will increase the understanding of how the various stakeholders perceive and react to interventions determining when there is a shared vision/behaviour. Therefore this study on small scale urban retail regeneration interventions focuses on six KPIs, which include income, footfall flows in stores and street, rental & rates, occupancy, perceptions and behaviour across visitors and retailers.

2.4 Urban interventions for regeneration

Regeneration in its most basic form can be understood as the redevelopment or regeneration of land already used for urban purposes, resolving problems as a result of market failure in either a physical, economic or social context (Guy, 2007). Sennett's *The Use of Disorder* (1971) insisted that urban life should be shaped by the people that live it, examples of social and environmental urban entrepreneurialism (Dobson et al., 2013). It is now argued that the expenditure of public money should no longer focus on flagship buildings which have no real purpose (Jones and Evans, 2008). Urbanism grown from local entrepreneurship is envisaged to offer a strategy for supporting and delivering urban regeneration and resilience, increasing the adaptive capacity of cities through more flexible, emergent means grounded in the locality and specifics of 'place' (Jones and Evans, 2008). Granger (2010) however alleges that much work is renewal, as opposed to regeneration, due to its physical rather than economic or social focus. Thus interventions have had limited impact and incoherent development of urban regions has led to problems such as gentrification, continuing deprivation and socio-economic cleansing. There is an understanding that whilst there have been many studies since the late 1970s on the effect of urban quality improvements on economic performance and activity there is little hard data and transferable conclusion (Whitehead et al., 2006).

Problems concerning the regeneration of town centres was brought to public attention following the Portas Review (2011) which made 28 recommendations, including the provision of business rates concession to new retailers, and the introduction of a national market day. In 2012, Grant Schapps, the then High Street Minister, awarded 12 towns a £100,000 grant as part of a Portas Town pilots scheme investigating the recommendations made. Three quarters saw a decrease in 2012 vacancy rates, with 8 declining by 4% or more, compared to the national decrease of 1.2%.

Added to this there were 42 more openings than closures across the pilots and the majority were found to have a greater percentage of independents, with only 4 below the UK average of 66% (Hopkinson, 2014).

Following on from the Portas Review, in 2012 the Department for Communities and Local Governments (DCLG) released the Re-imagining Urban Spaces (2012). Its purpose was to advise how to reinvigorate high streets through the innovative usage of urban spaces under the knowledge that many had declined to an extent where they required re-imagining (Portas, 2014). It is understood that the traditional model of retail, a district people populate to shop, is no longer relevant. These spaces need to also cater for social interaction and be enjoyed by the entire community (Ozuduru et al., 2014; Walden, 2015).

A recent study compared consumers' preferences for shopping streets and centres in Turkey and found shopping centres were required to be clean and have a variety of products, whilst streets were often relied upon for entertainment and social matters. They found the most important characteristics of shopping streets to be the ability to stroll in open space and window shopping (80.7% of 805 respondents) along with open urban public spaces (65.7%) (Ozuduru et al., 2014).

From reviewing literature it is understood that interventions can be broadly classified into two classes, those that directly affect the environment (urban space intervention) and those that directly affect the users (business and communication interventions). Interventions which affect the environment can be subcategorised into four typologies; activity, quality of place, attraction and permeability interventions. All four aim to enhance the living presence of the area which in turn affects how the public pass, relate and transact.

2.4.1 Vacant property interventions

Use of vacant properties can be classified as either an activity or quality of space intervention and it was another recommendation from the Portas Review (2011). It supported imaginative use of vacant properties through community right to buy and meanwhile use, suggesting landlords should be incentivised to let properties for temporary use by allowing them to still benefit from empty property rates relief. Usage of these spaces can turn them into parts of the public realm, adding an energy and diversity helping halt the decline of the sector, making the area feel safer and improving perceptions (Crook, 2013; DCLG 2012).

A study in Barnsley, observed the impacts of installing graphics in the empty windows of 4 vacant properties to create temporary art galleries, attracting over 1,800 visitors within the first two weeks. Since their opening they have been used for various events and a further 20 vacant units

have had large format images installed to promote markets and events (Bruff, 2009). In Brixton Village Market 2008 (Figure 2.3) there was a 20% vacancy rate, by 2009 all units were offered on three month rent-free leases and attracted a variety of art and community initiatives. It is now fully occupied and was awarded 'Best Private Market 2013' by the National Association of British Market Authorities (Crook, 2013).



Figure 2.3: Brixton Village Market before (left) and after (right) (Brixton Blog, 2011; What's on in London, 2014).

2.4.2 Activity based interventions

Activity based interventions involve turning a public space into a venue, making it an area to undertake small activities such as eating, reading, socialising and exercise. People should be able to dwell, be it standing or sitting, allowing them to engage with others or to simply watch the world go by (Gehl, 2010). The introduction of performances, markets, wireless internet, cultural celebrations and festivals can add excitement and increase footfall. Examples of this being successful include Bristol's comedy and street theatre, Winchester's Hat Fair and the Regent Street Festival which according to retailers doubled spend per visitor and increased footfall by 22.9% (Crook, 2013; DCLG 2012). A growing trend for attracting footfall is the inclusion of Wi-Fi hot spots in retail settings, which also assist in adapting high streets for the digital future (Walden, 2015).

Secondary streets have been found to be preferred for entertainment and activity to corporate shopping centres (Ozuduru et al., 2014). There is an assumption that investing in communities and creating social capital, will promptly lead to economic capital growth (Portas, 2011). Nelson Street in Bristol, one of the most run-down sectors in the city, became an outdoor gallery for a week in 2011. The "*See No Evil*" event attracted a multitude of graffiti artists and was repeated in 2012, attracting 50,000 visitors. Recorded footfall in the street increased by 75% and vacant unit enquires rose by 70% and encouraged the council to invest in new street lighting (Crook, 2013).

Pop-up retail alternatively referred to as flash or ephemeral, is a physical space where an organisation or individual vends products for a limited period of time. They are of interest as they add colour and activity to previously vacant areas, often inspiring people to visit (DCLG 2012).

Increased vacancies and changing consumer preferences, where there is a growing importance on local products, has allowed the sector to grow. The pop-up industry made a turnover of £2.1 billion (0.6% of UK retail turnover) and employed over 23,000 people in 2013-2014, with consumer spending predicted to rise by 8.4% in 2015 (Evans, 2014). A recent study surveying 2,002 EE mobile customers (2014) found that 29% of individuals looking to start a new business will begin by launching a pop-up store in order to test out the market and refine their business strategy (Evans, 2014).

There are a number of barriers to entry, including high business rates/rents and a lack of short term contracts (Evans, 2014). This intervention however does enable an element of surprise, and locations such as Andover are using pop-ups to act as a trial for new business. Since starting the initiative in 2013 two stores have launched full time showcasing its potential (Andover Advertiser, 2014).

2.4.2.1 Festival interventions

Festivals are a very specific intervention which have historically been ingrained within socio-economic life of societies and predominantly takes place in retail environments (Comunian et al., 2016). Alongside enabling social interactions on the local scale they strengthen connections between place and local communities, nurturing local practices and neighbourhood knowledge (Quinn, 2005; Stevens and Shin, 2014).

During the last two decades, with increasing levels of competition between cities to attract visitors, they have often been used as an integral intervention (Landry, 2008; Sassen, 2001). In Europe there has been a significant change in approaches to urban management (Quinn, 2005) with cities competing to acquire investment for restructuring and regeneration through urban entrepreneurial displays (Quinn, 2005; Robertson and Wardrop, 2004). Research has shown that festivals can showcase a city, positively affecting the way visitors regard it and also increasing the distinctiveness of the specific location where the event took place, attracting a greater number of visitors as a result (Van Aalst and Melik, 2012). They have been used in areas of economic development to not only enhance and enliven the community and area but also generate longer term innovation and change (Bailey et al., 2004; Crook, 2013). In particular cases they have increased land and property valuations leading to large-scale urban regeneration (Ley, 2003). Others however argue that the effects of a festival are far beyond the economic and social with an array of impacts (both positive and negative) including political and physical, such as potentially aiding redevelopment of venues, causing environmental damage or being used as a vehicle to promote political ideology (Arcodia and Whitford, 2006).

This uptake in festivals as an urban policy tool by local authorities has potentially decreased the traditional content and local function, by diversifying to target a global audience (Crespi-Vallbona and Richards, 2007; Gursoy et al., 2004). This being said, Comunian (2015) stated that such interventions should be referred to as '*communities of practice*' which bring together a diverse range of people around a single place. It is for this reason that they are considered a key intervention in reinvigorating retail streets, creating a sense of attachment to areas for a new audience (Grimsey, 2013), a particularly important target for a sector that aspires to act as a cultural and social destinations for local communities (Portas, 2011; Quinn, 2005). Furthermore, festivals situated within a retail context enable local authorities to impact on economic, social and cultural factors for the local community and city (Dobson, 2015).

Recent research by Kings College London and community interest company, Fantasy High Street, held festivals in London high streets to determine how they could aid British retail by becoming community hubs. The event included a number of elements that focused on explaining and enhancing the connections between the retail sector and the community. There was a marked increase in trade during the event, with it attracting younger and more diverse visitors, while studies after the festival showed it to have continued impact on footfall and spending in the area. The study concluded that it was difficult to know what factors lead to the improved performance of the case study, be it the community focused events, alternate activities or changes in weather. Currently there is still limited research on festivals ability for wider, more long-term change in a retail context, in secondary streets in particular, and whether its ability to impact beyond the short-term is dependent on size, duration or cost of event (Comunian et al., 2016).

2.4.3 Quality of space interventions

Quality of space interventions aim to create a harmony and coherence in design. High quality pedestrian environments have been proven to be an essential component of the retail environment with public space improvements increasing footfall and trade by 30-40% (Begg, 2002; Burden and Litman, 2011; Lawlor, 2013). Urban spaces are more than connections, they have large potential and can help create community pride and encourage social integration whilst still allowing for movement (DCLG 2012; Dobson et al., 2013). Land use, urban form, pedestrian desire lines, connections to transport, walking time and personal security are important factors when influencing peoples habitual routes (Buchanan et al., 2004; New Zealand Transport Agency, 2009; Wrigley and Lambiri, 2015). A before and after study of simple streets improvements in eight New Zealand cities found that 7 of 8 increased footfall by 7-90% (Turner et al., 2011).

Berlin was the first capital city to understand and benefit from inner-city urban intervention regeneration. Its geo-political post-war condition with depopulation, deindustrialisation, derelict buildings and vacant spaces led to it being named the *shrinking city*. As a result, individuals and communities started making unofficial use of these spaces, such as urban beach bars along the River Spree and parks in the derelict regions of Prenzauer, East Berlin (Dobson et al., 2013). Planners understood that these changes had resulted in a transformation of the area, benefitting the city as a whole. Thus planning regulations were changed to accommodate temporary tenancies to promote regeneration at a local level (SSB 2007). Within Berlin this has led to numerous small scale urban interventions promoting shared use of spaces (Figure 2.4), restaurants have become more active expanding street furniture to cover the full extent of the pavement while tree pits have become small communal gardens (Dobson et al., 2013).



Figure 2.4: Berlin's shared space urban interventions.

Pedestrianisation is a means to add value to a retail environment, creating a calmer more spacious environment encouraging local people and visitors from the urban edges of the city and increasing dwell time and congregation size (Lawlor, 2013). Early studies found pedestrianising retail sectors positively impacted footfall by 20-40% and turnover by 10-25% (Gehl and Gemzøe, 1999; Hass-Klau, 1993) whilst more recent London based projects have also found that they improve social and economic activity (CABE 2007). A study in Bangkok found pedestrianisation increased 44% of retailers sales whilst it also increased property values and attracted a wealthier demographic to the sector (Kumar and Ross, 2006). An Auckland based study found stakeholders to be in favour of pedestrianisation of retail environments after trialled interventions (Wooller, 2012), understanding that such an intervention can enhance the local economy, encourage new retailers and increase active frontages.

The concept of shared space, equal priority for public open space users, was studied in Bedfordshire with the development of a new single surface over a retail environment. It had limited removable street furniture to allow for temporary street markets and events. They found that residents and businesses required time to appreciate the changes, with people originally finding the layout confusing, but, as a result of the intervention, vacancies in the region fell and footfall increased (Central Bedfordshire Central Bedfordshire Council, 2011). Additional research

agreed with this stating that pedestrianizing an area required a 12 month period of adjustment before turnover and footfall benefits would be fully realised (Lawlor, 2013).

Quality of space interventions, including the reconstruction of public spaces and increases in pedestrian areas in the centre of Sheffield resulted in a 35% increase in footfall and a net increase in spending of £4.2 million (Genecon, 2010). In Coventry and Bristol new pedestrian areas, clearer signage and improved placement of street furniture culminated in a 25% increase in Saturday footfall. In Ealing, west London, street lighting and hanging baskets were installed to enhance the environment and develop positive perceptions. Footfall cameras found an increase in footfall and extension to length of stay, whilst a reduction in crime helped boost perceptions (Lawlor, 2013). Added to this, investigation into the improvement of walking routes in Wanstead High Street found enhancements increase footfall by 98% (Tolley, 2011).

Innovative store frontage design is a much touted intervention as it is considered an integral means of attracting footfall (Sen et al., 2002). Retail facades not only attract visitors, creating a link between buildings and people, but according to Gehl (2006) facades have a greater influence on visitor perceptions than the state of the street itself. Studies have shown that a frontage has an impact on a business's image and consumer behaviour (Berman and Evans, 2009; Koernig, 2003; Yildirim et al., 2007). The Architecture Foundation for Brent Council set up a design led initiative where 25 independent shops worked with designers to upgrade their shop windows. Before Christmas the high street became an advent calendar with a new window display each day, attracting over 5,000 visitors and greatly boosting trade (Crook, 2013). Key to any such interventions is that one needs to understand the views and aspirations of the users. A case study in Narrow Way, Hackney, demonstrated how alterations to shop frontages estranged existing business and residents. The new designs were generated without involvement from traders and had limited positive impact with many business quickly dropping out of the scheme (Machado et al., 2013).

These various improvements to the quality of space can be considered to act in unity, whereby a retail street, including its buildings and periphery, can be enhanced into a living space (Gehl et al., 2006) through three steps (Figure 2.5). The first phase includes connecting retail units with the street, whereby they 'spill' onto the street, with improvements to frontages creating a more sensual experience. This is followed by strengthening the social, economic and spatial connection with small-scale pavement interventions which bring out activities occurring within the premises, making them visible to the public. The final phase goes beyond this and considers the street as a whole, with larger-scale interventions, such as pedestrianisation and alternate events. Such an

approach aims to show visitors how a retail street is beyond a mere retail offering and is able to evolve to meet visitors uses and desires (Machado et al., 2013).

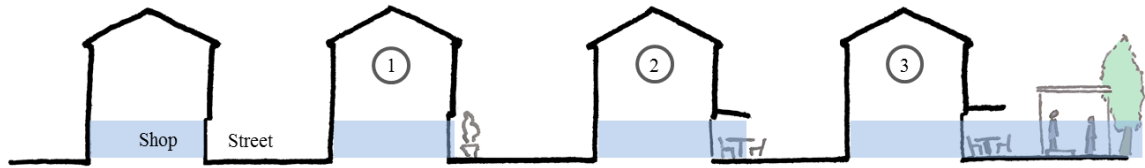


Figure 2.5: Cross-section representing potential steps to connect retail units with the street through quality of space interventions. Adapted from Arvizu Machado et al. (2013).

Improvements to the quality of space not only affects footfall but also affect property prices and yields, a study found pedestrianisation in Hong Kong to have increased retail rents by 17% (Yiu, 2011). Research in the northwest of England found urban design interventions to increase capital value by 20% and stimulate lettings and sales in the sector (Lawlor, 2013).

2.4.4 Attraction interventions

Attraction interventions can be considered to be either iconic, flagships or landmarks and whilst they are predominantly understood to be cultural edifices, they also serve a major role in urban renewal, becoming the central part of development strategies for cities (Miles, 2005; Plaza and Haarich, 2009; Plaza, 2008). These interventions not only attract economic investment and footfall into cities but also increase the appeal of inner city regions to visitors, improving the liveability and perceptions for local residents (Law, 2002; Weidenfeld, 2010). An iconic attraction is one that symbolises the character of the area that it is associated with and is concerned with improving perceptions and knowledge of the history and identity of a place (Grayson and Martinec, 2004; Maitland and Newman, 2004). Flagship interventions on the other hand are far more concerned with attracting high numbers of visitors and economic investment to directly impact on an area (Weidenfeld, 2010). To understand the distinction between the two, one can consider the city of London, where there are a number of attractions including the London Eye and the Houses of Parliament. The latter is iconic and more representative of the history of London whereas the former is the most visited paid attraction in the city and is the capital's flagship attraction (Weidenfeld, 2010). Landmark attractions also relate to a place's identity while also being prominent spatial features, creating or enhancing significant sights/areas (Caduff and Timpf, 2008; Norgate and Ormerod, 2012). This can be through art and sculptures, water features or medieval walls, giving visitors reason to promenade due to the salience of its characteristics (Lynch, 1960).

One of the most notable examples of an attraction intervention is the Guggenheim Museum Bilbao (GMB) which had such a considerable impact on the urban regeneration of the region, researchers created the term *Bilbao Effect* (Mark, 2017; Plaza and Haarich, 2009; Plaza, 2007). The

museum, designed by architect Frank Gehry, reinvigorated a declining industrial city and was able to complete its return on investment within seven years of opening, attracting an average of 800,000 overnight visitors annually (Plaza, 2007). However many argue that the Bilbao Effect was assisted by a traditional urban regeneration strategy⁷ which improved liveability, accessibility and perceptions for all visitors (Plaza and Haarich, 2009). Garvin (2016) argues that whilst the GMB and its publicity was a major tourist destination, the new public realm (which included the GMB) was what truly transformed the region.

Recent UK examples include the London Eye, opened in 2000, which was built as a temporary structure that was supposed to only last five years, akin to the Eiffel Tower⁸, however it is a permanent attraction attracting two million visitors a year (Akbar, 2005). The Spinnaker Tower a 170m-observation tower, which opened in 2005 as part of the £200m Gunwharf Quays development in Portsmouth (Jones, 2010c), has attracted more than 3 million visitors in 10 years and earned the City Council £4m (BBC News, 2015). Brighton (50 miles east of Portsmouth) has followed suit with the opening of the i360 tower (3m taller than the Spinnaker Tower) in 2016 (Gander, 2016) aiming to attract 739,000 visitors a year (Oliver, 2015). These examples hope to have the *Bilbao Effect* and revive the cities, creating a multiplier effect for the regeneration of the local area and beyond (Mark, 2017). These examples are all on a large scale requiring major investment, however attractions can be temporary and at a smaller scale such as the Marwell Go! Rhino art Trail, held in Southampton in 2013, where multiple model rhinos were placed around the city (Figure 2.6), attracting over 25,000 visitors (Marwell, 2015).



Figure 2.6: Rhino sculpture positioned in Southampton's primary shopping centre (West Quay) as part of the Marwell Go! Rhino art Trail (Rainbow Junkie, 2013).

⁷ The urban revitalization of Bilbao and the Biscany province included investment in environmental infrastructure, housing and riverfront redevelopments, expansion of the public transportation system and major improvements to its streets, squares and parks (Garvin, 2016; Plaza and Haarich, 2009).

⁸ The Eiffel Tower was built in 1889 in Paris with a permit to remain for 20 years, yet it remains to this day (Jones, 2010b).

It must be stated however that any form of regeneration strategy relying primarily upon an attraction intervention is costly and highly risky (Plaza and Haarich, 2009). As shown by a number of cities attempting and failing to replicate the *Bilbao Effect*. The National centre for Popular Music in Sheffield, for example, opened in 1999 and was projected to attract 400,000 visitors a year. It only attracted 100,000 visitors during the first seven months and went bankrupt within its first year of opening (Plaza, 2007). The Sea City Museum, a £15m investment in Southampton city centre, is a further example of failing to meet targets whereby since opening in 2012 visitor numbers have fallen from 135,000 in its first year to 83,000 by 2016/17. A further £1.35m has been spent on the attraction since it opened, however many argue that further investment should cease and instead be put toward other services or uses which will have a more reliable return/impact (Percival, 2017). Whilst researchers will disagree on the specific impact of an attraction, often because they are part of a larger scheme, they can provide significant benefits but do depend upon external factors (Ellis, 2007).

2.4.5 Permeability interventions

Permeability relates to connectivity and movement across a city or sector, the degree to which people have a choice of routes, whilst accessibility is the ease to which people can move around a place. Legibility is also important when considering permeability, as routes need to have a clear visual link to destinations. If routes are illegible then they will not be travelled. Research has found that urban form and spatial configuration has considerable consequence on movement within a city (Penn, 2001; Stead and Marshall, 2001), whilst a recent study by Tsou & Cheng found street configurations impact on local accessibility had significant impact on retail patterns (2013). It is widely understood that for a neighbourhood to become liveable they should have interconnected, permeable street networks (Williams, 2005). It was found that 'way finding interventions' (signage) in under-occupied areas in Loughborough helped influence routes and increase footfall (Wrigley and Lambiri, 2015).

Nevertheless any permeability intervention would require significant financial and time investment and would be unable to be undertaken temporarily in the short term. Interventions such as re-opening routes through closed shopping centres were explored with city officials, however the time scale and costs quoted were significantly higher (due to safety and security precautions) than alternatives related to the three previously discussed forms of interventions. It is for this reason that a permeability intervention was not included in this study, as the intervention is predominantly permanent and large scale and so would not be comparable with other interventions.

2.4.6 Limitations

There is an understandable apprehension with studies concerning urban interventions in retail sections, chiefly a difficulty in obtaining hard data. The majority of retail businesses have been found to be reluctant in sharing financial and consumer based data (Comunian et al., 2016), while for data that is accrued, there can be difficulty in determining its validity. Any results from such evidence can be influenced by a variety of unrelated and complex actors and variables (Lawlor, 2013; Whitehead et al., 2006). These could include changes in weather conditions, which were addressed by undertaking interventions in similar times of the year and in comparable temperatures and conditions to limit their affects. Other factors include a fall in competition, individual retailers bettering their service or trends in national and local economies and communities. Therefore to understand the impact interventions have on the behaviour of retailers and visitors behaviour change theories were explored.

2.5 Behaviour change theory

Behaviour change theories⁹ aim to understand why, when and how behaviour occurs, or not, and what factors of influence are critical in altering them (Michie, West, et al., 2014), where behaviour in this work refers to visiting, shopping and businesses communicating. There are a large number of alternative theories on human behaviour (Darnton, 2008; Hagger, 2009; Michie, West, et al., 2014) with a broad array of approaches¹⁰ often focusing on limited perspectives due to the complexity (Christmas, 2009; Schüz et al., 2007).

An example of this can be seen through the Foresight programme's work on obesity (Butland et al., 2007), a single area of behaviour. The model (Figure 2.7) is a system-based approach showing the interconnections between factors including biology, individual and social psychology and economic drivers of consumption. It demonstrates why no single theory can fully explain behaviour (Christmas, 2009) and why a wide ranging literature review is required to understand behaviour change from interventions. Furthermore, studies have found that the application of academic theory to interventions has had a positive effect on eliciting change (Albada et al., 2009; Glanz and Bishop, 2010; Noar et al., 2007; Taylor et al., 2012), however some argue that an academic understanding has no impact on the design and execution of interventions (Gardner et al., 2011; Roe et al., 1997; Stephenson et al., 2000). This discrepancy however can be attributed to the varying method of measuring effectiveness (Ammerman et al., 2002; Bhattarai et al., 2013;

⁹ The term theory describes a process of reasoning to explain and predict observed phenomena (West and Brown, 2013)

¹⁰ A review by Michie, West et al. (2014) found there to be over 1700 constructs and at least 83 theories.

Chapter 2 Literature Review

Kim et al., 1997) and the lack of understanding on what theory is most suited to specific environments and people (Michie et al., 2005). As a result, theories are often applied according to personal preference/fashion (Bandura, 1985) leading to a few particular theories dominating the literature (Painter et al., 2008). This section of the thesis provides a brief summary of the most significant and influential behaviour change theories that are referred to throughout the thesis.

Foresight

Obesity System Map

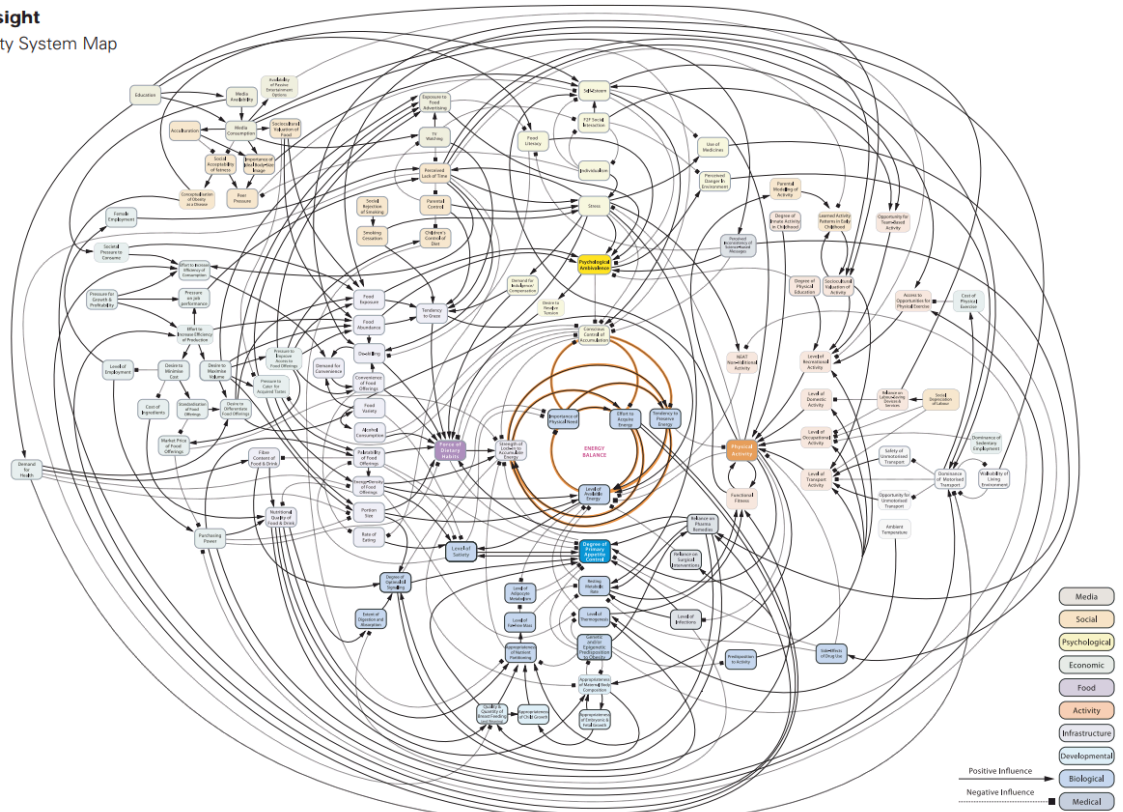


Figure 2.7: Full obesity system map showing variables (boxes) with positive (solid arrows) and negative (dotted lines) relationships, showing the full range of factors affecting behaviour (Butland et al., 2007).

Lewin's (1935) understanding of behaviour, through the formula $B=f(P,E)$, states that an individual's behaviour (B) is a function of their personality (P), and their built and social environment (E). This explains the divide in theory, where behaviour is either understood through cognition (rational choice model), context (social structurism theory) or a combined 'middle ground' approach (Clark, 2010; Niedderer et al., 2014) (Figure 2.8).

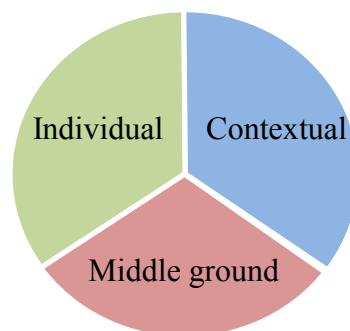


Figure 2.8: Divide in behaviour change theory (Niedderer et al., 2014).

2.5.1 Individual approaches

The individualist rational model choice designates power to act with the individual, revolving around three fundamentals; choice is rational, behaviours are individualistic and analysis is at the individual level. It states that all actions, even those considered irrational, can be modelled through economics, whereby people calculate the costs and benefits of any behaviour (Scott, 2000).

Theory of Planned Behaviour (TPB) is one of the most popular and widely applied behaviour theories (Ajzen and Madden, 1986; Ajzen, 1985, 1991) that considers one's actions to be as a result of internal beliefs and attitudes. It is an advancement of the theory of reasoned action (Fishbein and Ajzen, 1976), which predicted behaviour on an understanding of a person's intention to act. This was where an individual assessed the pros and cons of the behaviour and how they predict others shall comprehend their actions (Munro et al., 2007). Two additional factors were added to form TPB, perceived behavioural control and ease/difficulty in carrying out the behaviour, adapting the concept of self-efficacy¹¹ (Bandura, 1985; Terry, 1993) and expectancy theory (Vroom and Deci, 1983). The theory is an effective predictor of behaviour (Armitage and Conner, 2001) however research has shown limitations when being used to plan and design interventions to prompt behaviour change (Hardeman et al., 2002; Taylor et al., 2006; Webb et al., 2010). Furthermore the theory fails to recognise significant factors in behaviour such as self-control & fleeting emotional responses (Sheeran et al., 2013).

The health belief model (HBM) dictates that beliefs about threats to one's wellbeing influences behaviour, accounting for precautionary health behaviours (Becker, 1974). It states that an individual's actions are determined by a weighing up of perceived risks/threats against benefits and barriers, whereby the risk factor is determined by a variety of internal (emotions/experiences) and external (environment) signals (Niedderer et al., 2014; Sharma and Ramos, 2012). Perceived barriers are considered to be the most influential factor in deciding upon behaviour, if the 'cost' of acting is high but benefits are perceived to be low then an individual is unlikely to act, which has clear relationships such as the effect of cars on pedestrians crossing the road (Yagil, 2000). HBM is useful in predicting patterns but does not include important factors such as social, economic or habitual (Jackson, 2005).

The Stages of Change (SoC) model or Transtheoretical model (Prochaska and DiClemente, 1983; Prochaska, 1979; Prochaska et al., 1992) states that if an individual wishes to change their

¹¹ Self-efficacy refers to the capacity/capability of a person to undertake the new behavior (Bandura, 1985; Terry, 1993).

behaviour they must undertake a five step cycle of preparation (Figure 2.9) which represents levels of motivation and readiness to change (Heimlich and Ardoin, 2008). The model is non-linear with transitions between the stages determined by self-efficacy (Bandura, 1985) and decisional balance¹² (Armitage et al., 2004; Heimlich and Ardoin, 2008). The major benefit of the stage-based model is that those at the same stage can be targeted by the same intervention (Nisbet and Gick, 2008). This being said, the concepts are slightly ambiguous, it is still unclear whether moving through all stages is advantageous and it doesn't provide clarity as to why certain people change, and why levels of change vary (Littell and Girvin, 2002).

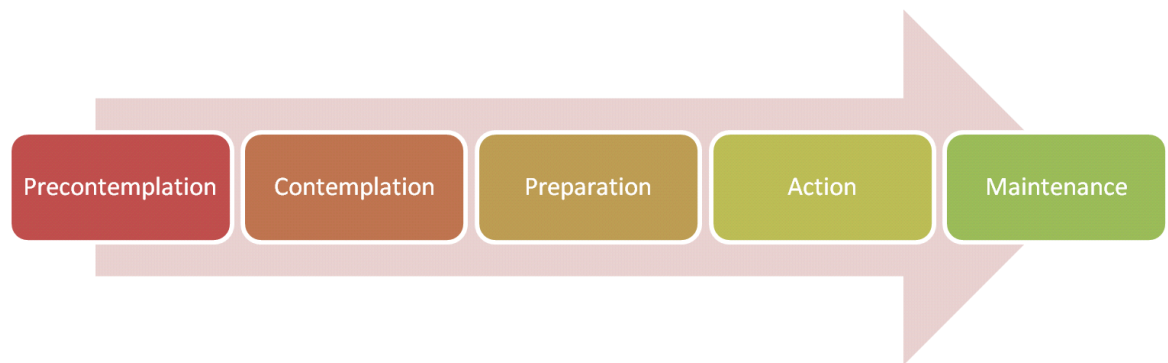


Figure 2.9: Stages of change five step cycle of preparation (Niedderer et al., 2014).

Behaviour economics brings together economics and psychology in order to comprehend cognitive biases through restructuring choice environments (Camerer, 1999). Economic theory considers that people act with rational self-interest, which has proven to be unfounded due to individuals having preferences not being stable in their thinking and acting with a lack of self-control (Samson, 2014). These decisions are impacted by situational factors and the context that varies dependant on the time of behaviours, how behaviours are presented and the emotional state of the individual (Camerer et al., 2003; Kahneman, 2003). The theory explains how people resist change while living in the moment, are swayed by social norms, have social preferences (trust, fairness) and rely on memories, often slanted, for information. It explains how the more uncertain we are about a choice the more likely it will be that we opt for the default behaviour, particularly if it is the norm (Samson, 2014).

This effect of one's thinking and emotions on their behaviour can be illustrated through Biswas' (2009) work on consumer choice framing where subtractive framing (purchasing a product originally priced at £2,000 for £1,500 after deleting options) was more attractive than the additive option (purchasing a £1,000 base product and upgrading to £1,500). It was found that this 'delete' preference was diminished when decisions were being made in a rational mode highlighting how without effort individual behaviour is irrational (Biswas, 2009). The theory is closely linked with

¹² Decisional balance refers to the outcome of a personal judgement of the benefits and constraints of a behavior (Armitage et al., 2004; Heimlich and Ardoin, 2008).

choice architecture model, however it focuses on influencing individuals' daily behaviours (Lee et al., 2011; Niedderer et al., 2014), hence it is considered as an individual rational choice model.

2.5.2 Contextual approaches

The individualistic rational choice model of behaviour change is dominant in literature (Southerton et al., 2011) but there are a number of social structurant theories. These consider behaviour change at the level of society, not an individual, where behaviour is as a result of societal norms and expectations constructed by the contextual elements one exists in (Niedderer et al., 2014).

The choice architecture model, also known as Nudge (Thaler and Sunstein, 2008) is closely related to behavioural economics however it considers altering the manner in which decisions are revealed, influencing behaviour through a system change approach (Thaler et al., 2010). The theory states that an individual has two competing systems for forming behaviour; automatic (unconscious and effortless) and reflective (deductive and controlled) (Warde, 2014). Most behaviour is a result of automatic processes (habits) based on biases, with individuals acting with limited consciousness (Martin, 2010; Swidler, 1986). The theory provides evidence of how habitual and routine behaviours are influenced by temptation and social conformity (Boer, 2014; Warde, 2014) and how individuals can be guided by altering the context in which decisions are made (Sunstein and Reisch, 2013). A nudge can be as simplistic as placing healthy foods at eye sight, as people tend to purchase whatever they see first (Thaler and Sunstein, 2008), or turning an underused stair well into a piano stair (Figure 2.10) (Restrepo-Cadavid, 2013). This intervention in Odenplan, Stockholm, added musical notes to each step and created a reason for people to make a healthier automatic decision which increased usage of the stairs by 66% (Restrepo-Cadavid, 2013). This concept is being applied by architects in America to combat the use of escalators combating obesity and diabetes. Architectonic nudges go beyond adding fun elements but use design to encourage people to move (Figure 2.10) through placing stairwells in the central sight and circulation lines whilst escalators are placed on the edges (Almaas, 2013). Choice architecture has found much reclaim in US and most notably UK government¹³, offering inexpensive politically neutral interventions (Warde, 2014). This being said there are a number of concerns, most notably whether it is ethically acceptable to be able to steer unconscious thought (Hausman and Welch, 2010; Sugden, 2009; Warde, 2011) and that such 'nudges' will have limited impact in an environment with intense market competition (Warde, 2014), such as a retail area.

¹³ The central concepts of choice architecture formed the basis for the Behavioural Insight Team (BIT) whose aim was to encourage and support people in making better choices (Warde, 2014).

The former concern has been discredited somewhat by the argument that the theory still allows personal freedom and a recent global poll showed the public to be more in favour of being nudged (government making behaviours more difficult or expensive) than being shoved (legislation) (Branson et al., 2012).

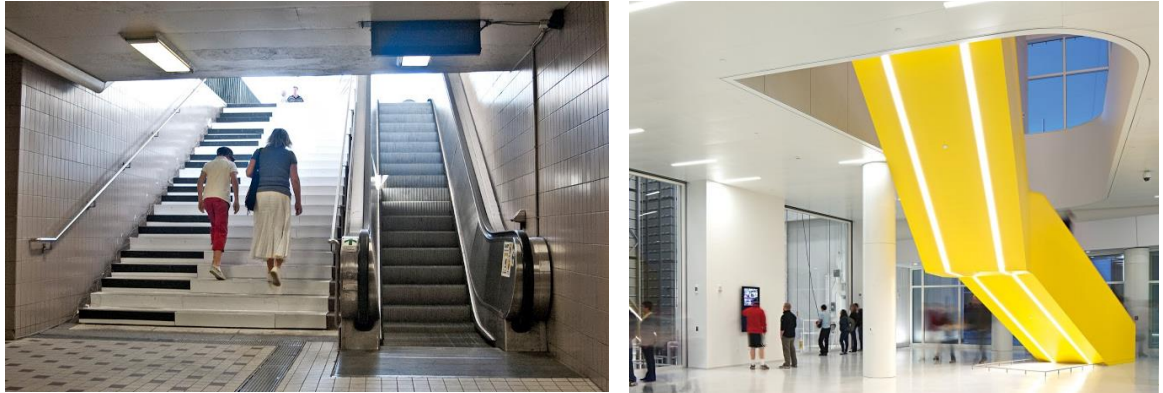


Figure 2.10: [left] Piano stairs nudging behaviour (Josephmark, 2013) [right] Staircase within James B. Hunt Library, which is situated across the main circulation pathway (Almaas, 2013).

Environmental psychology also considers how contextual factors, specifically the built and natural environment, affects behaviour (McAndrews, 1993). Public space, referred to as environment in the literature, has been found to have considerable influence on behaviour (Canter, 1977; Speller, 2006), such as adaptation level, arousal, behavioural constraint and stimulus load theory which are all discussed in this section. However there is no unanimous theory on how environmental stimuli influences behaviour (Bell et al., 1996; Gifford, 2002; McAndrews, 1993; Pomeranz, 1980).

The arousal theory concerns how the environment can stimulate arousal, heightening brain activity, which influences performance (Anderson et al., 1989; Bell et al., 1996). This relationship of arousal and behaviour, the Yerkes-Dodson Law, is bell-shaped (Figure 2.11) where ones performance is optimum when moderately aroused (Veitch and Arkkelin, 1995). If there is excessive levels of arousal one may not perform a behaviour due to stress in much the same way as a lack of arousal will lead to a behaviour being looked over due to insufficient interest (McAndrews, 1993; Middlemist et al., 1976). It must be noted that the type of task affects the impact of stimulation, where simple tasks not requiring decision making or concentration are less affected by arousal overload (Diamond et al., 2007).

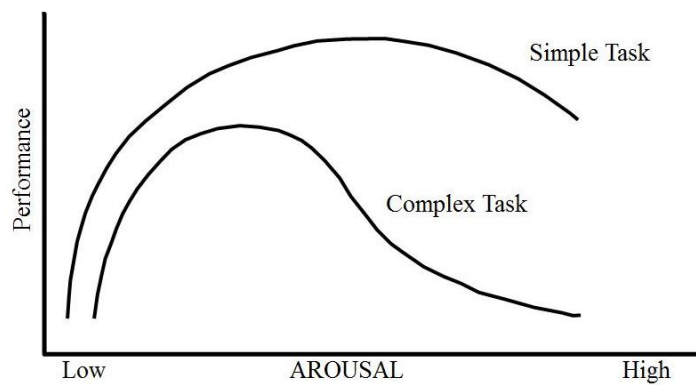


Figure 2.11: Yerkes Dodson Law – revealing the relationship between environmental arousal and an individuals’ performance (Veitch and Arkkelin, 1995).

Stimulus load theory states that the environment’s primary role is to provide stimuli which individuals have a limited capability to process (Gifford, 2002). It hypothesises that when faced with stimulus overload, we have a tendency to ignore key environmental features. For example when in a crowded city one often neglects signs and path finding but instead focuses on the throng of people or electronical advertising hoardings (Aghostin-sangar, 2007). This being said, monotonous areas can be just as influential in altering a person’s behaviour from under-stimulation (Aghostin-sangar, 2007; Bell et al., 1996).

Behavioural constraint theory considers how the environment imposes real or perceived restrictions on an individual, who has varying levels of control, both of which can prevent or limit behaviour (Speller, 2006). An example of this is an unlit, empty street where an individual may experience discomfort and as a result of feeling that they are unable to control their environment will alter their movement patterns or resist entering (Gifford, 2002). If a person repeatedly tries and fails to ascertain control they develop learned helplessness, where they believe they cannot affect the environment through any action (Gifford, 2002).

Adaptation level theory states how an individual has two behavioural responses to an environment, adapt or adjust (Veitch and Arkkelin, 1995). If a street is noisy an individual could alter their response by wearing earplugs, if they do not have the ability to adapt however they will not frequent the street, thus altering their environment (Aghostin-sangar, 2007).

An individual’s reaction to the ambient environment (illumination, smell, temperature and sound), which can be controlled by the built environment, also has a significant effect on behaviour (Canter and Stringer, 1975; Gifford, 2002; McAndrews, 1993; Mehrabian and Russel, 1974). Illumination has an effect, whereby darkness assists people in releasing their social inhibitions (intimacy, aggression and impulses). This can explain why people avoid dark areas where they unconsciously recognise that others may act differently (McAndrews, 1993; Mehrabian, 1976). Smells can lead people away from a location, however if there is a competing

motivation one is likely to accept and adapt to the sense as although it is highly sensitive it does not operate independently (Berglund et al., 1971; Brebner, 1982). Increments in temperature above or below moderately comfortable levels also impact on behaviour through increasing individuals' arousal levels (Canter and Stringer, 1975; Mehrabian and Russel, 1974).

Sounds from the environment are a form of arousal/distraction that can impact on behaviour (Levy-Leboyer, 1982; McAndrews, 1993; Mehrabian and Russel, 1974) where the method of hearing is consistent, it varies psychologically from factors such as intensity and predictability (Brebner, 1982). A noisy environment can result in an individual not noticing traffic signals (Levy-Leboyer, 1982) or trying to escape by walking faster and gazing ahead to avoid any visual stimuli (Bell et al., 1996; Gifford, 2002; Mehrabian, 1976). In a retail environment it was found that shoppers tended to walk more slowly and make more purchases when music was slow as opposed to fast (Gifford, 2002).

2.5.3 Middle ground approaches

Middle ground approaches are those that attempt to mediate between the two models of rational individual action and collective normative consensus on behaviour as noted by Lewin (1935) in an attempt to alleviate the limitations of the theories discussed (Niedderer et al., 2014).

Social practice theory considers behaviour to be a result of social practices which are shaped and maintained by inter-connected elements (Kuijer, 2014; Reckwitz, 2002), of which there are four; materials/environment, meanings/understanding, skills/competency and rules (Chatterton, 2011; Shove, 2010; Strengers, 2010). It states that one should not target the individual but everyday practices (Hargreaves, 2011) thus bridging the individual-nonindividual divide (Schatzki et al., 2001). Consumption for example is undertaken in order to maintain practices (Warde, 2005) which maintain an individual's normality (Clune, 2010). The theory is significant in that it brings attention to the complexities of typical life and routines of daily practices giving partial responsibility to the individual for their actions (Maller, 2012; Scott et al., 2009).

Mindfulness is a theory from psychology used to alter behavior and emotions (Gross, 2002; Langer, 1989) by teaching people to become more open and attentive, treating experiences and information with curiosity as if it were novel (Langer, 1997). Mindful behavior theory interventions can be used to heighten an individual's state of awareness within the contexts of their environment, social and material interactions (Le et al., 2014; Niedderer, 2013). It revolves around an individuals' ability to break their default option, in contrast to choice architecture, by reconsidering actions and their causes due to a heightened sense of alertness (Langer and Moldoveanu, 2000; Langer, 1989, 2010; Rotter, 1990). Mindful theory thus places accountability

on the person, where an intervention stimulates internal motivation and conscious reflection which has been shown to cater for more lasting behavior change (Niedderer, 2013; Petty and Cacioppo, 1986). This has been practiced in the Netherlands where all signage was removed from a struggling traffic junction in Drachten reducing the number of collisions (Webster, 2007), through placing greater responsibility on the users by forcing them to become fully aware of their environment (Niedderer, 2013; Niedderer et al., 2014).

The COM-B model, represented by the Behaviour Change Wheel (BCW)¹⁴, states that in order to change behaviour one has to alter one of three components; capability, motivation or opportunity (Michie et al., 2011; Michie, Atkins, et al., 2014; Michie, West, et al., 2014), which is what the name stands for. The three elements consider how behaviour is impacted by knowledge, information, belief, environmental, habitual and emotional factors. Where capability is the ability to perform a skill (physical or psychological), opportunity is the external factors impacting on the ability to enact behaviour (physical or social) and motivation is the process to energise and direct behaviour (reflective or automatic). The theory of motivation is drawn from PRIME theory, which explains the internal processes of motivational intention (plans, motives, impulses & evaluations) that leads to a response (action) (West and Brown, 2013). The COM-B model explains that while the three components affect behaviour, behaviour also interacts upon them. Furthermore while opportunity and capability can affect motivation, increased motivation cannot impact on capability or opportunity without a change in behaviour (Figure 2.12) (Michie, Atkins, et al., 2014).

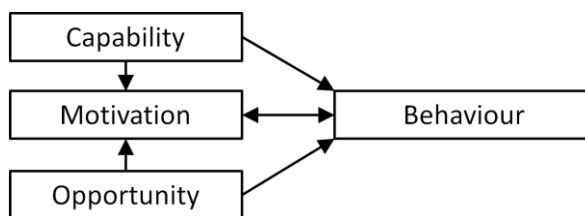


Figure 2.12: The interactions of the COM-B model (Michie, Atkins, et al., 2014).

The model is cited as presenting the most comprehensive coverage of the varied positions within behaviour theory (Niedderer et al., 2014) and has been used in a number of health related fields (Alexander et al., 2014; Barker et al., 2016; Jackson et al., 2014). It operates at a system level, highlighting the relationships between the specific determinants of behaviour helping identify which aspect of behaviour requires intervention at which scale and through what context (Jackson et al., 2014). Further to this the components of the COM-B model show how habit formation (where behaviour alters from conscious decision-making to routine) occurs over time where motivation alters from predominantly reflective to automatic while capability and

¹⁴ The BCW is formed from a synthesis of 19 frameworks of behavior change following an extensive literature review and expert consultation producing a combined 1,286 articles (Michie et al., 2011).

opportunity increase over time (Figure 2.13) (Michie, West, et al., 2014). Criticisms have been raised with how COM-B is overly prescriptive, whereby it does not allow flexibility, variability and change required when considering human behaviour thus creating a false sense of simplicity (Johnston, 2016; Ogden, 2016; Peters and Kok, 2016). This criticism can be upheld as it is not possible to cover all behavioural influences without excluding important variables, however it is a thorough theory-informed approach, which, while academic, is to be used to enable planning and execution of behaviour change interventions (Handley et al., 2016).

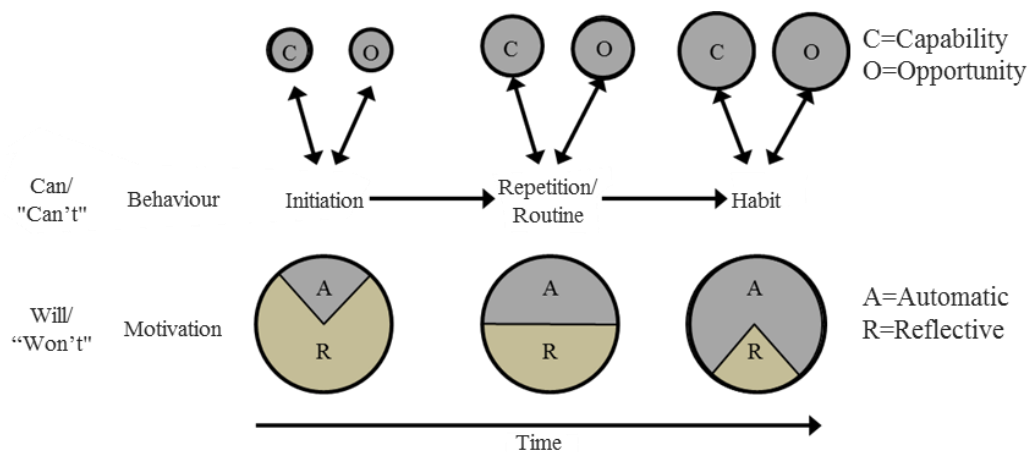


Figure 2.13: Method of habit formation from COM-B model (Michie, Atkins, et al., 2014).

2.5.4 Discussion

Within the field of behavioural research there is a preference for individual focused models (Glanz and Bishop, 2010; Southerton et al., 2011), Wendel's Behaviour Grid (2013), persuasive technology (Fogg, 2003), Loughbrough model (Lilley, 2007, 2009; Tang, 2010) and design for sustainable consumption behaviour (Selvefors et al., 2011). While the individual perspective on behaviour change can yield compelling findings it often neglects opportunity for behaviour, by not fully understanding social and environmental aspects (Kuijer and de Jong, 2011; Michie, West, et al., 2014; Shove, 2010; Wilhite, 2013). Rational choice states that there are no independent and autonomous social structures and specific behaviours are a result of individual action. However, this struggles to explain social norms such as altruism and trust (Scott, 2000). Studies have shown that contextual factors bear greater influence than personal perceptions/attitudes for enabling lasting behaviour change (Guagnano et al., 1995; Stern, 2000), however not all agree on the importance of thoughtfulness (Matt Grist, 2010). Added to this cognitive approaches lack the evidence base that exists for behavioural models (Johnston, 2016).

Traditional theories (contextual or individual) are valuable in that they give a concise reasoning for a particular action/scenario, however middle ground models, through a system-based approach, allow one to understand how these two factors of behaviour relate (Niedderer et al., 2014). This is an imperative as behaviours are made from an array of interdependent variables

where there are a vast number of actions that can result from an intervention (Craig et al., 2008; Kelly et al., 2010). It can be difficult and false to identify a single key factor of influence (Campbell et al., 2000) when studying a complex environment with multiple stakeholders and a large variance of behaviours being undertaken. This has added importance when studying populations rather than an individual, as they will differ in how they react to an intervention (Michie, Atkins, et al., 2014).

This assessment agrees with the findings on modern shopping behaviour from Mix and Katzberg (2015) who found that individual approaches to decision-making differed considerably. They found even consumers purchasing the same product varied, with many consumers ‘back and forth’ including offline and online path-to-purchase with little planning, demonstrating how behaviour is not entirely rational. This goes against the traditional concept of consumer-decision making where one recognises a problem, searches for information, evaluates alternatives and selects a product (Blackwell et al., 2006; Darley et al., 2010; Olshavsky and Granbois, 1979). This is entirely linear and suggests shopping behaviour begins with a rational recognition of need (Hall and Towers, 2017). Less linear approaches have been proposed through understanding consumer decision making as a purchase funnel, where consumers initially have a wide choice set which narrows down (De Bruyn and Lilien, 2008; Hudson and Hudson, 2013; Vázquez et al., 2014). This approach has been challenged by researchers (Court et al., 2009; Lye et al., 2005; Roberts and Lattin, 1991) who claim that the array of information and product choice in the digital age means that consumers are likely to widen their choice. While Lye et al (2005) proposes that consumer behaviour should be considered as decision waves where there are multiple decision within a single process meaning the process is a sequence as opposed to stages.

In this research, behaviour theory (Table 2.3) is being used to understand a number of responses from a population, where subgroups may be found to have conflicting responses. The findings are understood from the perspective of the behaviour theories discussed which are used to describe actions observed and discern what meanings they have for reinvigorating secondary retail streets.

Table 2.3: Behaviour change theories/models presented in the literature review.

Individual	Contextual	Middle ground
Theory of planned behaviour	Choice architecture model	Social practice theory
Health belief model	Arousal theory	Mindfulness
Stages of change	Stimulus load theory	COM-B model
Behaviour economics	Behavioural constraint theory	
	Adaptation level theory	

2.6 Summary

The literature review details the importance of retail, in particular secondary retail which are significant contributors to the local economy and act as hubs for local and socially excluded communities (Calderwood and Davies, 2012; Quinn et al., 2013). There is however a lack of understanding about these regions (Hallsworth and Orchard, 2009) and due to the adapting landscape of retail, predicted to shrink considerably (British Retail Consortium, 2016a), more needs to be done to comprehend how to regenerate these areas. Short-term environment urban interventions could be a means to this, they can be sub-categorised into 3 typologies; activity, attraction and quality of place, which are investigated in this study. The research combined urban and behaviour literature to fully understand the relationships between stakeholders and their change in perception and behaviour as a result of interventions (Figure 2.14).

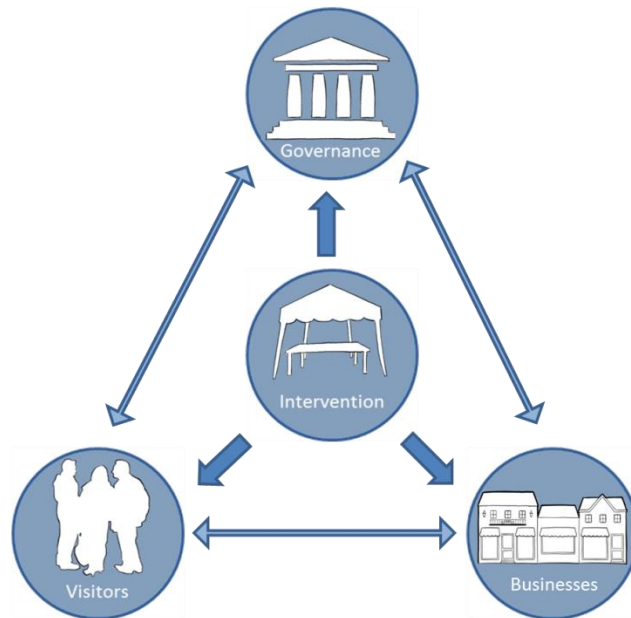


Figure 2.14: Visualisation of the impact of an intervention which are investigated in the study.

Chapter 3 Methodology

As shown in the previous chapter there is no shortage of research or documentation explaining the virtues of urban interventions through general qualitative and anecdotal data. There is however a lack of data leading to founded declarations on potential/anticipated effects of urban interventions in secondary retail sectors. This study aimed to understand the entire process, which involves a number of actors and impacts. For example a ‘quality of place’ intervention would be predicted to alter perception and footfall of the region, potentially leading to a change in turnover, trader wellbeing and behaviour. In the longer term it could contribute to an alteration in rents and rates as competition for a unit in the sector either grew or fell (Figure 3.1).

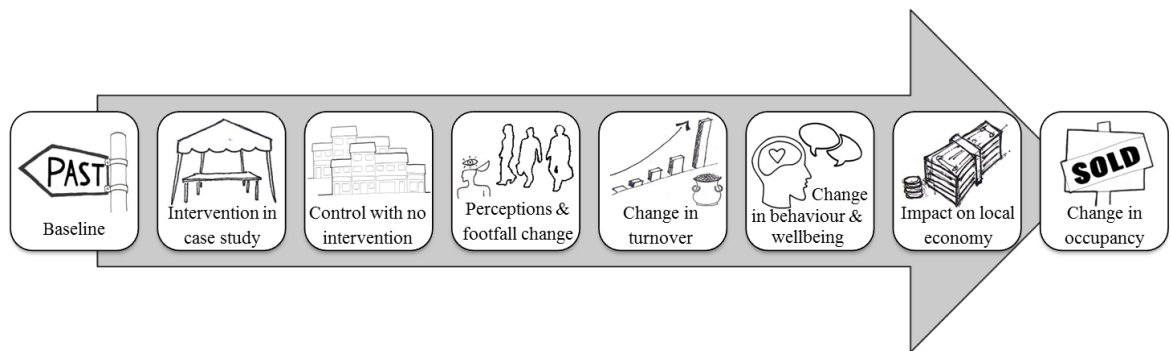


Figure 3.1: Model for studying the potential resultant effects from an urban intervention in a retail environment.

The research investigated the case study through a dual approach analysis, working in collaboration with stakeholders (City Council, traders association and community groups) to conduct and investigate a number of interventions on a case study area and control area. The study gathered quantitative and qualitative data to evaluate actual and potential impacts on the necessary actors (Table 3.1) with data being collected through three methods of personal data collection; survey/interviews, observational studies and analysis of second-hand data.

Table 3.1: Measurable impact factors.

Impact	Actors	Source	Data collection
Income	Businesses	Personal	Surveys
Footfall in stores & street	Visitors	Personal	Observation
Rentals & rates	Businesses	Public domain	Secondary dataset
Occupancy	Businesses	Local authority & private	Observation
Behaviour, perceptions & wellbeing	Businesses & visitors	Personal	Surveys & interviews

3.1 Research workflow

The study is divided into two parts (Figure 3.2), current state analysis and measuring & quantifying the impact of interventions (for the case study and control), which is discussed in the following section.

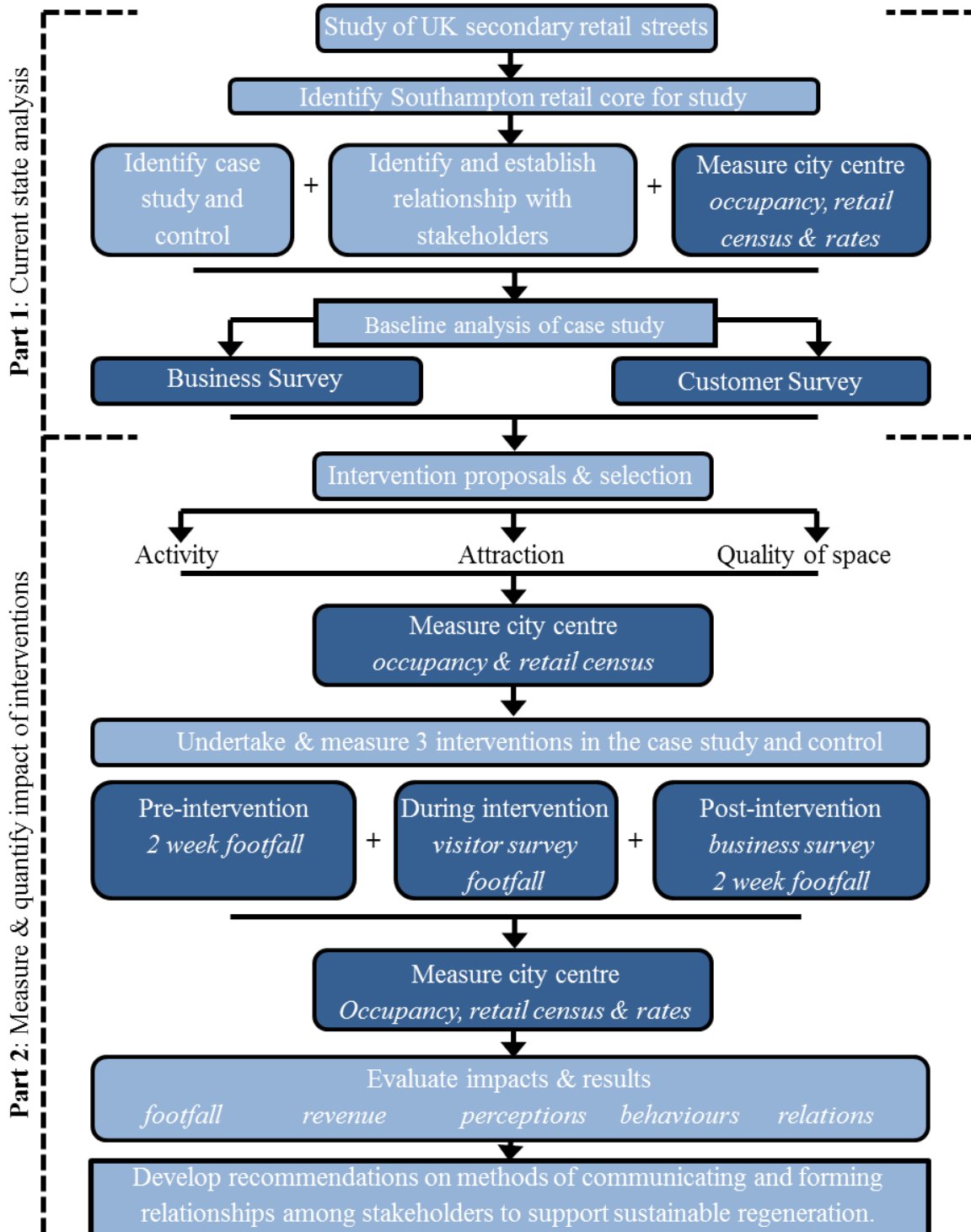


Figure 3.2: Flowchart of research study methodology (dark blue refers to data collection).

3.1.1 Part 1: Current state analysis

A review of underperforming secondary retail across the UK was undertaken by compiling a large variety of search terms to investigate and identify cases of struggling secondary retail streets. This was to establish the factors responsible for their current state and to compare and validate the selected case study of Southampton. Following this a retail census was completed to determine pre-intervention occupancy, shop typology and rateable values for the city centre area, with the latter found through the public database provided by the Valuation Office Agency (VOA). Urban design analysis was conducted alongside this, studying building form and uses, permeability, degree of connectivity, legibility and potential pedestrian and visual conflict. These findings helped build an initial baseline of the sector and revealed whether the case study and control were in a similar state and thus effective comparisons. Lastly two surveys regarding the businesses and visitors were undertaken to analyse the current state of the secondary retail area (including the case study and control) and to discern relevant actors' perceptions and predictions of potential and actual urban interventions. These findings also supported the initial baseline of the case study and begun to compare retailers' and visitors' perceptions, experiences and behaviour with each other and that assumed in the literature.

3.1.2 Part 2: Measure & quantify impact of interventions

Three types of short-term interventions (activity, attraction and quality of space) were selected to be undertaken in the case study to compare their impacts and suitability in regenerating secondary retail streets. These interventions, as described in chapters 6-8, include a festival, sculpture trail and road closure and were conducted in partnership with Southampton City Council, Eastgate traders association and various community groups. The timeline (Figure 3.3) shows the distributions of interventions and the studies undertaken. Footfall monitoring was undertaken for all interventions from 2 weeks before the intervention to 2 weeks after. For the latter two interventions, which lasted for more than a day, window observations were recorded documenting whether visitors passed by, glanced or entered a shop to determine the impact of the interventions on visitor engagement with retail units. Pedestrian movement patterns were also recorded for the final intervention to understand how visitors engaged with the pedestrianised environment. Two business surveys concerning interventions were conducted, the first regarding the activity intervention three weeks after the event while the latter investigated both the attraction and quality of space intervention three weeks after the road closure, due to their proximity in taking place. A control business survey was also conducted at the same time as the latter business survey encompassing all three interventions. Following the interventions and various studies analysis and evaluation was made of the impacts on stakeholders' perceptions and

behaviours comparing these findings to literature and making recommendations on the potential to sustainably regenerate secondary retail areas.

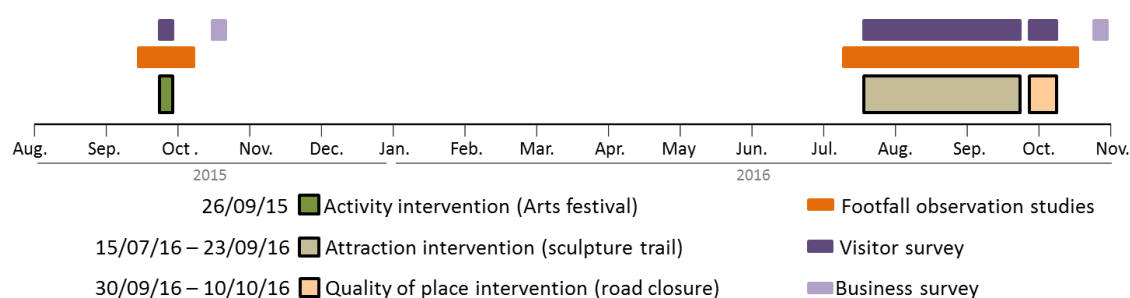


Figure 3.3: Timeline of interventions, surveys and observation studies.

3.2 Methods of data collection

The interventions, as discussed, were investigated through three methods of personal data collection; surveys and interviews, observational studies and analysis of secondary data. Datasets were accessed through online sources or through collaboration with Council officials, such as Southampton city centre footfall data. The following section describes the methods used for surveys and observational studies, explaining the reason for their selection and any possible limitations.

3.2.1 Surveys and interviews

Numerous studies concerning retail and urban interventions have based their findings on surveys using bottom-up data collection (Cachinho, 2014; Kärrholm et al., 2014; Ozuduru et al., 2014; Thompson et al., 2015). As a general rule a sample size of 30% should be used for a population under 1,000. For a moderately large population of 10,000 a sample size of 10% is more appropriate whilst for over 150,000 the sample size can be 1% (Kumar and Ross, 2006). Certain studies have surveyed considerably less; two studies interviewing retail business owners only interviewed 11 (Andres Coca-Stefaniak et al., 2010; Wagner et al., 2005), whilst another interviewed 20 businesses and 44 consumers (Thompson et al., 2015). Similarly Kärrholm et al.(2014) only surveyed 19-21 consumers in separate regions, stating difficulties in establishing contact with consumers. While they concluded that the findings could not be seen as truly representative, they did state they provided a good indication of the general consensus. This said Cachinho (2014) surveyed 125 consumers and obtained 30 in-depth interviews to understand how shopping centres and streets in Lisbon have different expectations for consumer satisfaction. A recent study in Turkey assumed the number of consumers that should be interviewed for the study to be significant was in proportion to the span of the street. They concluded that one should survey approximately 87 consumers per km of street (Ozuduru et al., 2014).

Chapter 3 Methodology

Visitors were asked to conduct surveys on the street with the researcher either talking them through or observing them completing it, with all participants surveyed individually to minimise social bias responses. Visitor surveys concerning the interventions were highly time sensitive as responses needed to be undertaken during the intervention which suited the personal survey method. To enhance the likelihood of public uptake all visitor surveys were developed to fit onto a single A4, and were composed of a mix of direct factual and subjective selection questions to prompt opinions from participants. To minimise sample bias all visitor surveys (except for the festival intervention) were undertaken over an extended period of time covering all hours and days of the week in an attempt to sample a representative and random population. Whilst all types of visitors were approached and asked to participate in the surveys demographic data such as age, gender, employment and postcode (at a district level to allow for anonymity) were recorded and routinely checked to determine whether certain sectors were over or under represented.

Multiple survey methods were trialled for businesses including drop-off, internet and phone surveys. The first two methods would have allowed retailers to complete the questions when convenient for them, causing minimal disruption. Under trial however both forms had low response rates, email interventions had no personal contact and drop-offs required numerous trips to the retailer to remind them to complete it. Phone surveys also yielded low response rates with many retailers not picking up the phone and those that did were not prepared to answer questions over the phone, instead asking the researcher to personally visit the store to conduct the survey. For these reasons the surveys were personally conducted in individual shops, in-between the retailer serving customers. For cases where a shop had more than one retailer, the most senior was surveyed thus obtaining the most knowledge about the business. Businesses were surveyed post-intervention to allow for them to reflect on the event and determine whether impacts were short-term or lasting. One must admit to there being a limitation with regard to non-response bias as a number of retailers continually refused to participate. This said efforts were taken to survey a representable proportion of independent and chain retailers with a mix of new and long-established businesses.

For the purpose of this study, to ensure that it was truly representative a response rate of 50% of the active businesses was targeted (Andres Coca-Stefaniak et al., 2010; Kärrholm et al., 2014). Contact with businesses was initially difficult to generate which is why the baseline study surveyed the entire secondary retail area, including the case study and control. Once a relationship was formed from the personal survey methods and interventions undertaken the

traders became more trusting and willing to give time and data. The consumer surveys were conducted on the external retail streets in the city centre, which measure 1.4km in length¹⁵ which according to Ozuduru et al.(2014) would require a survey of 120 consumers, which was the minimum aim for all of the visitor surveys.

The surveys were predominantly composed of closed-ended structured questions around a consistent subject matter in order to assist accumulation and analysis of responses. Most surveys started with dichotomous questions (Figure 3.4), which have two possible responses, such as 'yes' or 'no' (Donnelly et al., 2015), in order to ease respondents into the survey. Sampling questions on the other hand, which tend to be more sensitive, were conducted at the end of the survey. At this stage a rapport had been established with the respondent, but a transition sentence was still utilised to make them aware that personal questions were about to be asked but their anonymity would still be maintained¹⁶. Many questions measured responses on an interval level, using the likert scaling method on a 1-to-5 disagree-agree response scale (Figure 3.5). This was favoured instead of a forced-choice response scale, an even-point scale with no middle value (Donnelly et al., 2015), as it allowed visitors to remain neutral and provided sufficient detail on the degree to which they agreed or disagreed with each individual response. Filter questions were used, when appropriate, to direct respondents to questions they were qualified to answer.

Question 1.

Did you notice the zebras installed in stores across East Street? Yes ☐ No ☐

Would you have visited East Street today if the zebras were not in place?
Yes ☐ No ☐ Possibly ☐

Has visiting East Street as part of the 'Zany Zebra trial' increased your knowledge of East Street?
Yes, greatly ☐ Moderately ☐ No ☐

Figure 3.4: Example of dichotomous questions at the beginning of the attraction intervention visitor survey (Appendix K).

Question 2.

How would you rate the following factors of the road closure in East Street?

	Very positive	Positive	Neither positive or negative	Negative	Very negative
Location of the closure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities in the street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall impression of closure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 3.5: Question using the likert scaling method from the quality of place intervention visitor survey (Appendix M).

A number of questions had multi-option variables with specific literature being consulted to determine relevant options. In cases where an excessive amount of possible answers existed the most influential options were considered, while the remaining options were grouped as other.

¹⁵ External retail streets in the city centre include Above Bar Street (400m), East Street (350m), Hannover Buildings (200m), High Street (200m), Queensway (200m) and the Bargate area (50m).

¹⁶ Businesses were not asked to state their type of business and approximate response brackets were used to specify their location. Visitors were asked demographic questions, but information such as their address was anonymised by only collecting information at the district postcode level.

Added to this, effort was taken to avoid double-barrelled and biased/loaded questions, while technical vocabulary was replaced with common lexicon to make sure questions were easily understandable. Before the survey studies commenced, they obtained ethics approval from the University's Ethics committee and were authorized by the City Council.

All surveys were developed from relevant literature with specific questions sampled from particular papers as shown in Figure 3.6. The initial business survey was deemed suitable to act as a pilot study because it covered a broad range of subjects compared to the later surveys which were far more concise (1 side of A4 compared to 3). This exercise assisted in developing the structure of questions as ranking questions were found to be less suitable for analysis compared to those using the likert scaling method. The process also emphasised the importance of public comprehension with concepts needing to be fully explained and retailers required to understand the benefits of answering questions in order to keep their interest and increase their willingness to undertake further surveys. Lastly the initial survey found that stating any collaboration with the City Council lead to refusals and generated anger. Collaboration with governance from then on was not mentioned as it not only reduced uptake but created a bias in response as businesses would be tempted to exaggerate issues/concerns in order to try to maximise investment from the Council.

Question 8. Perception of sector

Which qualities do you think apply to the Southern Barge retail sector? (please tick all that apply)

Accessible	Functional	Local shopping area <input checked="" type="checkbox"/>
Attractive	Inclusive	
Clean	Robust	
Comfortable	Safe & secure	
Distinctive	Viable	

Qualities taken from (Carmona, M., De Magalhães, C. & Hammond, L., 2008. Public Space: The Management Dimension, London: Routledge)

Figure 3.6: Question sampled from a specific academic paper from the baseline visitor survey (Appendix E).

3.2.2 Observational studies

To accurately measure public space footfall one needs to either measure crowd density, quantity of people per unit area within a time period, or pedestrian flow, quantity of people moving one way through an area (virtual gate) in a set time. The simplest means of measuring such data is crowd counting where crowd numbers and pedestrian desire lines are documented at a specific time for a set period (often 6-8 hours over 3-4 weeks). Factors including weather, day of the week and time of the year contribute to daily alternating pedestrian numbers (Turner et al., 2011). Thus 'before and after' manual observations were undertaken during similar weather conditions, season, days of the week and time of day. This method however is highly time intensive and takes considerable effort with a researcher only being able to be in one place at a time. Furthermore the accuracy is dependent on the individual and it only represents a small

proportion of actual pedestrian flow. An individual can reliably count up to 4,000 pedestrians per hour using a clicker, while volume flows are on average underestimated by 11% (Diogene et al., 2007). This method does however benefit from requiring no set-up cost for the equipment and relatively little planning. It is a tried and tested method with a number of researchers and consultants using the method to good effect (Bauer et al., 2009; Gehl and Svarre, 2013; King, 2011; Turner et al., 2011).

Other methods of footfall capture were reviewed, including camera recording and mobile phone movement capture. The former includes thermal counters, video counting and time-lapse cameras and while there are a number of benefits they all offer a limited field of view and any public surveillance method has privacy concerns and is un-favoured by the City Council¹⁷. Smart phone data capture, while being a growing field, requires significant investment and there are ongoing discussions over the ethics behind the monitoring method. For these reasons manual observation was undertaken measuring footfall across multiple zones to measure the percentage of pedestrians across the case study and control. Added to this, footfall in retail areas is under a constant state of flux and with a limited number of interventions being monitored over a relatively short space of time¹⁸, short-term before and after footfall findings are able to illustrate immediate effects of interventions.

Alongside manual footfall studies, two other observation studies were undertaken; window observations to record visitor engagement with retail units and pedestrian movement patterns to understand how visitors engaged with the street surface. Window observations were undertaken by recording whether visitors passed by a shop (disengaged), glanced at the window (partial engagement) or entered and interacted (directly engaged). Pedestrian movement patterns were recorded by measuring the ratio of visitors that remained on the pavement (no engagement), crossed directly (partial engagement) and crossed for a prolonged time or dwelled (direct engagement). Recording for both were undertaken in 15 minute intervals across four time periods in traditional operating hours (9-11, 11-13, 14-15 & 15-17) on a weekday and weekend for the case study and control.

¹⁷ Discussions took place with Southampton City Council officials concerning video surveillance monitoring, where it was made clear that they would not allow any recording of the public.

¹⁸ Many similar field studies are undertaken over four or more years (Findlay and Sparks, 2012; Hallsworth and Orchard, 2009; Lowe, 2007).

3.3 Engagement with stakeholders

Engagement with stakeholders has been discussed within this thesis and is an integral part of regenerating a sector of the city centre. The study aimed to understand the aspects and challenges of creating a collective approach among stakeholders in an environment where various parties have differing ideas and perspectives which often clash.

Communication with businesses within the case study revealed an array of opinions about its current, past and future state. Business owners were found to occasionally be difficult to engage with as they were often suspicious of the intentions of the surveys and they wished to know if there was any value in them spending their time and energy. In order to increase uptake by businesses the researcher had an active role within the case study, measuring footfall on the street, attending trader association meetings and regularly conversing with key retailers. Alongside retailers, Council officials and community groups were engaged with as they are key stakeholders with credible views on the case study. It was found that assisting in the forming of a relationship between stakeholders helped establish a shared understanding of its current state and aspiration for its future, which is discussed in depth in chapter 6. It should be noted that all those contacted understood the aims of the study and were in favour of data collection to aid the development of the sector.

3.3.1 City Council

The planning policy, conservation and design team leader was consulted on numerous occasions at the start of the project in conversation, rather than formal interviews, to initially recommend possible avenues of research. Regular communication was maintained with the leader along with members of the planning, events, highways and transport policy groups since, with the work conducted useful in informing the new Local Plan for the city. They require background evidence to support any policies and are willing to be informed by plans that the research puts forward. After the first intervention, discussed in chapter 6, a presentation and report (Appendix I) was delivered to the leader of the city Council, Bargate Councillor, city design group leader and a member of the events team.

3.3.2 Retailers

When the research project began there was no relationship between the researcher and retailers, however through participating in neighbourhood plan meetings a relationship was formed with a number of businesses. This resulted in being invited to be part of the Eastgate Traders Association (ETA), which is a focused group of traders who regularly meet to discuss and plan for the future of

the area. This group has access to £8,000 of funding to use for interventions in the area as a result of the neighbourhood plan, which was agreed to be used for interventions studied in this thesis.

The 'business-led' city centre neighbourhood plan for the case study area was undertaken in 2014 by the ETA. The key objective of the plan is to develop a complementary plan that will go towards resolving detailed issues concerning the sector. Southampton City Council commissioned a study by urban planning practice FERIA Urbanism to test the suitability of a neighbourhood plan. As a result two workshops with traders were held to support a final recommendation report (FERIA Urbanism, 2015), which included ten actions to be embarked upon by the trader community to understand the level of support for the plan and to affect short-term change in the area.

1. East Street requires the East Shopping Centre through-route opening back up.
2. Reduction or better deals for business rates.
3. Improvement in pedestrian environment e.g. pavements, signage & lighting
4. Incorporate the old and historic parts of Southampton in the Neighbourhood Plan boundary.
5. Hold street events – e.g. markets/themed events.
6. More and/or less expensive parking
7. Enhancements in green space e.g. street trees, hanging baskets
8. Incorporate Hanover buildings in the Neighbourhood Plan boundary.
9. Large vehicles need to be restricted from entering East Street.
10. Involve local universities in shop front designs.

The neighbourhood plan is still in progress with the traders required to show potential for the sector to work toward a Neighbourhood Plan through undertaking a number of the actions within the report. The interventions undertaken incorporated actions 5, 7, 9 and 10 with city officials using the findings to determine future plans for the case study.

3.3.3 Community groups

A number of community groups were involved with the study including a former town planner who worked as a community organiser and had funding for community event projects. She assisted in organising the activity intervention and involving multiple community groups and activists.

3.4 Control case study

In order to determine whether measured impacts are due to the interventions a control needs to be investigated alongside the case study. Within the city centre there is no street which entirely replicates the case study; however there is a secondary retail street, Hannover Buildings, which is similarly situated to the east of the retail core (Figure 3.7). The two streets were previously connected by a passage through a shopping centre (Bargate) but due to its 2013 closure are now

independent of each other. The following (Table 3.2) describes the similarities between the two sectors.

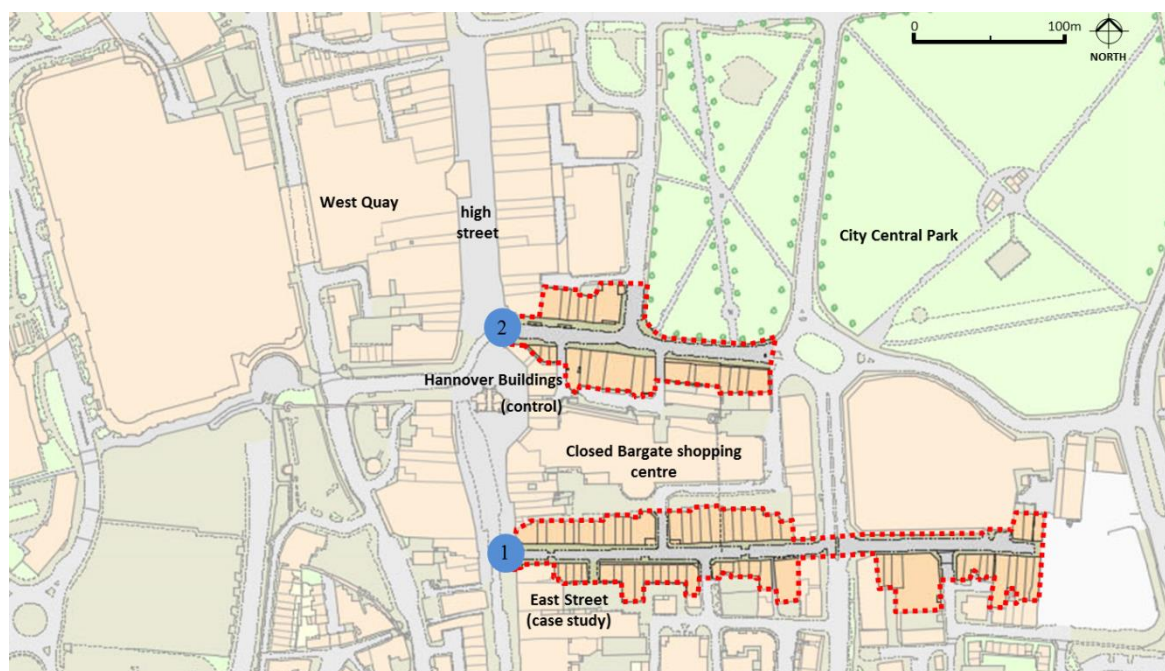


Figure 3.7: Map of case study (1) and control (2) in Southampton city centre.

Table 3.2: Similarities between case study and control.

	Case Study	Control
Streetscape	There are narrow pavements (2-3 metres) either side of an 8 metre one-way road with on-street car parking on both sides of the street. The pavement has no benches, planters or trees with very few stores spilling out onto the street (Figure 3.8).	There are pavements of moderate width (4-5 metres) either side of a 9 metre road which is frequently used by city bus services. Besides the bus stop there are no benches or planters on the pavement, however the City Central park is at the western end of the street and can be observed from all visitors on the street (Figure 3.8). While this is a difference between the two, the retail units are not connected to the park and so the area does not have significantly enhanced connections to the retail core.
Permeability & connectivity	The case study has limited connectivity due to two closed shopping centres and is also adversely affected by the Bargate monument (Appendix A) area acting as a barrier, restricting visibility down the high street.	Whilst the control directly connects with the edge of the primary retail street, it is also adversely affected by the apparent closure of the Bargate monument area. Furthermore there are a number of busses which stop on the street, acting as a block for pedestrian movement across the street.
Proximity to retail core from nearest edge	250m	105m
Independent stores (%)¹⁹	56%	48%
Vacancies (%)¹⁹	30%	19%

¹⁹ Retail census was undertaken on 2nd February 2015.

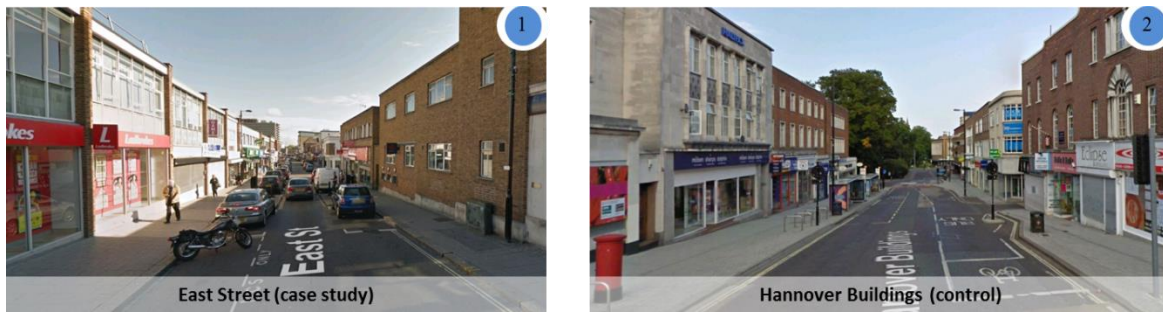


Figure 3.8: Street views of case study (Google Maps, 2016a) and control (Google Maps, 2016b).

As shown, the two areas have similar conditions and complications in proximity and connectivity with the primary retail core, whereby the other secondary streets were directly connected to the high street. They also have a correlation in the shop typologies, size of units and street form, in particular the pedestrian priority surface (which is explored in greater depth in chapter 4). Importantly, there is no traders association or collective among retailers in the control area and as a result no interventions were planned due to traders acting independently of each other, a significant difference.

As stated, before any interventions were undertaken a retail census was completed and this compared the case study and control region with each other in relation to the primary core. During interventions business and visitor studies were undertaken in both areas and after the completion of the three interventions a final census was undertaken. The aim was to compare the control with the case study through rateable values, occupancy, footfall and a business survey encompassing all three interventions.

3.5 Summary

Within retail there is a constant state of flux, with multiple factors impacting on the performance of a retail environment (Turner et al., 2011), therefore qualitative and quantitative data was collected to show actual and perceived behaviour change. The interventions were undertaken within the case study during similar time periods and through the establishment of relationships and attendance of meetings businesses and governances actions in undertaking these interventions were studied. A control was investigated alongside the case study to determine whether impacts measured were due to the intervention. The following chapter contains a review of secondary high streets across the UK to establish the factors responsible for their failings followed by an analysis of the chosen case study.

Chapter 4 Review of secondary high streets across the UK & case study analysis

A study of UK city centres was conducted to identify case studies of struggling secondary streets and analyse their characteristics. Furthermore this study demonstrates the range of reasons for declining retail streets, which aimed to compare and validate the selected case study. There is currently no conclusive database concerning the state of secondary retail centres across the UK; however there are retail reports/studies commissioned by City Councils to assist in their local plans, which were reviewed.

London was not considered due to its scale and numerous city centre locations, whereby 66% of inhabitants reside within a five minute walk of a high street (Machado et al., 2013). Consultancy group Javelin produce annual reports ranking retail venues across the UK by combining a retailer scoring matrix with the venue's area definition. The rankings are in themselves inconsequential for this study but the table²⁰ provides examples of similar city centre regions that can be investigated. Due to the conflicting methods of assessment for retail areas a large variety of search terms, which were all preceded by the name of the city, were compiled from a review of consultancy retail literature and included: diversity of retail use, proposed city centre primary shopping area, retail capacity study, retail needs study, retail health check, city retail plan, core strategy proposed option, primary retail areas survey, footfall and vacancies monitor and diversity of use and vacancies plan. A few studies were conducted by the City Councils whilst the majority were undertaken by consultants on their behalf. These studies varied from those that solely considered the city centre, to city wide and regional analysis. It was found that a number of reports were based on studies before 2010 (Cheltenham Borough Council, 2006; Colliers, 2003; Exeter City Council, 2008) which were discounted to limit the effect of the economic collapse in 2008, as reports from before or directly after would be distorted in comparison to more recent reports. Predominantly studies measured the success of an area by the level of vacancies or footfall. These factors are not the only considerations for whether an area is failing, but are good indicators and further reading of reports and local newspaper articles was undertaken to confirm the state of each case study.

²⁰ The table ranks the case study for the research (Southampton) as 23rd (2015).

The research found 24 case studies of struggling city centre secondary streets across the UK (Figure 4.1) with many reports noting that the majority of vacant units in city centres were of limited size and situated in secondary locations (Duffy, 2015; Ellis, 2015; Shepherd, 2013).

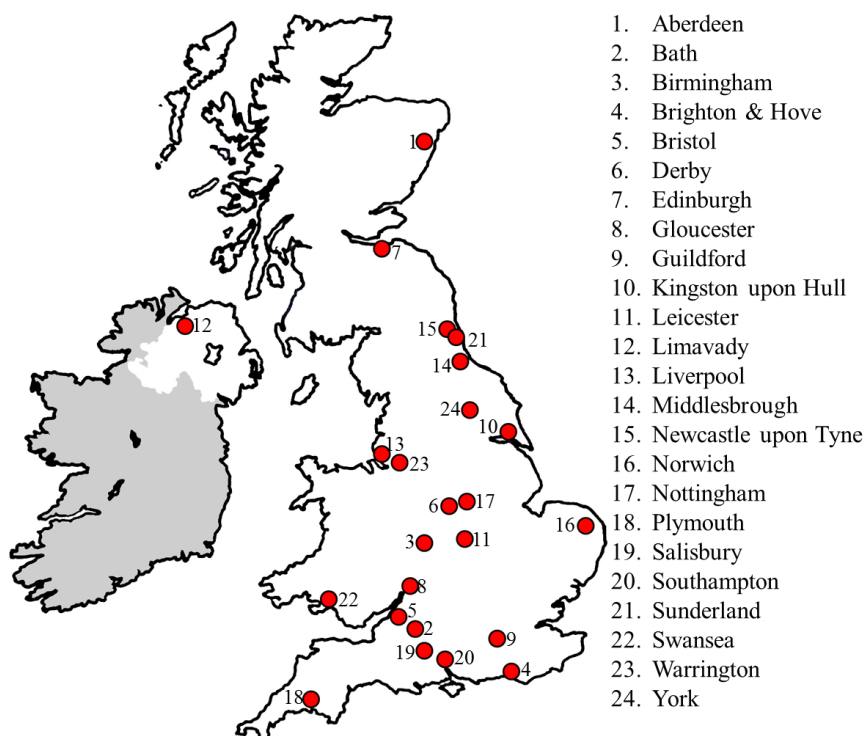


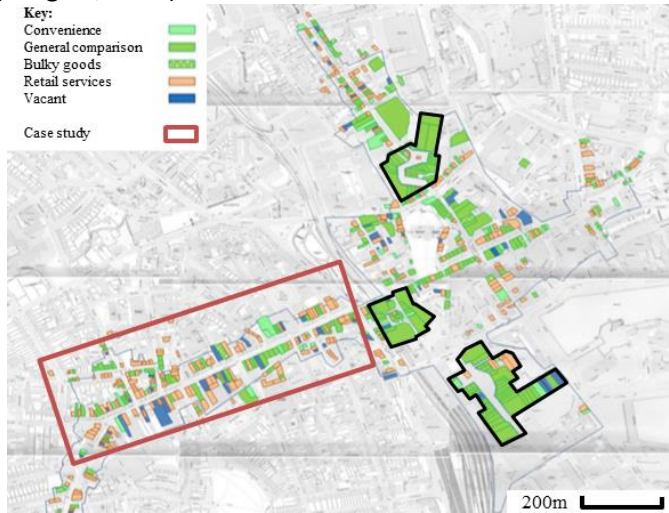

Figure 4.1: Map of struggling secondary retail street case studies in UK city centres.


The following (Table 4.1) describes the individual case studies and the reason for their failings. It is important to note that all cases were identified as having needs for improvements to encourage occupancy or footfall. Where possible, visuals have been provided to illustrate such. Information has also been included on each city's population, size and demographic²¹ to demonstrate the range of areas affected.


Table 4.1: Reasons for struggling secondary retail streets in UK city centres.

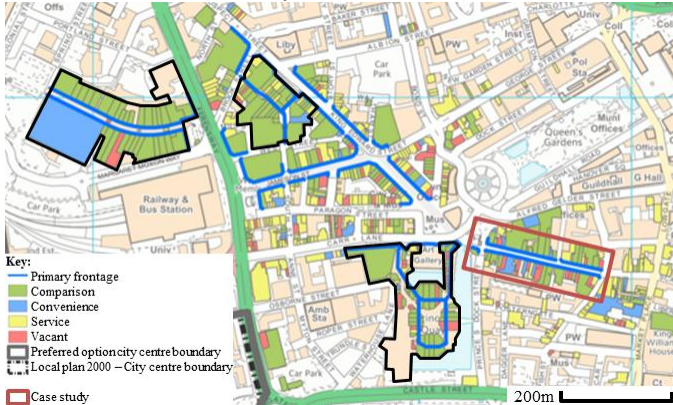
City	Street	Case	Cause
1. Aberdeen Known as the 'granite city' it is a Scottish seaport which is a centre for processing North Sea oil and gas. Area: 56km ² Pop: 222,793 15% employed in retail 46%	Union Street west	The area is located to the west of the city centre's north-south axis. Historically the city focused on the high street's east to west axis (Union Street) but the retail centre has shifted due to the recent (2009) opening of a north-east inner-city shopping centre (Union Square), creating a north to south axis with two more shopping centres in the south-east of the city. There is a concentration of vacancies in the area (Figure 4.2) which has an average daily pedestrian footfall of 6,000 as opposed to 22,000 on the eastern section and 48,000-54,000 in the north and south shopping centre sections	Recentering of the retail core

²¹ All city statistics are for the areas as defined by the Office for National Statistics with data from 2011 Census Data (ONS 2011) and the corresponding Scotland Census (2016) and Northern Ireland Neighbourhood Information Service (2016).

City	Street	Case	Cause
households with no deprivation		<p>(Hargest, 2013).</p>  <p>Figure 4.2: Retail goods and retail service units in Aberdeen city centre (Hargest, 2013).</p>	
<p>2. Bath A World Heritage city in South West England renowned for its Roman baths and architectural remains.</p> <p>Area: 29km² Pop: 88,559 14% employed in retail 50% households with no deprivation</p>	Union Street	<p>The case study is within the northern section of the core retail area and has become isolated from the regenerated southern section of the city (GVA 2014). Historically the city relied on a strong north to south axis until the recent (2009) redevelopment to the southern core (Southgate) recentred the city centre and has resulted in a large rise (40%) in vacant units (Figure 4.3) (Crawley, 2017; GVA, 2014).</p>  <p>Figure 4.3: Vacant units in Union Street Bath (Google Maps, 2016c).</p>	Recentring of the retail core
<p>3. Birmingham An industrial city in central England, it is the second-largest city in the UK after London.</p> <p>Area: 268km² Pop: 1,073,045 16% employed in retail 34% households with no deprivation</p>	Corporation Street	<p>A historic shopping street that traditionally contained high value retail uses but has become predominantly low value, with small businesses with an increasing level of vacant units. Longer term vacancies have been present at the entrance to a failing shopping centre (Martineau Place) which has seen footfall rates fall since the opening of a larger more modern shopping centre (The Bullring) in 2003 (Birmingham City Council, 2013). The new shopping centre impacted on the retail hierarchy, with numerous businesses relocating, emphasising the recentring of the city centre. This has created a clear distinction in retail areas within the city in terms of footfall, streetscape quality and vacancies (Birmingham City Council, 2013).</p>	Recentring of the retail core
<p>4. Brighton & Hove A coastal resort</p>	Preston Street	<p>The area is on the western edge of the city centre and has limited character compared to other secondary sectors such as the Lanes and North Laine (Figure 4.4).</p>	Poor pedestrian environment

City	Street	Case	Cause
<p>on the south coast of England, known for its diverse community and cultural offering.</p> <p>Area: 83km² Pop: 273,369 14% employed in retail 43% households with no deprivation</p>		<p>Brighton is a city where secondary retail has flourished alongside primary retail, with much of the centre pedestrianised, either permanently or temporarily. The case study on the other hand does not give priority to pedestrians and lacks character leading it to have the highest level (17.4%) of vacant units in the city centre (Brilliant Brighton, 2012).</p> 	
<p>Figure 4.4: Preston Street (left) compared to The Lanes (right) without temporary pedestrian priority (Google Maps, 2016d).</p>			
<p>5. Bristol</p> <p>An industrial port city in south west England located on the River Avon with a community currency, the Bristol pound.</p> <p>Area: 110km² Pop: 482,234 15% employed in retail 42% households with no deprivation</p>	Union Street	<p>Located to the west of the shopping centre & pedestrianized high street, it is relatively isolated and has been affected by a lack of investment. This is highlighted by the poor quality of the pedestrian environment which has resulted in the region suffering from high vacancy rates (Bristol City Council, 2013). Alongside this, the retail areas outside the primary shopping quarter (Stokes Croft & Old Market) have even higher vacancies (Bristol City Council, 2013). Currently plans are being formed to pedestrianise the case study to improve connectivity and access (Bristol City Council, 2015).</p>	Lack of connectivity & poor pedestrian environment
<p>6. Derby</p> <p>A city in central England which is a centre for advanced transport manufacturing.</p> <p>Area: 78km² Pop: 248,752 16% employed in retail 41% households with no deprivation</p>	East Street	<p>Situated within the traditional retail core the sector provides linkages to the high street, indoor shopping centre and a key leisure destination (Riverlights, St Peters Street & Intu Derby respectively). It has been severely affected by recent changes to the retail market and economy, resulting in a decline in activity and a large rise in vacancies (Derby City Council, 2013). As a result the City Council are planning to regenerate the area and make public realm improvement for its junction with the high street. Relaxations to letting regulations will be passed to allow for a range of units as opposed to purely retail alongside improvements to the connection between primary and secondary retail (Derby City Council, 2014).</p>	Lack of connectivity
<p>7. Edinburgh</p> <p>The capital of Scotland and is the UK's second most popular tourist destination after London.</p> <p>Area: 263km²</p>	Shandwick Place	<p>Sited on the western periphery of the city centre retail core, on the opposite edge to the station and shopping centre. It is connected to the primary centre through a very congested vehicular junction (Figure 4.5) which separates the area from the rest of the city centre, with many visitors thinking the junction marks the centre's end (Edinburgh City Council, 2012). The street witnessed</p>	Lack of connectivity

City	Street	Case	Cause
<p>Pop: 476,625 12% employed in retail 47% households with no deprivation</p>		<p>a dramatic decline since the economic collapse, with a considerable rise in levels of vacancies (Mercer, 2014b).</p>  <p>Figure 4.5: The vehicular junction between Shandwick Place (to the left in the background) and the rest of Edinburgh city centre (Google Maps, 2016e).</p> <p>As a result of the lack of footfall the area was reclassified as a secondary retail frontage. Being considered a primary frontage was deemed too restrictive as the area needed to incorporate a more flexible approach, to provide a mix of uses as opposed to solely retail (Turley, 2014). In recent times the area has begun to improve with the development of a tram network helping connect the street with a mix of uses occupying the previously vacant units (Connell, 2015).</p>	
<p>8. Gloucester A seaport on the Severn River in the south west of England with a substantial financial and business sector.</p> <p>Area: 41km² Pop: 121,688 17% employed in retail 44% households with no deprivation</p>	Kings Square	<p>Located to the north of the high street, which spans east to west with shopping centres (Kingswalk & Northgate) at either end. These emphasise the east to west axis and reduce north to south pedestrian movement. Vacant units exist predominantly at the peripheral secondary sectors, in particular the case study, which has been in decline for a number of years (DPDS Ltd, 2011; Ellis, 2015). The linkages between the sector and the primary retail area are considered the integral reason for the downturn, with work being conducted to improve connections to the north-east sector. Alongside this the redevelopment will further encourage footfall by creating a mixed-use region to cater for a variety of uses (Ellis, 2015; Wilkinson, 2014).</p>	Lack of connectivity
<p>9. Guildford A large southern town located on the south western edge of the Greater London Area.</p> <p>Area: 271km² Pop: 137,183 14% employed in retail 50% households with no deprivation</p>	Wood-bridge Road	<p>Situated to the north of the centre, it has become isolated with high levels of vacancies, as retail has become focused on the east to west axis. The deterioration of the case study has negatively affected the smaller scale narrow pedestrianized streets (Angle Gate, Market Street & Jeffries Passage) connecting it to the High Street, which as a result have seen reductions in footfall and a high increase (35%) in vacancies (Duffy, 2015). Currently plans are being produced to redevelop the northern retail area in an attempt to enhance and signpost connections to the primary retail area (Guildford Borough Council, 2015).</p>	Change in pre-dominant retail axis
<p>10. Kingston-upon-Hull A major fishing</p>	White-friargate	<p>Located to the east of the city centre it was previously considered part of the primary retail sector until the</p>	Recentring of the retail

City	Street	Case	Cause
<p>centre in the late 19th century and became a major port with the opening of the Queen Elizabeth Dock in 1969.</p> <p>Area: 71km² Pop: 256,406 18% employed in retail 34% households with no deprivation</p>		<p>development of a shopping centre (St Stephens, opened in 2007) recentred the retail core (Duffy, 2014). Since it's opening, footfall to the mall has increased. However, other regions have seen a corresponding drop in footfall, alongside large increases in vacancies. The case study in particular has a significant (27%) concentration of vacancies (Figure 4.6) with retailers and visitors favouring the new centre (Hull City Council, 2015).</p>  <p>Figure 4.6: Proposed primary frontages and vacancies in Hull city centre (Hull City Council, 2015).</p>	core

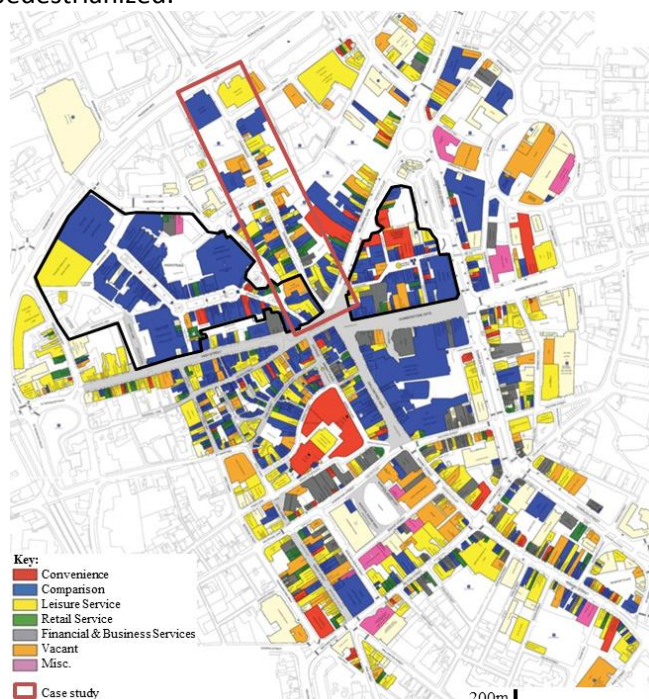
Sited to the northern edge of the city centre where there are reduced levels of pedestrian movement compared to primary areas. It has a high level (23%) of vacant units (Figure 4.7), while other vacancies are situated within the northern and southern peripheries of the city centre (WYG, 2015). This indicates either that the retail core is too large to be sustained or there is limited connectivity from the primary areas. It should also be noted that the areas exhibiting higher levels of vacancies are not pedestrianized.

11. Leicester

An English city in the East Midlands with an economy focused on engineering and textile production.

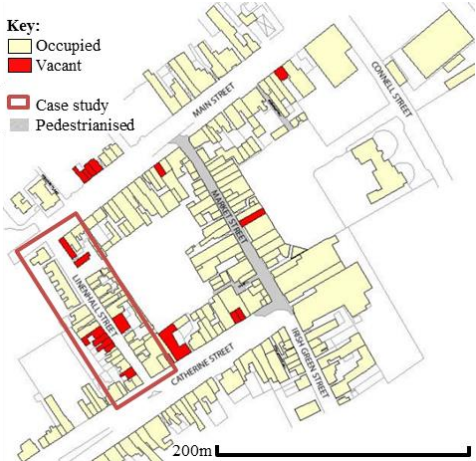
Area: 73km²
Pop: 329,839
19% employed in retail
33% households with no deprivation


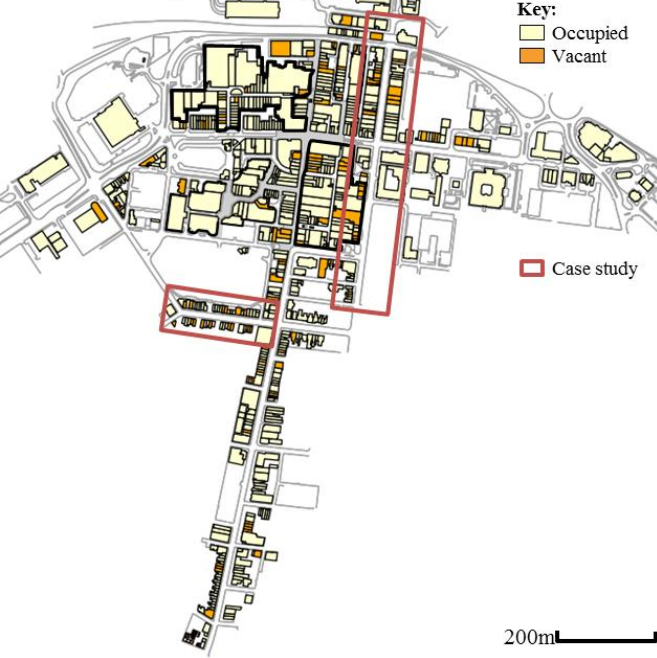
Church Gate



Lack of connectivity & poor pedestrian environment

Figure 4.7: Leicester city centre 204 diversity of use and vacancies plan (WYG, 2015).

City	Street	Case	Cause
<p>12. Limavady</p> <p>A northern town in Northern Ireland which has rapidly grown during the past fifty years from considerable industrial development.</p> <p>Area: 80km² Pop: 12,495 16% employed in retail 32% households with no deprivation</p>	Linehall Street	<p>Positioned to the western end of the city centre, connecting two retail streets, which are also connected by a central pedestrianized shopping street (Figure 4.8). The central street contains far less vacant units, 2% opposed to 33%, whilst the northern and southern streets also exhibit low levels of vacancy (Limavady Borough Council, 2011). This concentration of vacancies demonstrates how the poor pedestrian environment compared to the central street has isolated the area from the retail core.</p>  <p>Key: Occupied Vacant Case study Pedestrianised</p>	Poor pedestrian environment
<p>13. Liverpool</p> <p>The north west city was a global port during the Industrial Revolution which went into steep decline from the mid-1970s and the city has since focused on extensive regeneration.</p> <p>Area: 112km² Pop: 466,415 15% employed in retail 33% households with no deprivation</p>	Lime Street	<p>Located on the north-east edge of the city centre with a major train station at its northern point. There are two shopping centres in close proximity, one of which is directly opposite the station whilst the other is to the west of the case study connecting it to the high street (Figure 4.9). The former (St Johns) operates as an effective connection between the city centre and the train station with limited vacancies whilst the latter (Clayton Square) has high (38%) vacancies and is failing to act as a destination to draw visitors from the train station and to connect the case study with the city centre (Anderson, 2014). The sector has a number of vacancies (25%) with plans being developed for a £35 million regeneration scheme. This would create a mixed-use development, turning the area from a thoroughfare into a destination (Thomas, 2015).</p>	Poor connection due to failing secondary shopping centre

City	Street	Case	Cause
		 <p>Figure 4.9: Diversity of retail uses in Liverpool city centre (Anderson, 2014).</p>	
<p>14. Middlesbrough</p> <p>A large industrial town in North East England on the bank of the River Tees.</p> <p>Area: 54km² Pop: 138,412 17% employed in retail 35% households with no deprivation</p>	<p>Albert Road & Borough Road west</p>	 <p>Figure 4.10: Plan of vacancies in Middlesbrough's retail core (Shepherd, 2013).</p>	<p>Lack of connectivity & Limited size of retail units</p>
<p>15. Newcastle upon Tyne</p> <p>A city in North East England was a leading centre of</p>	<p>Pilgrim Street east</p>	<p>On the south easterly edge of the city core, it was historically the main thoroughfare to the Quayside and the primary retail location for the city. The establishment of an alternate route (Dean Street) to the Quayside lead the area into a decline with the majority of visitors using</p>	<p>Lack of connectivity & poor pedestrian</p>





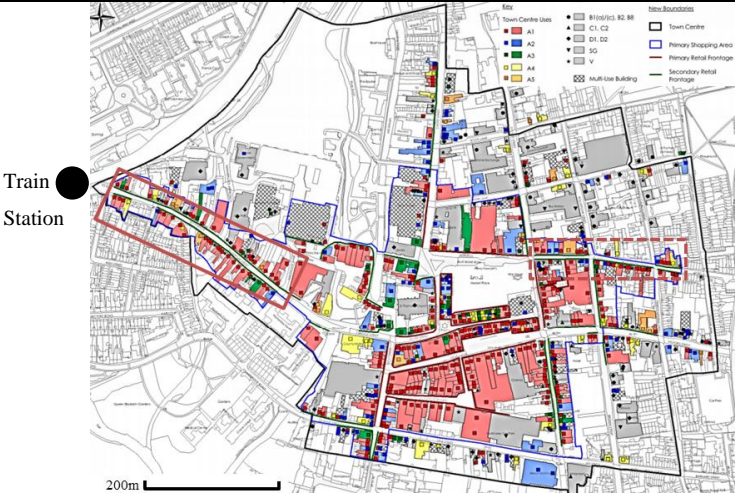

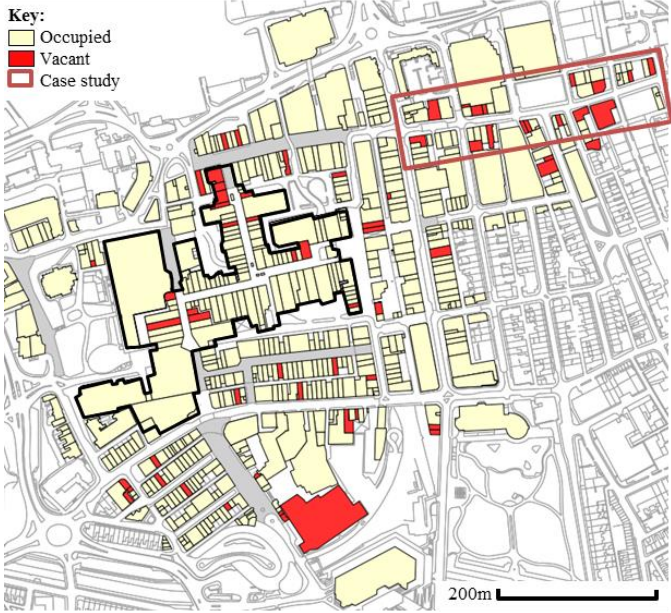
City	Street	Case	Cause
<p>shipbuilding and mining in the Industrial age which has been replaced by the service industry.</p> <p>Area: 113km² Pop: 280,177 15% employed in retail 41% households with no deprivation</p>		<p>the new access route (Henderson, 2015). The area whilst being poorly maintained also suffers from a lack of connectivity and accessibility. Pedestrian priority is provided through walkways and subways however their poor quality, usability and perceived safety have disconnected the area even further (Newcastle City Council, 2009, 2013). It is for these reasons that it exhibits the lowest levels of economic activity and footfall in the city centre resulting in increasing vacancies (Newcastle City Council, 2013).</p> <p>The City Council are preparing to develop a new £800m shopping centre in order to improve the area. It is believed that as the city is the regional capital it will be able to absorb additional retail units without impacting on existing retail sectors. However it is unknown whether the new development will lead to a shift in focus and create vacancies in the north west of the city, the opposite side to the planned shopping centre, with a number of retailers raising concerns (Pearson, 2014).</p>	environment
<p>16. Norwich A city in East England whose economy was focused on the shoemaking industry which transitioned in the 1980s to a service-based economy with a growth in financial services.</p> <p>Area: 39km² Pop: 132,512 17% employed in retail 42% households with no deprivation</p>	Castle Meadow	<p>Sited to the eastern edge of the city, it faces on to Norwich's principal museum and gallery (Norwich Castle Museum & Art Gallery) (Figure 4.11). It is supposed to act as a pedestrian entrance alongside connecting the primary retail and culture offerings of the city centre. The area has a comparatively high vacancy rate (20%) with a number of units being unoccupied for over a decade. The reason for its failings is supposedly its dated appearance and plans are being made to refurbish and enhance retail premises. This public realm however had previously been renovated without the desired effect, therefore plans are being made to relax planning regulations to allow for mixed usages (Norwich City Council, 2014).</p> 	Dated aesthetic
<p>17. Nottingham A city in central England whose major industry was cycle manufacturing and is now known as a</p>	Huntingdon Street	<p>Within Nottingham there are four cases of failing secondary streets, with the case study witnessing the greatest increase in vacancies. This is due to low levels of footfall caused by its peripheral location and lack of easy/pedestrian friendly access to the shopping centre (Victoria Centre) (Nottingham City Council, 2015). This has resulted in a large reduction in footfall that has</p>	Lack of permeability & connectivity

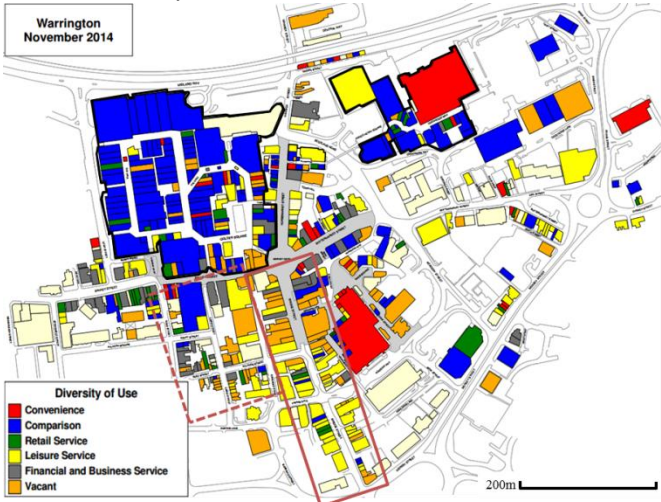
Figure 4.11: Castle Meadow opposite Norwich Castle Museum (right) & Art Gallery (Google Maps, 2016f).

City	Street	Case	Cause
<p>tourist destination due to its links with the Robin Hood legend.</p> <p>Area: 75km² Pop: 305,680 18% employed in retail 34% households with no deprivation</p>		<p>resulted in high levels of vacancies (Figure 4.12). Alongside this there are high levels of vacancies in the north, south and west secondary retail streets (Mansfield Road, Carrington Street & Derby Road respectively) which are all located on the periphery of the centre indicating that the retail core is either not fully connected or too expansive in its current form (Nottingham City Council, 2015).</p> 	
<p>Figure 4.12: Nottingham city centre vacancies (Nottingham City Council, 2015).</p>			
<p>18. Plymouth</p> <p>A sea port in the south west of England with the largest operational naval base in Western Europe.</p> <p>Area: 80km² Pop: 256,384 16% employed in retail 40% households with no deprivation</p>	<p>Market Avenue</p>	<p>Positioned to the south-westerly edge of the city centre, it is considered a key entrance to the city with a large multi-storey car park on its western edge (Figure 4.13). It is predominantly a thoroughfare for vehicular traffic with little attention given to the public realm resulting in low levels of footfall and high levels of vacancies (32%). Plans are being produced to introduce a landmark at the south corner of the area to enhance the public realm and strengthen the connection with the city centre (Plymouth City Council, 2014).</p> 	<p>Poor pedestrian environment</p> <p>lack of connectivity & recentering of the retail core</p>
<p>Figure 4.13: Distribution of vacant (red) units in Plymouth City centre (Plymouth City Council, 2014).</p>			
<p>Alongside this, it must be noted that the distribution of</p>			

City	Street	Case	Cause
		<p>vacant units is heavily weighted towards the western half of the city centre, with 20% as opposed to 9% (Figure 4.13). If one considers the two streets that run from east to west there is a considerable shift in retail typology from national to independent. Vacancies also differ, with one particular street (Cornwall Street, see Figure 4.13) having 18% of units vacant on the western edge and 9% on the eastern edge. This specific area is similar to the case study in that its environment is of a lower quality and hindered by the lack of north to south access with a closed multi-storey car park blocking northbound movement (Plymouth City Council, 2014).</p> <p>The pedestrian flow hierarchy (Figure 4.14) shows that there is a considerable difference in the eastern and western sides of the retail core. The greatest level of footfall is situated at the shopping centre (Drake Circus) which shows how the development of the mall (opened in 2006) has led to a recentering of the city centre (Plymouth City Council, 2014).</p>  <p>Figure 4.14: Pedestrian flow hierarchy in Plymouth City centre, where the darker shading represents higher observed pedestrian flow (Plymouth City Council, 2014).</p>	
19. Salisbury A cathedral city in south west England whose local economy is propped up by tourism for the nearby Stonehenge.	Fisherton Street	<p>Sited on the western periphery of the city centre, it provides a connection from the train station to the retail core (Figure 4.15) but has the lowest level of footfall and highest percentage of vacancies within the centre (GVA, 2011). Alongside this an additional secondary retail area (Winchester Street) on the eastern periphery (Figure 4.15) also has high levels of vacancies. These secondary areas have significantly lower quality streetscapes compared to the primary regions (GVA, 2011). The City Council are currently planning to develop the case study's environment improving legibility and accessibility.</p>	Poor pedestrian environment
Area: 19km ² Pop: 41,682 17% employed in retail 48% households with no deprivation			

City	Street	Case	Cause
			
<p>Figure 4.15: Overview map showing 2014 vacant properties in Salisbury city centre (GVA, 2015).</p> <p>It should be noted that the City Council give special consideration to these secondary regions, claiming they add character to the retail offering. As a result they are limiting any non-retail development in the area to ensure it remains part of the retail core (Wiltshire Council, 2011). This is contrary to many other cities that encourage mixed-use developments in struggling secondary streets.</p>			
<p>20. Southampton City on the south coast of England with a major port which is the largest freight port on the Channel Coast and is a predominant passenger port.</p> <p>Area: 50km² Pop: 236,882 17% employed in retail 40% households with no deprivation</p>	East Street	<p>The case study is located to the south east of the retail core, it was historically the centre of the city but is now a secondary street for SMEs with a high level of vacancies (Harris, 2015). The city had a new shopping centre (West Quay, opened in 2002) which brought additional visitors to the centre but also isolated peripheral secondary sectors (Lowe, 2007). The area is architecturally and aesthetically unappealing with low quality narrow pavements reducing visitor appeal (Figure 4.16). The recent closure of two shopping centres (East Street & Bargate shopping centre) has further isolated the area from the retail core and nearby housing estates reducing footfall and occupancy, with vacancies recorded at 60% (Feria Urbanism, 2015; Southampton City Council, 2015).</p> 	<p>Recentring of the retail core from a new shopping centre,</p> <p>Poor pedestrian environment & poor connections due to failing secondary shopping centre</p>
<p>21. Sunderland</p>	High Street	<p>A gateway into the city centre linking the retail core with the eastern populace and University campus. There is a</p>	<p>Poor pedestrian &</p>

City	Street	Case	Cause
<p>A sea port in the north east of England which has recently become as a car manufacturing centre.</p> <p>Area: 57km² Pop: 174,286 16% employed in retail 34% households with no deprivation</p>	west	<p>high percentage (36%) of vacant units within the sector (Figure 4.17) whilst the rest of the secondary streets have comparatively few (Phil Barrett, 2009; Roger Tym & Partners, 2009). Upgrades are being planned for the region to improve the pedestrian and built environment, to encourage enhanced movement and connectivity for the area (Sunderland City Council, 2015).</p> 	built environment
<p>22. City & County of Swansea</p> <p>A coastal city in south Wales had a major copper industry in the industrial era being known as 'copperopolis'.</p> <p>Area: 380km² Pop: 239,023 17% employed in retail 39% households with no deprivation</p>	High Street	<p>The historic north-south link in the retail core, which has become less important over time as 1970's southern-based developments (Oxford Street & the Quadrant) recentred the retail core. As a consequence of the changing centre of gravity the area has become secondary and currently has a high number of vacant units from a lack of footfall (City Council of Swansea, 2016).</p>	Recentring of the retail core
<p>23. Warrington</p> <p>A large industrial north west town in England where industry switched from heavy steel industry to light industry, distribution and technology.</p>	Bridge Street	<p>The area is the main route into the city centre from the south, but its streetscape quality differs greatly from the recently extended north-west shopping centre (Golden Square). The extension of the mall in 2007 was found to increase southern secondary street vacancies due to it recentring the retail core (WYG 2015). The case study still suffers from high vacancies (23%), while there is also a concentration of vacant units (Figure 4.18) on a number of connected tertiary streets (Suez Street [36%], Ryland Street [39%] & Cairo Street [46%]) which have not been well maintained, reducing the environmental quality of</p>	Recentring of the retail core & poor pedestrian environment

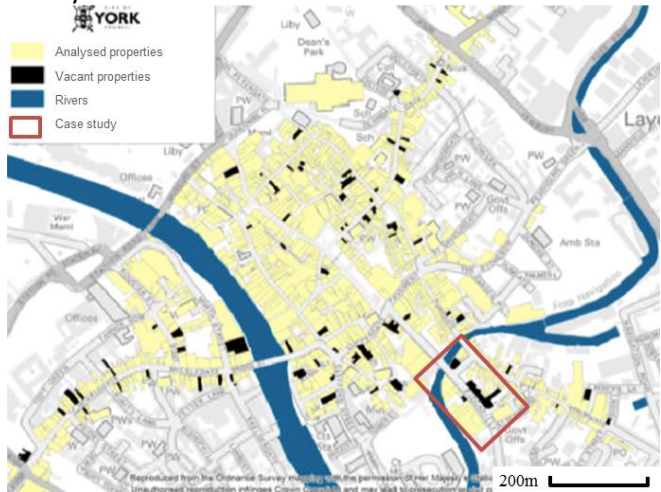
City	Street	Case	Cause
Area: 45km ² Pop: 107,723 19% employed in retail 43% households with no deprivation		the area even further (WYG 2015). A mixed-use development is being planned to regenerate and promote activity in the area (WYG 2015).	
			
Figure 4.18: Warrington city centre diversity of use and vacancies (orange) plan (WYG 2015).			

Positioned to the south of the city centre, the area is considered as a gateway connecting the southern residence with the retail core. The quality of the environment is perceived to be of a poor standard by the public (Deloitte, 2013) and has the largest percentage of vacancies (WYG, 2014). It is worth noting that the edges of the city have considerably more vacancies than the central primary areas (Figure 4.19). Illustrating that the secondary streets, which are supposed to act as gateways, are not functioning or fully connected with the primary zone.

24. York
A historic city in north east England whose economy shifted from railway-related industries to the service industry.

Area: 272km²
Pop: 198,051
16% employed in retail
50% households with no deprivation

Southern
Piccadilly



Poor
pedestrian
environment
&
lack of
connectivity

Figure 4.19: Vacant units (black) in York city centre (Deloitte, 2013).

The most common reason (12 of 24 cases) for a secondary street failing was due to a lack of connectivity, with two examples being disconnected because of a failing shopping centre (Anderson, 2014; Southampton City Council, 2015). Alongside this, a poor pedestrian environment and the recentering of the retail core were common causes (11 & 8 cases respectively) while

other reasons included a change in predominant retail axis, a lack of permeability, dated aesthetic and a poor built environment. A number of cases including Newcastle, Bath, Southampton and Birmingham were historically prime retail locations (Birmingham City Council, 2013; FERIA Urbanism, 2015; GVA, 2014; Henderson, 2015) whilst cases in York, Sunderland and Plymouth were classified as gateway streets (Plymouth City Council, 2014; Sunderland City Council, 2015; WYG, 2014). These cases illustrate the importance of secondary streets, be it for their historical merit or for acting as an entrance to the city. It is interesting to note that many of these city centres are considered to be in good health or stable according to consultancy rankings, including Javelin's Venuescore (2015) and Colliers International Town Performance Matrix (2012). This further highlights the issues when considering the city centre as a whole rather than its constituent parts.

The study reveals that renovation work is being planned to regenerate secondary regions in cities across the UK. These range from large scale projects, introducing new destinations such as a shopping centres, flats, leisure facilities and a tram network (Connell, 2015; Pearson, 2014; Thomas, 2015), to connectivity improvements, including pedestrianisation and public realm enhancements at key junctions (Bristol City Council, 2015; Derby City Council, 2014). Many cities are considering relaxing planning regulations to allow for a mixed-use approach in these sectors to meet modern consumer demands (Connell, 2015; Thomas, 2015; WYG 2015; Wilkinson, 2014) understanding that retail areas, including secondary streets, need to offer a leisure experience. Wiltshire City Council however is taking an alternate approach by restricting mixed-uses to make sure their secondary sectors maintain their historical characteristics by remaining part of the retail circuit (2011).

In Bristol and Hull recent development of large, modern, premier shopping centres (Cabot Circus in 2008 & St Stephen's in 2007) have recentred the focus of retail in the city centre away from older centres (The Galleries and Princes Quay, both of which opened in 1991). These centres however are less than 30 years old yet their lack of connectivity with the re-focused mall has resulted in reduced footfall and a rise in vacancies (Bristol City Council, 2013; Hull City Council, 2015). Established shopping centres, such as those in Birmingham & Leicester (The Pavilions & Haymarket opened in 1988 & 1973 respectively), struggle from structural and aesthetic restrictions due to their age which are highlighted by comparison to modern developments (The Bull Ring & Highcross, opened in 2003 & 2008 respectively). Following refurbishment and renovation these older areas still struggle to attract required footfall and have high vacancies as a result (Birmingham City Council, 2013).

The remainder of this study focuses on secondary streets as opposed to secondary shopping centres but the current state of these developments expresses how in retail areas (spaces that are ever developing and adapting) short-term smaller scale interventions are less risky. It is unknown whether large redevelopment plans; like those being planned in Newcastle and Liverpool (£800m shopping centre and £35m mixed-use scheme) can absorb the additional retail or re-focus the core and create more vacancies. Local governance cannot be expected to undertake such considerable risk within a sector that is expected to shrink (British Retail Consortium, 2016a). Added to this, bottom-up approaches involving retailers, visitors and city officials allow for more adaptability and consideration of the parties involved. This study has shown that Southampton (case 20 in Table 4.1) is a viable case study as it was confirmed to exhibit many of the problems facing secondary retail across the UK.

4.1 Case Study Analysis

The case study for this project is East Street (7 in Figure 4.20), a secondary retail street situated to the south east of Southampton's city centre. This historically significant retail street exhibits many of the factors affecting UK secondary streets as discussed previously. It has limited connectivity with the retail core and city as a whole due to the closure of two shopping centres (Bargate Centre & East Street Centre (9 & 10 in Figure 4.20)). It also has been impacted by a recentering of the retail core away from the secondary region due to the opening of a large primary shopping centre (West Quay (1 in Figure 4.20) in 2000) to the west of the high street (Above Bar Street South (2 in Figure 4.20)). The city centre has a clear divide in primary and secondary retail sectors, clearly expressed by the levels of footfall and occupancy²² in Figure 4.20.

²² 2013 pedestrian flow counts were undertaken at various locations within the city centre by Pedestrian Market Research Service (PMRS) for Southampton City Council. These were supplied through personal communications with SCC urban planning department and occupancies were recorded through observational studies undertaken over a number of days in February 2015 by the researcher.

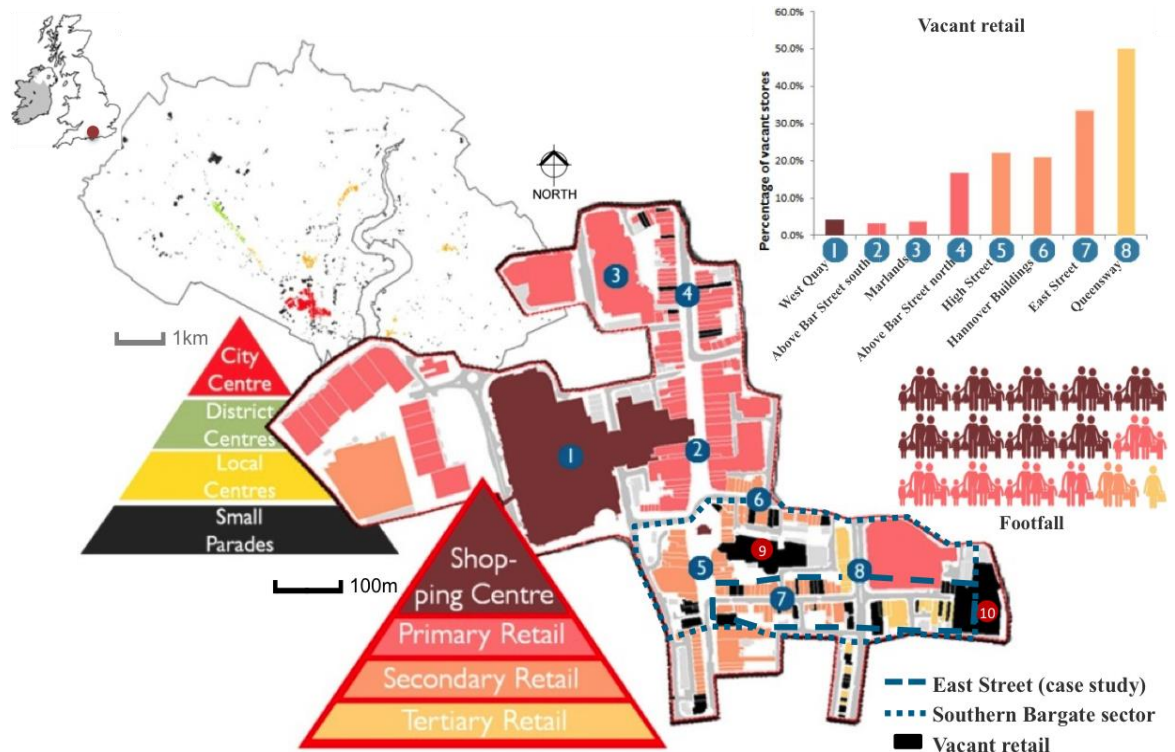


Figure 4.20: Location of case study in Southampton city centre with corresponding typologies, vacancies and footfall²², where the numbers relate to retail areas referenced in the text.

4.1.1 Southampton

Southampton is a city on the south coast of England with an active passenger port (docking 350 cruise ships and over a million passengers a years) and the largest freight port on the Channel Coast, handling 42 million tonnes of cargo annually (Harris, 2015). Southampton is being considered in this study, as whilst relatively small and heavily influenced by its maritime history, it shares many elemental characteristics with other cities (Hallsworth and Orchard, 2009). Thus findings from this research have the potential for national significance. Chief among these common city characteristics is a comparatively significant residential population around the core retailing area, whereby the area is dual purpose, acting as both a regional and local district shopping centre. The core district, the Bargate Ward, has a population of 18,762 (ONS 2011), which is significantly greater than any other ward (Figure 4.21).

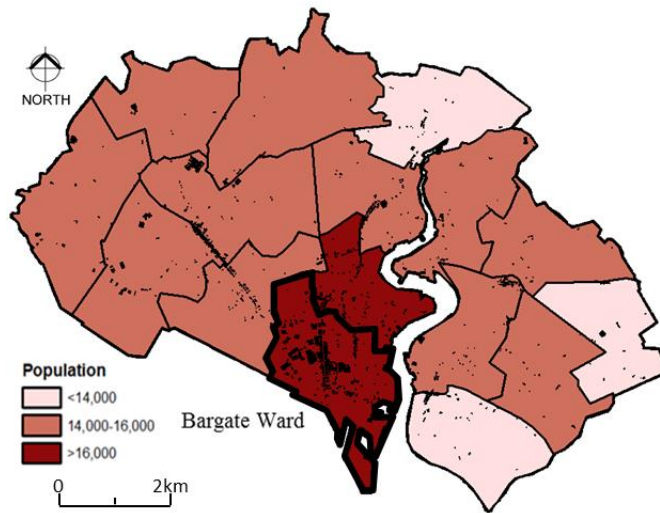


Figure 4.21: Map of population (ONS 2011) within each Ward of Southampton, with retail units overlaid.

Southampton lacks the glamour and glitz and violence and vice that seem necessary before a city can aspire to paradigmatic status (Pinch, 2002)

Southampton has been considered by many to be lacking a positive urban identity or energy (Nijman, 2000). This is in part due to a middle class bias, as Southampton was historically a working-class port. Added to this there is a lack of architectural heritage in the city, which is due to it suffering substantial bombings during the Second World War, with many historical buildings hastily replaced with inferior post-war reconstruction (Hatherley, 2010; Lowe, 2007). The Bargate Ward suffered the most extensive destruction as it was known to be a social magnet of a large, widespread community and a significant contributor to the city's revenue. Since the bombings there has always been debate concerning the sector, where it was thought that rehabilitating the primary shopping area was essential (Hasegawa, 1989).

The city centre, following post-war reconstruction, was linear in nature with the main retail district in the 1970s spanning 800 metres from north to south (Husain, 1981). The urban core reflected an American dumb-bell retail form with 2 department stores to the north of the Civic Centre and one to the south, by which shoppers would travel by secondary streets in order to visit all three outlets. By the early 1990s the city was facing competition from out-of-town schemes and competing cities (Portsmouth, 20 miles east, Bournemouth, 33 miles west and Winchester, 13 miles north) and to remain economically viable the Council deemed it necessary to redevelop the retail core (Hallsworth and Orchard, 2009). This competition was highlighted by the 1998 large out-of-town retail development in Hedge End, 5 miles out of Southampton. This pro-development and pro-car ideology was dominant throughout the eighties and nineties with numerous regional centres threatening established city centre retail areas (Guy, 1994). Southampton received pressure from its main retailer in the city centre (John Lewis Partnership

(JLP) trading as Tyrell and Green) to make the retail core more attractive to still attract visitors from across the region who may favour the accessibility and free parking afforded by out-of-town centres (Lowe, 2005a).

As a result of these pressures Southampton was one of the first UK cities to begin a city-centre retail-led regeneration scheme. This established a transformation from the commonly used out-of-town developments to inner city renewal, with the emphasis on developing places (Lowe, 2007). The City Council decided to reassign the Esplanade site (adjacent to the high street) exclusively for retail, which was assisted by Pirelli (cable and wire manufacturers) leaving an adjacent site. Pirelli had been tenants on the site since 1913, where they had expanded greatly during the interwar period, but were in the process of downsizing. Their departure left city planners with a 35 acre site to redevelop. In order to accelerate development the project was undertaken in phases with the first being the development of West Quay retail park (Figure 4.22). This tested whether retail developments would attract visitors to the city centre and provided infrastructure and finances for phase two; the development of a new regional shopping centre, West Quay (Lowe, 2005a). The centre developed relatively quickly, opening in September 2000 and revolutionizing a sloping site constricted by the Rivers Itchen and Test. At the time of its opening it was the largest of its type in the UK at 74,500 m² before Basingstoke's Festival Place (92,903m²) in October 2002 and then Birmingham's Bullring (115,200m²) in September 2003. Currently the largest urban city shopping centre is Westfield Stratford City, in Stratford London, which opened in September 2011 and has a retail floor area of 177,030m², one of the largest in Europe (Smithers, 2011).

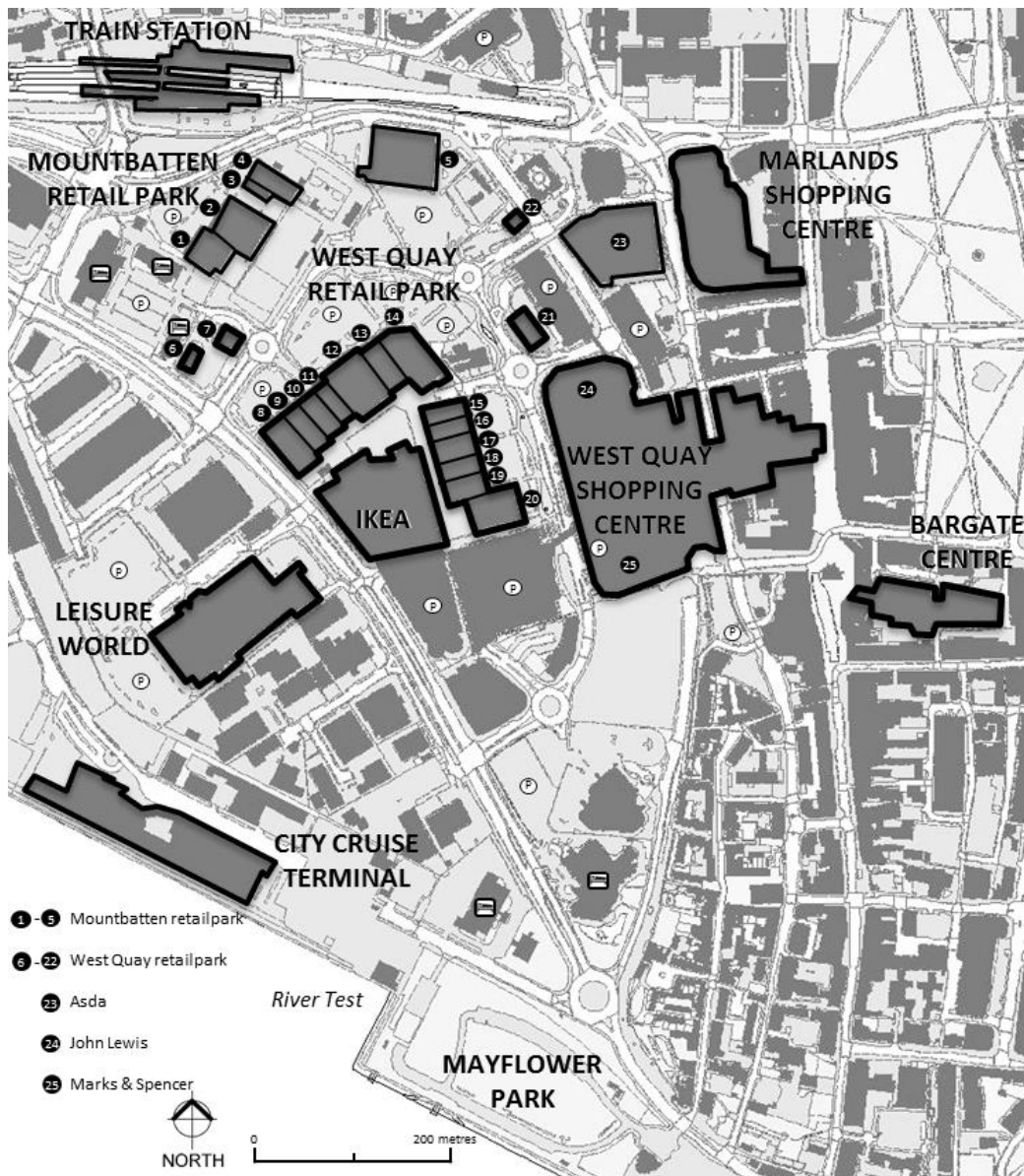


Figure 4.22: West Quay Retail Park, shopping centre and surrounding environment.

A study by Lowe (2007) determined that the new shopping centre on balance had been a positive force for change in Southampton enabling the city to maintain its position as the leading commercial centre on the south coast. She found that West Quay had a fundamental impact on the built form and urban identity of Southampton, proposing that many of the urban redevelopment/regeneration projects would not have taken place if not for the development (Lowe, 2005a, 2005b, 2007). Further research conducted by Hallsworth and Orchard (2009) into the effects of the opening of West Quay on SMEs found little evidence of a link between distance from West Quay and the level of rates reduction. They did however identify that SMEs were disadvantaged by large new developments with new shopping centres providing no amenities for new or local businesses with effort needed to balance all retail typologies. They concluded that the city should become more proactive in locating secondary retail areas that require additional and alternative regeneration (2009).

Since West Quay's opening the two department stores to the north have closed and relocated and new developments have predominantly been along the high street and in the northern sector. This re-centring of the city's focus has resulted in the southern secondary retail streets (from this point on referred to as the Southern Bargate sector (Figure 4.20)) becoming spatially isolated. This isolation was further exaggerated in 2013 with the closure of both the Bargate and East Street Shopping Centre. The main shopping centre is being upgraded (Figure 4.23) with phase 1 (Watermark West Quay) of the two phased development opened in December 2016 with an £85m leisure complex containing 20 restaurants, a 10 screen cinema and bowling alley (Ross, 2017). The second phase, is projected to include further restaurants together with housing, offices and hotel (Hammerson, 2014). The local authorities are hoping by 2026 to have extended the main inner city retail area westward connecting with Ikea, city cruise terminal, hotels and planned Royal Pier Waterfront, an extension of Mayflower park with retail, offices and attractions (Franklin, 2016; Harris, 2015).

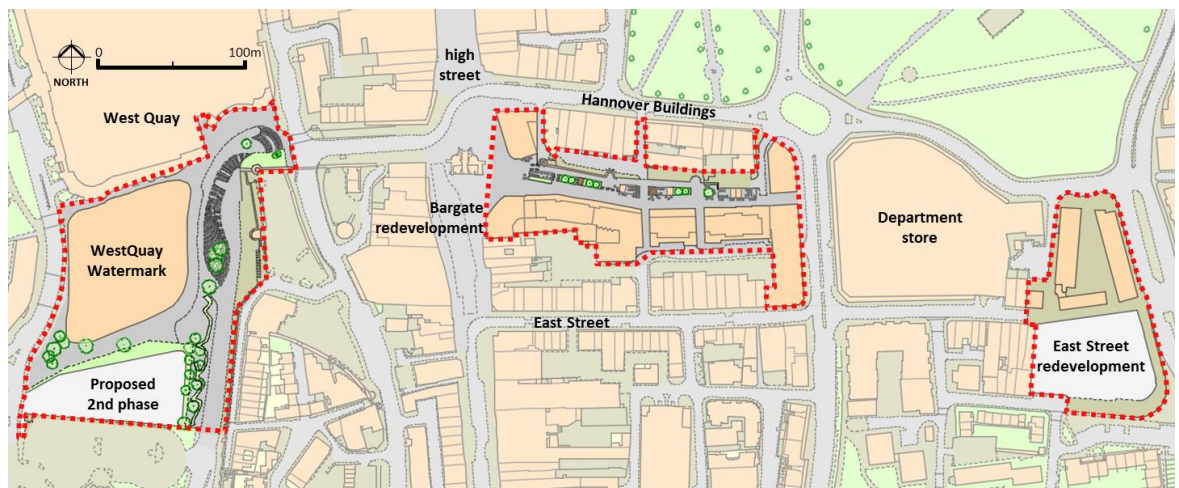


Figure 4.23: Map of new developments; built, proposed and being planned (those without planning permission have been left blank), in Southampton city centre.

The City Council is also planning to enhance and expand the southern secondary retail area, specifically around the case study (Figure 4.23) and improve connections by redeveloping both the Bargate and East Street shopping centre. The former has recently (November 2017) begun redevelopment into a pedestrianised open retail street with restaurants, 152 apartments and 451 student beds. It will run parallel to two current secondary streets (Hannover Buildings & East Street) connecting the end of the high street and historic Bargate monument to Queensway and a large department store (Debenhams) (Adams, 2016; Robinson, 2017). The western site is to be developed into a mixed-use site including student accommodation (423 rooms), a small supermarket (Aldi) and retail (Kier, 2016; Ross, 2016). These interventions however did not take place during the study period and had no bearing on this study of smaller-scale interventions that were undertaken to assist store owners waiting for the larger-scale redevelopment.

4.1.2 Case study sector

The case study is a small secondary retail street located within the Bargate Ward to the south east of the main retail core West Quay (Figure 4.24). It is positioned south of the central parks, most prominent being East Park, and has a number of secondary/tertiary streets around the area including Hannover Buildings, Queensway and the High Street. The urban form is defined by a number of small development blocks and some larger single-footprint buildings; including Debenhams department store, the closed Bargate Centre and derelict site of the former East Street Centre. The area also contains the Holyrood residential neighbourhood and a number of key heritage assets, including sections of the medieval Old Town Walls, the Bargate monument, Holy Rood church and the listed Bond Store building. Eastgate MSCP is the only major multi-storey car park in close vicinity with limited signage and poor accessibility.

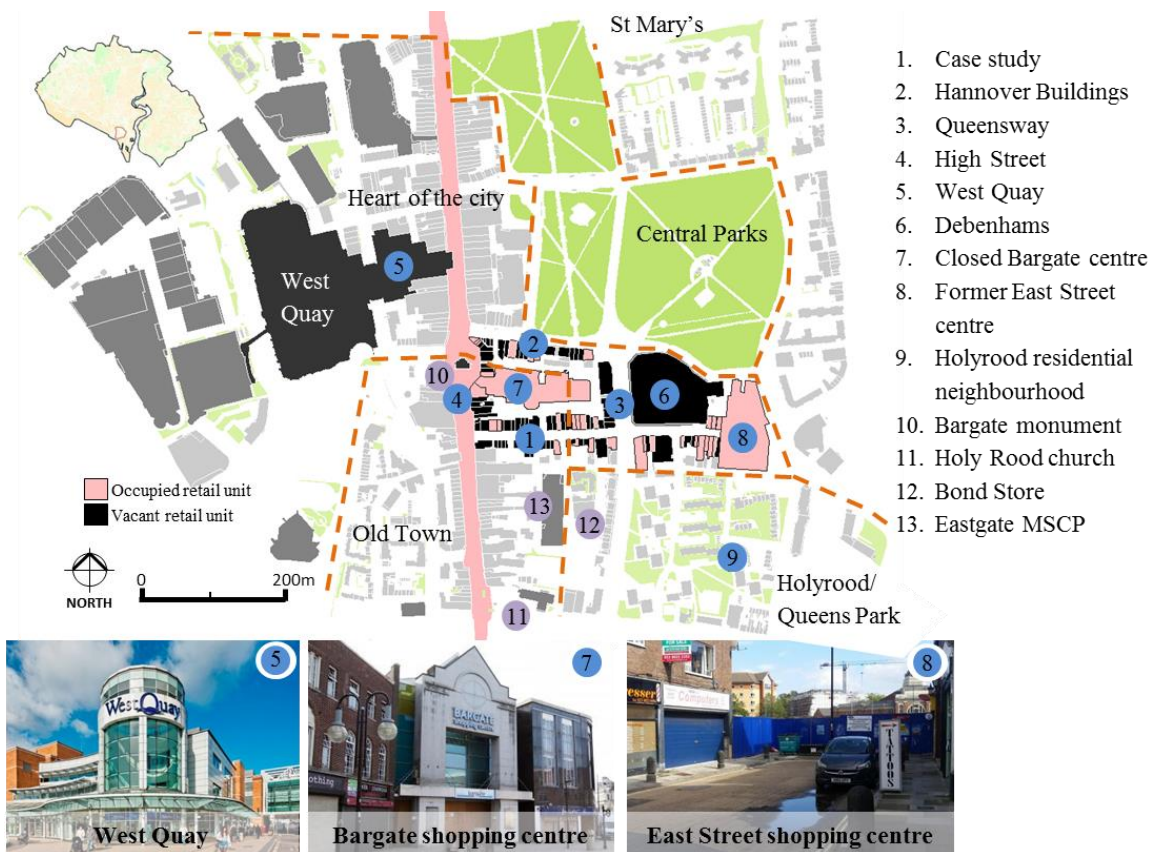


Figure 4.24: Southern Bargate sector with city quarters and photos of the central shopping centre (Levolux, 2003) and the two closed shopping centres (Franklin, 2014; Johnson, 2015).

The Southern Bargate sector has two main roles within the city, foremost as a “connecting element” of the retail core with the local residences (Holyrood & St Mary’s), and the southern waterfront. These connections are currently in need of repair as the sector is disconnected from pedestrians, in particular the barrier from the decommissioned East Street shopping centre (Figure 4.24). The Bargate Centre also used to enable the centre of the case study to connect with the primary retail area, Hannover Buildings and the parks. The Bargate monument itself can also be seen as a barrier, as it restricts visibility of visitors walking out from the entrance to West Quay

(see Appendix A for visuals). The second role is to act as a designated area for small traders and new, specialist and local businesses who cannot afford the high rate and rental values for retail units in the primary zones. This is emphasised by a sign at the top of the case study which reads "East Street speciality shopping", although as shown in Figure 4.25 this is rather indistinct. The case study area according to physical counts²³ has a vacancy rate of 40% emphasising the poor state of the local economy (Figure 4.25). Neighbouring secondary streets (Hannover & High Street) also have relatively high levels of vacant units (23% & 23%), and the far east of the case study, which is separated by a road (Queensway), has occupancy below 50%.



Figure 4.25: Speciality shopping sign in the case study (left) and the current state of East Street with vacant stores and a limited streetscape (right) (self sourced; Feria Urbanism, 2015).

In the Southampton City Centre Action Plan (2015) the studied sector is partially within the primary shopping area being a combination of primary and secondary shopping frontage (see map 4 in Appendix B). The case study is within the city centre's revised retail circuit (see map 5 in Appendix B) with certain areas being classified as part of the Heart of the City (Figure 4.24), the main shopping area. While the other district, that it is contained within is Old Town Quarter, the historic medieval core of the city (Harris, 2015).

4.1.3 Demographics

With the decline in the UK's heavy industries, wholesale and retail trade has become the main domestic economic sector employing 15.9% of the UK workforce. It is the main employment sector in Southampton at 17.4% (Figure 4.26), with over 1,800 people employed in the central ward (Bargate) alone (ONS, 2011). According to Gazetteer data 10% of the building stock in Bargate is for retail, a far greater concentration than across Southampton's whole building stock which is only 1.5%.

²³ The physical store count for Southampton city centre was undertaken on 2nd February 2015.

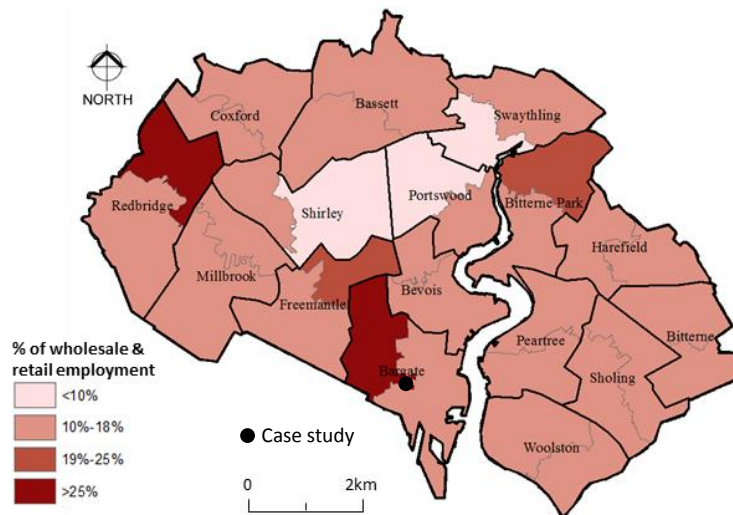


Figure 4.26: Map of percentage of wholesale and retail employment within each Ward of Southampton, each of which contains two MSOA areas.

The Southern Bargate urban area defined by the Middle Super Output Area (MSOA) adopted by the Office for National Statistics (ONS) has a ranging demographic, with 41% non-white British, almost double Southampton, and 30% of the population are students, while 30% of its employment group work in management or professional positions. Percentage of households with no private vehicles in the East Bargate district is 44%, far greater than the 30% city average (ONS 2011). Postcode data from Acorn (2013) shows the mix of residence (Figure 4.27) with select postcodes categorised as being in urban diversity (primarily the Holyrood Estate) whilst other properties are considered to be in rising prosperity. Despite this mix the Bargate Ward has the lowest weekly household income in the city at £493, far lower than the South East average of £800 (ONS, 2011). Deprivation statistics at the Lower Super Output Area (LSOA) reveal that there are high levels of deprivation for residents to the north of the sector (St Marys) where over 85% of households are featuring one or more levels of deprivation (Figure 4.27), far greater than the national average (57.5%) (ONS 2011). The mix in demographics shows the potential for a secondary street, hubs for the local population and deprived communities, to be used for community building.

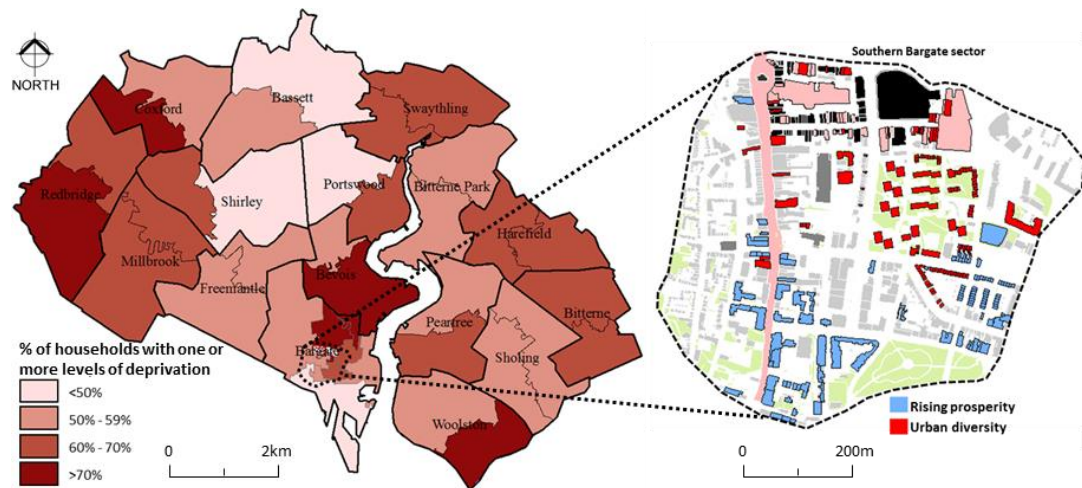


Figure 4.27: Postcode diversity of households in Southern Bargate and map of households with a single or more level of deprivation within Southampton.

4.1.4 Rateable value

Business rates are charges for the majority of non-domestic properties, including retail outlets, public houses, and warehouses etc. which are paid by the property occupier. They are set by the VOA and are calculated by net internal area (NIA). This is a zoning method which classifies retail zones dependent upon their depth (Figure 4.28), as floor space is considered less valuable the deeper one goes into an establishment. The VOA set a base rate (£/m²) calculated on a properties estimated annual market rent and this is charged for all area in zone A. This rate is then halved for each zone that follows so that the area considered the remainder (any area beyond 18.3m from the frontage) is charged at 12.5% of the base rate. Areas such as offices and storage will be charged at a separate rate while stairwells, toilets and plant rooms will be excluded from the charge as they are not considered to add any value to the business. A business will not however pay the rateable value which is quoted for their address (VOA, 2017) as this needs to be multiplied by a standard business multiplier which is dependent on whether a business is considered small or standard²⁴.

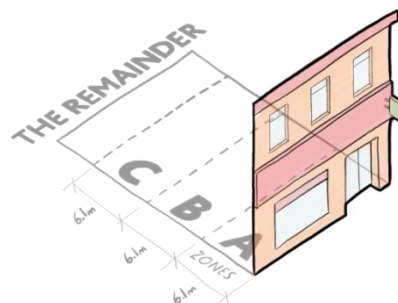


Figure 4.28: Diagram depicting the zone areas which are set at specific depths from the business frontage.

²⁴ In England the multiplier for standard businesses in 2017/2018 was set at 47.9p, while business with a rateable value below £51,000 are considered small business and have a multiplier of 46.6p (VOA, 2017).

For these reasons a shop's rateable value is not easily comparable as it is dependent upon a number of factors and so premises base rates were compared. It must be noted that large department stores' business rates are not calculated by a zonal method and so their rateable values are considerably lower.

Studying the base rates of Southampton retail units (Figure 4.29) it can be seen that there is a large discrepancy between primary and secondary areas. The map shows how varied the areas of the retail core are in terms of rental rates, whereby the central zone is far higher than northern and southern areas. Notably the alternate levels of the shopping centres have varied rates showing anything off a visitor's direct route as less valuable. The box plot shows that the three secondary areas have similar values on average, specifically the case study and control, whereas the primary zones are considerably higher with West Quay units on average being charged a rate of £2,094/m² compared to £419/m² in the case study.

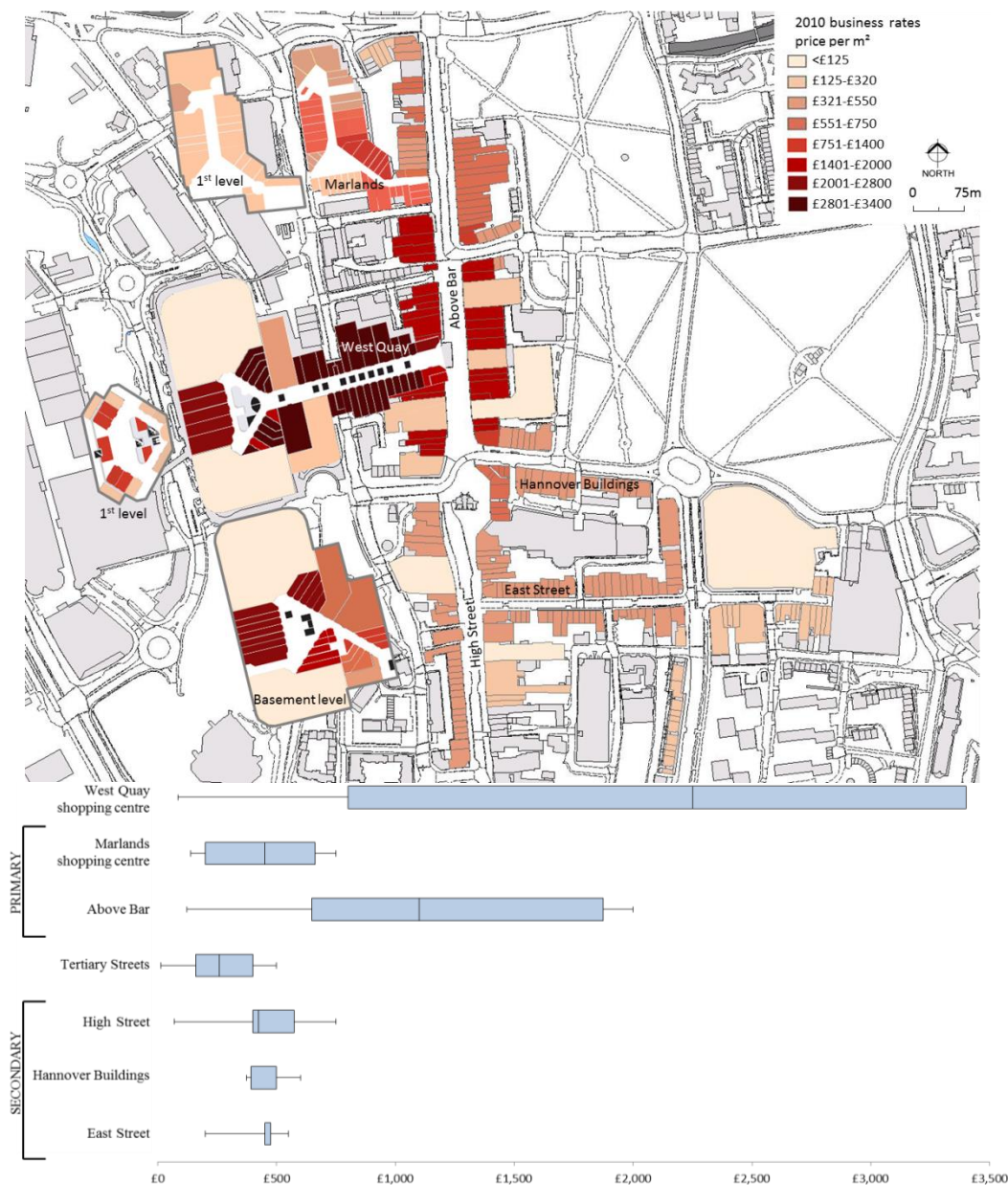


Figure 4.29: Map & boxplot of 2015 rateable value base rates (£/m²) in Southampton (VOA, 2017).

4.1.5 Retail mix and characteristics

Observational studies to understand the retail mix of Southampton city centre were undertaken on 2nd February 2015. There was a considerable difference in the level of vacant units, with primary areas having far greater levels of occupation (Table 4.2). The primary shopping centre, with more units than any other sector, had limited vacancies (2%) compared to primary and secondary areas (8% & 30% respectively). Distance from the retail core appeared to correlate somewhat with levels of vacancies with the northern section of Above Bar Street, having far greater levels of vacancies (15% compared to 3%). This would indicate that visitor's retail route is possibly curtailed at edges of the city centre. The case study has the greatest levels of vacancy in the city centre (40%) likely due to its location and other issues already reviewed. While the control has a greater level of occupancy it is still considerably lower than the primary areas.

Table 4.2: Vacant units in Southampton city centre by retail sector (February 2015).

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Marlands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hanover Buildings	East Street	Queensway
% of vacant stores	2%	7%	8% 3%	15%	22%	30% 23%	40%	23% 25%

A census of retail stores within the city centre²⁵ revealed the store typology²⁶ across all sectors (Table 4.3), where the largest differences can be found in the percentage of clothing and footwear outlets. These comprise the majority of businesses within the shopping centre (35%), which reduces for primary locations (25%) and there are almost none (1%) represented in secondary locations. Such a focus on clothing and footwear can be found across all major shopping centres, as demonstrated at Basingstoke's Festival Place and Birmingham's Bullring²⁷ (35% and 42% respectively). Restaurants and cafes are the second largest usage of units within shopping centres²⁸ which further reflects how the retail experience is more than the traditional concept of going somewhere to get something. Interestingly businesses with high value merchandise, such as jewellery and technology businesses had significant percentage of units in shopping centres (10% for both) compared to secondary locations (2% & 4% respectively). Secondary locations were

²⁵ See Appendix C for a full break down of the store typology for Southampton.

²⁶ There is no universally recognised typology of retail businesses, therefore a combined typology was formed in reference to a number of sources (Cachinho, 2014; Kärrholm et al., 2014; Ozuduru et al., 2014; Wrigley and Lambiri, 2015).

²⁷ Retail censuses were undertaken in February 2015 following the Southampton retail census.

²⁸ Percentage of units used for restaurants and cafes were found to be similar at the three shopping centres; West Quay (25%), Festival Place (17%) and Bullring (21%).

shown to be more likely to include health & beauty businesses (18%), along with miscellaneous businesses (16%) and banks & services (12%) compared to primary zones.

Table 4.3: Store typologies of retail sectors in Southampton city centre (February 2015).

	Shopping Centre	Primary Retail	Secondary Retail	Tertiary Retail
Banks & services	1%	8%	13%	0%
Books, gifts & stationary	10%	7%	6%	0%
Charities	0%	2%	4%	6%
Clothing & footwear	35%	25%	1%	9%
Food & groceries	0%	3%	7%	12%
Health & beauty	6%	12%	18%	9%
Household & furniture goods	1%	2%	5%	6%
Jewellery	10%	3%	2%	0%
Other	2%	12%	16%	21%
Restaurants & cafes	25%	11%	24%	32%
Technology & electrical	10%	11%	4%	3%
Travel	1%	4%	0%	3%

Detailed analysis of store typology (Table 4.4) showed many businesses in the case study sell low value products/services such as health & beauty (hairdressers) with 27%, books, gifts and stationary (11%) and charities (8%). Whilst having affordable shops can be considered a positive for certain consumer bases, it could also be argued that it constricts the development of the sector with no clothing, jewellery or technology stores (these three typologies make up 55% of businesses in the primary shopping centre). This being said the case study has a similar ratio of restaurants and cafes (24%) compared to other sectors. With regard to East Street operating as a speciality shopping district the sector contains a number of unique stores categorised as other (14%), although this is similar to other secondary & primary areas, with no jewellery and technology retail and limited clothing and footwear units, which are fairly prevalent in other sectors. The control, whilst not having an identical range of shops, has no clothing stores, a low ratio of high value businesses and a high proportion of *other* businesses (20%).

Table 4.4: Store typologies of retail streets within Southampton city centre (February 2015).

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Mar-lands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hanover Buildings	East Street	Queens-way
Banks & services	1%	0%	15%	15%	18%	15%	5%	0%
Books, gifts & stationary	10%	7%	6%	6%	3%	5%	11%	0%
Charities	0%	2%	0%	3%	3%	0%	8%	13%
Clothing & footwear	35%	27%	32%	12%	3%	0%	0%	13%
Food & groceries	0%	5%	0%	3%	10%	5%	5%	7%
Health & beauty	6%	15%	12%	9%	10%	15%	27%	13%

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Mar-lands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hanover Buildings	East Street	Queens-way
Household & furniture goods	1%	2%	0%	3%	3%	10%	5%	7%
Jewellery	10%	5%	0%	3%	3%	5%	0%	0%
Other	2%	16%	3%	15%	15%	20%	14%	20%
Restaurants & cafes	25%	7%	9%	21%	28%	15%	24%	27%
Technology	10%	9%	20%	3%	5%	10%	0%	0%
Travel	1%	4%	3%	6%	0%	%	0%	0%

The general size of retail units in the case study area was smaller than other sectors, with only 13% of units larger than 200m² (Table 4.5). The shopping centre and primary areas have considerably more (44% for both) with the restriction in unit size being a common cause of concern for secondary retail areas not meeting modern retailer's needs (Duffy, 2015; Ellis, 2015; Shepherd, 2013). Further differences were noted in the percentage of independents to chain stores (Table 4.6), the shopping centre unsurprisingly was dominated (94%) with large chains whilst secondary streets had a considerable percentage (47%) of independent chains (the case study in particular had a 59% ratio). Overall primary retail areas catered for chains while secondary areas contained a mixture of large chains and independents which illustrates their different usage. The control, once more, whilst not identical to the case study bears similarities to the case study with the majority of units medium sized or less and the level of independents higher than the average for primary areas.

Table 4.5: Size of retail units in Southampton city centre by retail sector²⁹ (February 2015).

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Marlands	Above Bar Street (S)	Above Bar Street (N)	High Street	Hanover Buildings	East Street	Queens-way
XL ≥500m ²	12%	12%	12% 20%	5%	10%	6% 0%	3%	9% 15%
500m ² > L ≥200m ²	32%	19%	32% 49%	36%	26%	20% 35%	10%	14% 20%
200m ² > M ≥100m ²	33%	39%	41% 31%	54%	32%	38% 42%	42%	36% 40%
100m ² > S ≥50m ²	16%	22%	11% 0%	3%	26%	31% 15%	42%	25% 20%
XS <50m ²	7%	8%	5% 0%	3%	6%	20% 8%	3%	16% 5%

Note: Where there are two numbers in a row, the top figure relates to the street type (primary, secondary etc.) and the lower refers to the specific street. This is the case for Tables 4.5, 4.6, 4.7 & 4.8.

²⁹ Threshold for size of stores (XS=extra small, S=small, M=medium, L=large & XL=Extra Large) & definition of independent (1-2 stores in the UK), small chain (3-15) & large chain (16+) is from Machado et al (2013).

Table 4.6: Percentage of independent to chain stores in Southampton city centre by retail sector²⁹
(February 2015).

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Marlands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hanover Buildings	East Street	Queens-way
Large chain (16+ stores)	94%		70%			49%		35%
		53%	94%	73%	54%	55%	41%	27%
Small chain (3-15 stores)	5%		7%			3%		9%
		5%	3%	15%	5%	5%	0%	20%
Independent (1-2 stores)	1%		23%			47%		56%
		42%	3%	12%	41%	35%	59%	53%

The building footprint information previously discussed indicates that there are differences between sectors; however other aspects such as door encounter rate (average distance for a pedestrian to pass-by a doorway) and retail coverage (ratio of ground, street-facing elevation dedicated to retail) (Table 4.7) were not so contrasting. The building façade lengths show that building density is similar for primary and secondary retail sectors with 81% and 83% of the street length as retail units. The mean building façade length, which is defined as the average retail facing elevation of a unit in a given area (Vaughan, 2015), indicates that the shopping centre units are on average 3.5m wider than secondary streets while primary sectors are also 1.2m wider than secondary streets. This being said, the density of building entrances was very similar across the sectors, with a pedestrian being likely to encounter a doorway every 7.6m in secondary streets, as opposed to every 7.2m in the shopping centre, even though the units and façade lengths are larger. Notably the frequency with which a pedestrian is likely to encounter a building entrance is similar from secondary retail to primary retail. Furthermore with smaller façade lengths, a visitor will encounter more retail units walking down a secondary area.

Table 4.7: Façade length and door encounter rate for the retail streets in Southampton city centre. (February 2015)

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Marlands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hanover Buildings	East Street	Queens-way
Facades	79		138			120		36
		60	37	41	47	26	47	20
Doors	131		179			132		47
		91	47	41	53	29	50	28
Total retail façade length (m)	943.1		1323			1005		561
		644.6	369.7	308.7	407.1	229.1	369.2	356.2
Mean façade length (m)	11.9		9.6			8.4		15.6
		10.7	10	7.5	8.7	8.8	7.9	17.8

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Mar-lands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hanover Buildings	East Street	Queens-way
Door encounter rate (m)	7.2	7.1	7.4 7.9	7.5	7.7	7.6 7.9	7.4	11.9 12.7
Total length of retail area (m)	1042.2	790	1642 412	440	533	1206 261	412	841 584.2
% of street length as retail units	90%	82%	81% 90%	70%	76%	83% 88%	90%	67% 61%

If one considers pedestrian surfaces for Southampton city centre sectors there is a noticeable difference in the percentage of pedestrian priority surface areas (Table 4.8). Primary retail areas were found to have a large percentage of surface area prioritized to walking (80%) whereas secondary areas had more space for vehicular access with only 67% solely for pedestrian usage. The case study and control only have 46% and 47% respectively of surfaces designated for pedestrians with narrow pavements ranging from 2-3 metres in width. There appears to be a link with vacancies (Table 4.2) as Above Bar Street (North), the only primary area not fully pedestrianised, was found to have more than double the percentage of vacancies than other primary areas. The height-width ratios of the street domains also differ with primary areas far wider than the relatively confined spaces in the secondary streets (Figure 4.30). Whilst a 1:1 ratio in a secondary street is not an uncomfortable space, when one considers less than half the surface area is for pedestrian usage it can be considered rather confined, limiting the potential for the street to contain activity.

Table 4.8: Percentage of pedestrian priority surface and height-to-width ratio for retail sectors in Southampton city centre (February 2015).

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Mar-lands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hanover Buildings	East Street	Queens-way
Total area of pedestrian surfaces (m ²)	6,452	3,905	15,111 5,299	5,907	8,200	14,099 3,220	2,679	9,538 7,675
Pedestrian priority surface areas (m ²)	6,452	3,905	12,894 5,299	3,645	6,695	9,443 1,527	1,222	4,323 3,475
Percentage of pedestrian priority surface	100%	100%	85% 100%	62%	82%	67% 47%	46%	45% 45%
Building height to street ratio	1:2	1:2	1:2	1:2	1:1.6	1:1.3	1:1	1:2

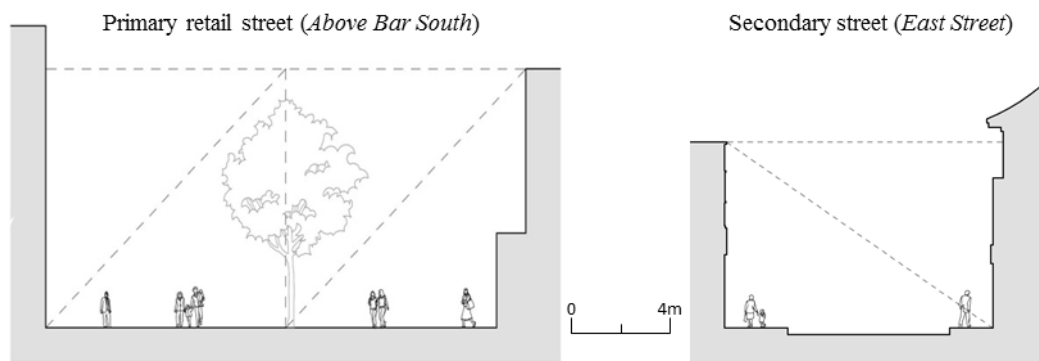


Figure 4.30: Building height-to-width ratio of a primary (Above Bar Street South) and secondary (East Street) street (1:2 and 1:1 respectively).

4.2 Key findings

This study has proven that secondary streets in city centres are struggling throughout the UK in a variety of demographics. The identified reasons for failing secondary streets were either from poor connectivity, a recentering of the city centre, tired aesthetics/streetscape or a lack of permeability. The research found that local governance had varied approaches to regeneration (large-scale, mixed-use and small-scale) and confirmed that the case study in Southampton exhibited many of the problems facing secondary retail across the UK.

The case study, East Street, is a secondary retail street located within the centre of Southampton city which shares many elemental characteristics with other conurbations (Hallsworth and Orchard, 2009). The city centre has a clear divide in primary and secondary retail sectors expressed by the level of footfall (Figure 4.20), occupancy (Table 4.2), store typology (Table 4.4), building footprints (Table 4.5) and streetscape (Table 4.7 & Table 4.8). Distance from the retail core and percentage of pedestrian priority surfaces appeared to relate somewhat with the level of vacancies. The analysis also found the case study and control to be generally similar and thus suitable for comparison.

4.3 Plan for the results

The following chapter outlines the results from the baseline analysis study, discussing in depth the responses from the initial business and visitor surveys. Following this, chapter 6 analyses an activity intervention, chapter 7 an attraction intervention and chapter 8 a quality of space intervention, all of which were undertaken in the case study.

Chapter 5 Baseline perceptions & behaviour results

This chapter discusses two surveys undertaken to understand the current state of the case study in regard to the business owners and visitors. The business survey was completed in April 2015 by 33 businesses with a mixture of online surveys and interview responses. The visitor survey, undertaken in September 2015, sampled 120 visitors across the breadth of the external city centre streets. The results include the relevant actors' perceptions and opinions about possible urban interventions and current behaviours. The findings are compared with the recorded impacts from interventions in the later chapters.

5.1 Pre-intervention business owner study

The initial business survey was undertaken to understand the perception and influence of urban interventions and change in the city on entrepreneur perception in the Southern Bargate Sector. The sample region (Figure 5.1) consists of a number of secondary streets (Figure 5.1). There is a considerable SME presence of independents (Table 4.6) and the area includes a heritage site and the two former shopping centres. The survey covered beyond the case study and control in order to fully understand secondary businesses and to record a significant number of survey responses as initial responses were difficult to obtain due to having no relationship and trust with the retailers. The survey (Appendix D) is in two parts, where the first section concerns the effect of urban interventions while the second asks about the effect of the opening of a major shopping centre.



Figure 5.1: Map of survey sector, showing occupied and vacant premises at the time of the survey, April 2015.

The survey achieved a 47% response rate from the 71 occupied retail units, with 23 participating in interviews and 10 completing an online survey. Over 85% of stores surveyed had been trading

for 2 or more years in the case study and all were classified as either micro (1-9 employees) or small (10-49 employees). This ratio accurately depicts the sector, the participation is representable and concurs with the sample size of previous studies (Andres Coca-Stefaniak et al., 2010; Thompson et al., 2015; Wagner et al., 2005).

Many businesses were enthusiastic to participate, however there were cases of retailers becoming angry when invited to participate in the survey. This also occurred at neighbourhood plan meetings where individuals began to act irrationally, attributing their current state of affairs to the Council.

The survey asked a total of 24 questions which are represented in 6 sub-sections. Discussion and analysis are followed by a section referring to findings exclusively from the interviews.

5.1.1 Satisfaction and influence of urban factors

Businesses were asked to state their satisfaction with current public spaces and were found to be very dissatisfied (67%) with parking provisions (Figure 5.2), with many believing shoppers to be car dependant. The National Travel Survey found that 66% of shopping trips in England were made by car, with 21% by walking and 9% by bus (2014). This data demonstrates that parking matters to consumers, but possibly not to the extent that businesses think, which agrees with previous research (Lawlor, 2013; Sustrans, 2006). The area had recently experienced the closure of two car parks which were associated with the decommissioned shopping centres, resulting in a 50% loss of parking spaces for the sector. There is a car park in the sector with 709 spaces, which, according to those interviewed, is rarely full which seems to suggest that the parking facilities are adequate. Street furniture, of which there is none aside from bus stops, was considered dissatisfactory by 59% of businesses, a far lower percentage compared to parking provisions.

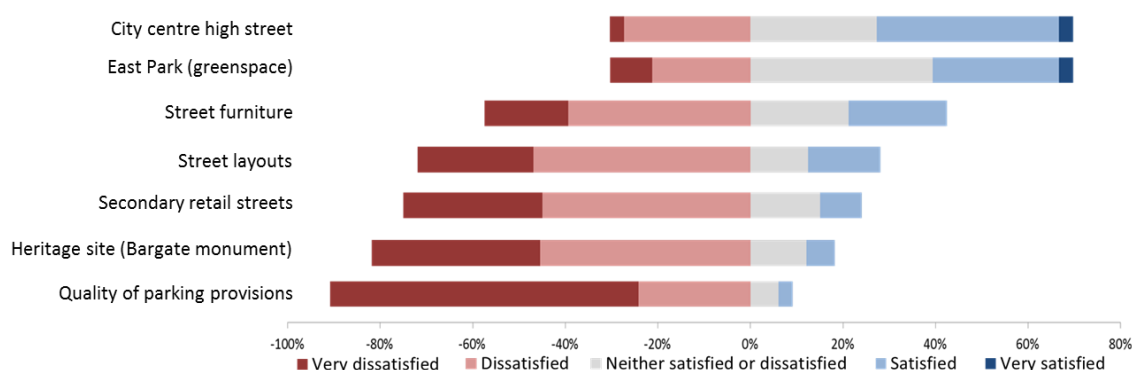


Figure 5.2: Satisfaction with current public spaces.

The heritage site (Bargate monument) was also perceived as unsatisfactory by 81% of participants for two key reasons. Firstly it is seen as a barrier, a full stop for the high street restricting visibility (see Appendix A). Secondly, when one walks towards the sector they see the closed shopping

centre and a number of vacant premises, giving the impression that the area is ‘closed’. The dissatisfaction with the area was illustrated by interviews revealing that a number (27%) of businesses were only operating because they were unable to walk away from their lease, and were simply waiting for it to expire. Uncertainty in the area is so great that other retailers have negotiated clauses in their leases which allow them to leave with only 6 months’ notice. Typically leases are granted for a fixed period, 8 years on average, with no release clause, such an option is down to landlord discretion with a number of retailers bound to pay rent until the end of their lease even if the property is vacant.

Retailers were asked to rank the impact of urban factors on their business (Figure 5.3) and one must acknowledge that 16 of the 33 surveyed witnessed the impact of two neighbouring shopping centres closing. It is therefore not unexpected that the status of surrounding shops and businesses was ranked as having the most impact on trade (43%). The effect of available car parking spaces and times was also considered important, with over 50% ranking it in the top two, concurring with earlier findings.

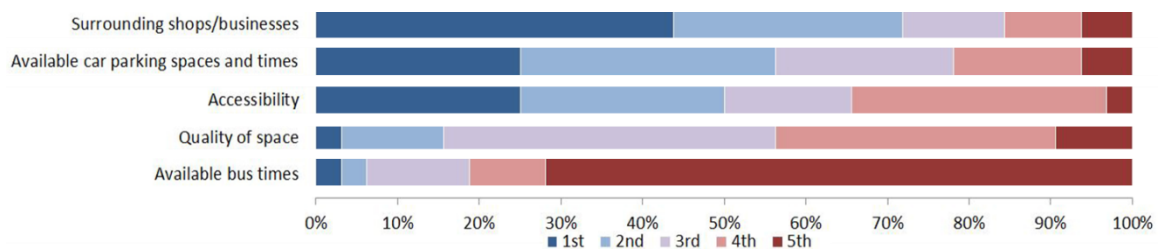


Figure 5.3: Ranking of impact from urban factors.

Accessibility also ranked highly (50% of businesses ranking it in their top two) and this was likely due to the impact of the closures. During interviews retailers commented on how they experienced little change in footfall when the stores in the centre closed, but when the shopping centres shutdown entirely there was an immediate drop in footfall. This could be in part due to the loss of the car parks, as already mentioned, but the centres were used as passageways, connecting primary and secondary streets. This shows the effect of connections regardless of their quality, as visitors had no easy method of adapting, they adjusted their behaviour and reduced their retail route.

5.1.2 Urban interventions

Businesses were asked to rate the effect of recent urban interventions in the city and the closure of the shopping centre (Bargate) was found to be significant, with 70% rating it as having a very negative effect on trade (Figure 5.4). Interviews indicated that its closure had ramifications for the whole area, reducing footfall and developing negative perceptions. The opening of the major shopping centre was considered by 40% of participants to be neutral; agreeing with Lowe (2007)

that whilst it took shoppers away from secondary areas, it brought a vast amount of visitors, increasing opportunities for all. One retailer disclosed how they have an additional store in the centre, and both outlets have the same profit margins due to the increased level of competition and varying rateable and rental values.

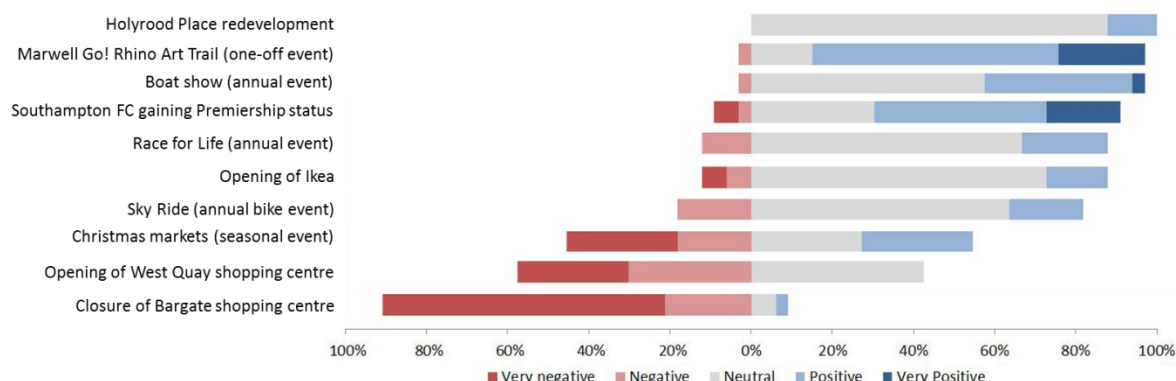


Figure 5.4: Effect of recent urban interventions and civic events on local business.

The Christmas markets were considered by half of participants to be a problem as they were positioned directly outside the primary shopping centre. While this creates activity it also becomes confined and blocks the high street becoming an additional obstacle for inviting people to venture beyond the precinct. The markets, which can be characterised as ‘arousal stimuli’ (Bell et al., 1996) are positioned within the primary area and so do not encourage further movement around the city centre but instead intensify the retail offering in the primary area whilst the secondary area has no festive themed arousal intervention.

The Marwell ‘Go! Rhino’ Art Trail was a sculpture event held in the summer of 2013 where 96 large rhino sculptures, painted by a range of artists, were positioned around the city for the public to find. It is estimated that 250,000 people followed the sculpture trail with 69% of shoppers stating it to be the reason they had visited the city (Marwell, 2015). Even though there were no sculptures in the sector it was perceived by the majority of businesses (81%) as extremely beneficial.

Other interventions, such as the redevelopment of an alternate shopping street, Holyrood Place, were considered to have an effect on its immediate area but limited consequence on the wider sector. The potential from cruise tourists was mentioned by 4 interviewees who altered operating hours and employed additional staff on cruise days, showing some retailers willing to adjust their behaviour for visitors.

The findings concerning the perceived effect of potential and theoretical interventions show how businesses wish for retail focused interventions, such as major destination shops (Morrisons), shop frontages and markets (Figure 5.5). The construction of Watermark West Quay (at the time in planning, see Figure 4.23) shows the importance of location in businesses’ perception as they

wish for competition but only competition that is closely located (Morrisons was being planned to be built on the site of one of the former secondary shopping centres). Businesses are fearful of expansion and improvement to primary retail areas which further inflates the divide but also wary of requiring something to tempt visitors and influence their routine behaviour, or *nudge* them (Thaler and Sunstein, 2008). New frontages or a destination business would prompt visitors to unconsciously find the environment to be more appealing, although in an intensely competitive environment this may have limited impact (Warde, 2014).

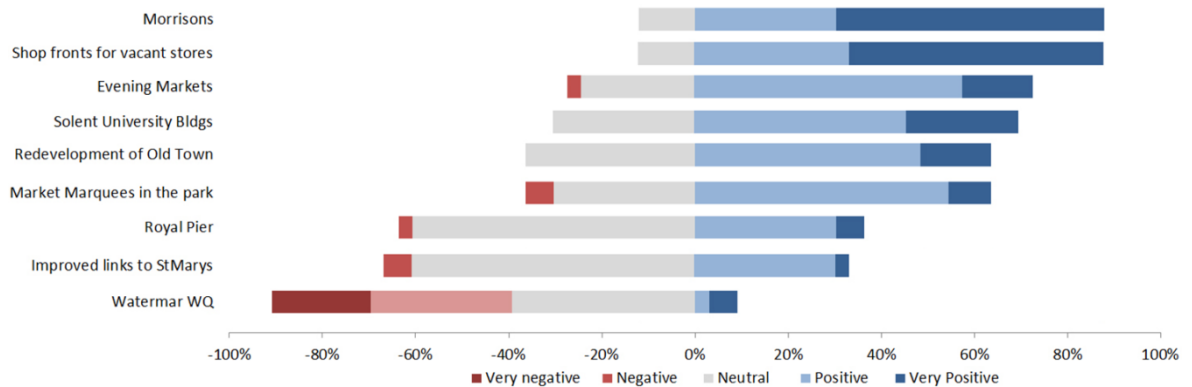


Figure 5.5: Perceived impact of interventions on local business.

There were comments from 9 of the interviewees on the positive impact of recent frontage interventions on the closed shopping centre and adjacent vacant premise (Figure 5.6). Interventions with vacant stores are however complicated, with permission often not being given with landlords appearing not overly involved with the upkeep of the sector. At the time of the survey there were 36 vacant stores, two of which are Council owned, while the others are owned by unknown landlords, many of whom are overseas. Particular properties have been vacant for multiple years, with landlords allowing retail units to run at a loss to allow for profits gained from flats. While retail units are maintained it is not possible for a compulsory purchase to be made, but these vacancies are causing problems for the neighbouring traders as the properties are not functioning as mixed-use.



Figure 5.6: Innovative frontages for vacancies in Bargate (left) & St Mary's residential area (right).

Businesses were asked to rank a number of interventions regarding their potential impact on their business, Figure 5.7 shows that the reoccupation of vacant stores was prioritised with over 60% ranking it as the most important. Retailers also showed a preference for improvements to the

quality of place, with pedestrianisation and quality of buildings ranked highly. The preference for pedestrianisation was found to be very specific on location, with specific streets ranking the intervention far lower. The streets in question (East Street & Hannover) have less than half the street prioritised to pedestrians and so the traders are likely to perceive the road as an asset and be averse to removal of drive-by purchases. The areas that were already prioritised for pedestrians were found to be more in favour of special improvements. Another varying factor was store type. Charities were found to be against pedestrianisation, as they require car drop offs for donations, whilst cafes and restaurants felt the intervention would help the area become more active. These findings highlight the sensitivities in different locations and the intricacy required to intervene inclusively. Broad interventions however, such as creation of views to the sea and iconic buildings were ranked relatively poorly. This is likely because retailers find it difficult to visualise the effect of larger scale change and prefer interventions outside their doorstep, with immediate effects which are less risky. Furthermore retailers are likely to be uncertain about the impacts of large-scale change such as pedestrianisation and so, as economic theory dictates, they will opt for the default behaviour to preserve their self-interests (Samson, 2014).

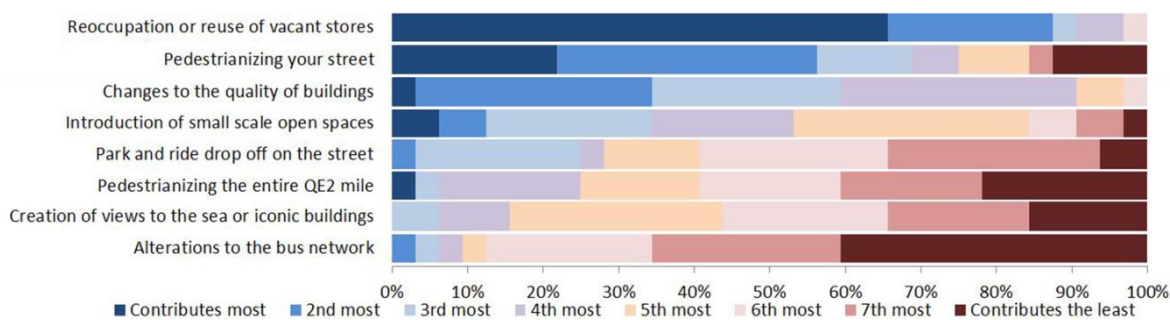


Figure 5.7: Ranking of proposed interventions importance to local business.

For attracting footfall, active streets were found to be a clear preference for retailers with over 70% (Figure 5.8) thinking it would contribute the most. This demonstrates an interest in creating vibrancy and activity in the area when trying to attract new business. Currently the narrow pavements (1.8m-3m) have no street furniture for fear of obstruction; however a temporary street closure would enable activity to spill out and remedy the restrictions of the paving at a relatively low cost.

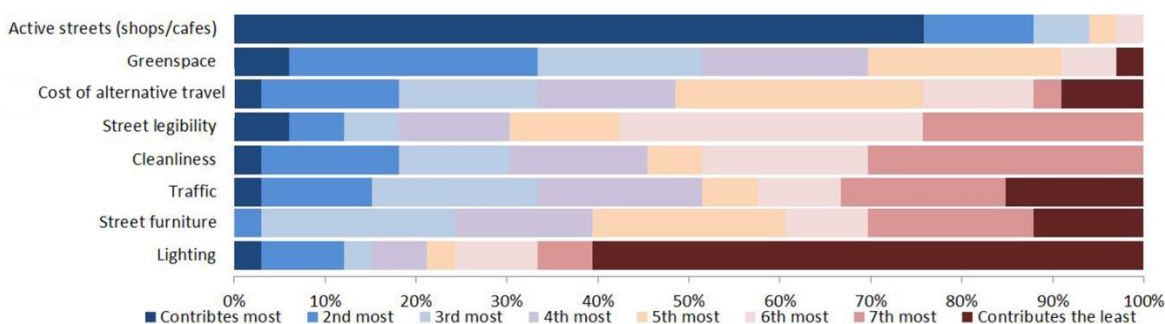


Figure 5.8: Ranking of interventions to increase foot traffic.

Greenspace was also ranked highly, with participants stating how they would wish to either be connected to the parks or have greenery added to the streetscape. Lighting was thought to contribute the least by 60%, however if the survey had been conducted in the winter the results may have been very different. Furthermore if opening hours were changed to aim for the evening market then lighting may become an appropriate intervention. Street furniture is also ranked lowly which may explain why it was deemed comparatively more satisfactory (Figure 5.2). This shows a disconnect in businesses' perceptions, as active streets and greenspace are closely linked to street furniture, much more so than cost of alternative travel or cleanliness. It should be noted that the survey did not ask whether retailers would prefer interventions such as increased parking, the introduction of a major retailer or the redevelopment and unification of retail frontages (static interventions) as they were considered to be beyond the city Council's capability.

Retailers were asked to select one of the labels for the city centre quarters³⁰, defined by the *Southampton City Centre Action Plan* map 15 (2015), to describe their area. It was found that 49% thought their sector was best described as Old Town while 42% thought they were within the Heart of the City and 9% believed themselves to be within the Holyrood/Queens Park region. There was a greater consensus on whether the quarters were represented, with over 80% answering no, while 60% felt there was a lack of definition. These findings indicate that the region is currently undefined and there is a feeling of it being lost. Owners who had been operating on the street for many years commented on how the area used to be within the heart of the city. Post-war Southampton became a linear town which had been sprawling outwards (Husain, 1981), the introduction of West Quay refocused the retail environment, as a result secondary retail owners believe that the linear dimension needs to be re-addressed.

A valuable tool in counteracting negative perceptions of a sector is to become distinctive and renowned; many cities from Amsterdam to London have particular quarters. The case study has a small indistinct sign at the top of the road which reads "East Street Speciality shopping" (Figure 4.25 on page 75 in section 4.1.2), yet a common thread when discussing the sector's potential was that currently there is no reason to come to the area. This said, 13 stores believed themselves to be destination stores, being solely reliant on specific visitors rather than passing trade, indicating that there is specialist retail. This is a chicken and egg situation, where in order to create movement new business must be introduced but to attract new business there needs to be footfall. If urban interventions increase visitors, perceptions will begin to be altered and the vacant lots will be more attractive propositions for new businesses.

³⁰ The labels for the city centre quarters were heart of the city, cultural quarter, station quarter, western gateway, old town, Holyrood/Queens Park, Ocean Village, Central Parks, St Marys and Solent University.

Traditional operating hours (9am-5pm) may no longer be appropriate for retail streets, and when surveyed 64% of participants were willing to open later under the condition that others would follow suit. This being said, 36% did not want to alter their nine to five opening times, as they were not willing to lose their current lifestyle. This is a concern when one considers that those participating in the survey were predominantly more enthusiastic traders, willing to spend time and effort on regenerating the sector. However, independent businesses do not have the flexibility that chain stores have. With many being run by one or two individuals thus providing the specialist services as opposed to the prevalence of chain stores common in the growing 'clone town' phenomenon.

It was revealed that midday was perceived as being the busiest time, which is likely due to city centre office workers on their lunch break and so it would appear that office workers and the local residents could provide a sufficient market for a night-time economy. A few stores surveyed did open later, revealing that there was enough business to validate the practice, but it was not prolific.

5.1.3 Impact of urban infrastructure

When asked whether the city parks encouraged visitors into their stores 58% thought they did, although most of these businesses were situated in streets connected to the parks. In contrast, 69% of stores in East Street and Queensway, areas isolated from the parks, thought they had no impact on their business. Ten interviewees bemoaned the lack of connectivity with the parks as they used to assist their business but now, due to closures reducing permeability, had no effect. These findings suggest that green spaces within cities should be connected to all districts, including retail, encouraging visitors to frequent them.

Businesses perceived that the bus stops, which had the most effect, were those in close vicinity to their own business, once more emphasising the perceived importance of proximity. Eleven interviewees, without prompting, anticipated that any alterations would have little impact, which concurs with previous findings (Figure 5.3 & Figure 5.7). The majority of businesses (81%) thought cycle routes in Southampton were unsuccessful. They felt any improvements in cycling routes and provisions (there is currently limited bicycle parking provisions in secondary areas) would not improve the area as they believed that they had little business from cyclists.

In regard to parking 58% thought the local multi-storey car park contributed to attracting visitors, whilst 35% felt the shopping centre's parking contributed and 30% thought on-street parking was used. As noted earlier, parking is believed to be a major issue; one interviewee, however disclosed

that the reason for the complaints was because the loss of parking contributed to a physical change in circumstances and so could aid traders in negotiating a rates reduction.

Parking and vehicular movements on secondary streets was revealed to be problematic and dangers associate with them were the reason why many ranked pedestrianisation so highly. Added to this, it is free to park for 10 minutes, and due to the time restriction many customers only visit a single store for fear of being fined. The area has become more of a depot for particular destination stores, which is not conducive to a general retail environment.

The majority of businesses (81%) thought cycle routes in Southampton were unsuccessful. They felt any improvements in cycling routes and provisions (there is currently limited bicycle parking provisions in secondary areas) would not improve the area as they had little business from cyclists.

5.1.4 Impacts from the opening of a primary shopping centre

Only 16 stores surveyed experienced the opening of West Quay, 50% of these experienced a large decrease in revenue, whilst 44% recorded a large decline in footfall, and most notably 44% recorded a decrease in customer expenditure (Figure 5.9). The falls in footfall and revenue were anticipated but the change in customer expenditure implies a change in demographic. Conceivably, higher income visitors from the city outskirts visit the primary areas while the secondary region caters more for those on lower incomes or unemployed. The local neighbourhood in this context does have high levels of deprivation and low incomes (Figure 4.27).

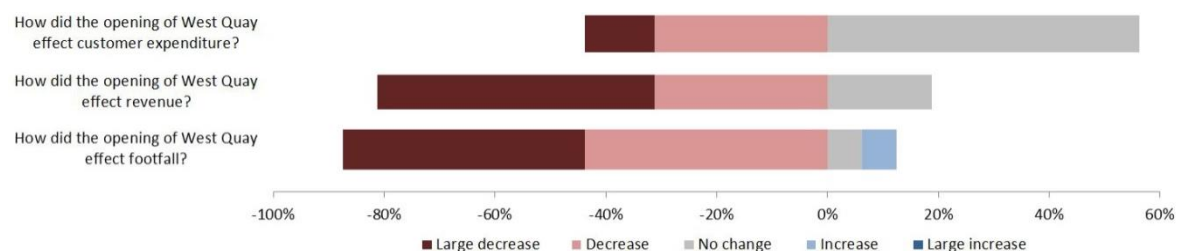


Figure 5.9: Impact of the opening of a primary shopping centre on businesses.

When asked how quickly changes in footfall and revenue occurred 45% indicated that it took one month, while 40% stated the impact was very gradual (months). This reveals that the introduction of a large destination does not immediately change behaviours but takes a period of time. This reveals that whilst perceptions can be changed by one-off interventions, such as temporary events, they may struggle to enact lasting change due to entrenched behaviour. In order to form new habits and make visiting an environment routine, motivation over time has to change from reflective to automatic (Michie, West, et al., 2014). In the case of the shopping centre with intermittent trips visitors would begin to form the habit that when visiting the city centre they are visiting the shopping centre.

5.1.5 Relationship between businesses and governance

Many retailers felt undervalued by the City Council, with over 70% ranking independent retailers as the least important driver for the City Council in current city planning³¹, while over 80% thought West Quay contributed the most. This shows how dependent business owners are on governance to be responsible for anything the other side of their doorstep. Retail streets are the collective responsibility of not only the local authorities but private sector businesses and services, local residents and visitors. Key to reinvigorating a sector is store owners becoming more involved, at the first neighbourhood plan in the case study there were 30 businesses, whilst at the third meeting there was only 10. There have been arguments by traders that the council are too far removed but it may be the case that the businesses are too far removed.

5.1.6 Additional findings

Businesses reported that foot traffic and revenue in the area had been steadily falling. One business had recently relocated from a secondary shopping centre (Marlands, situated to the north of West Quay) to the case study and despite having a larger store, their revenue since the relocation had fallen by 60%. While another business, in close proximity to one of the closed shopping centres, had recorded a 60% fall in revenue during 2015. Revenue had been falling for a few years previously but the decline of the area had accelerated the downturn. Ten interviewees revealed a gradual decline over the last few years, with an increased decay in revenue and footfall for 2015. The state of the sector can be illustrated by one business that disclosed that they opened a store in the sector due to its lack of footfall, as they were a destination business they only wanted specific customers to enter the shop and did not want walking trade. One store provided their yearly footfall from 2011 to 2014 whilst another provided their revenue figures (Table 5.1). The two stores were specialist shops and were coping far better than general retail stores, which appear to be severely struggling as they were more reliant on passing trade. This said, the two businesses are still experiencing falls.

Table 5.1: Stores declining footfall/revenue.

		2011	2012	2013	2014
Store A	Footfall	9,620	9,132	9,031	8,486
	<i>Annual % change</i>		<i>5% fall</i>	<i>1% fall</i>	<i>6% fall</i>
Store B	Revenue	£123,000	£140,000	£137,000	£131,000
	<i>Annual % change</i>		<i>13% growth</i>	<i>2% fall</i>	<i>4% fall</i>

The presence of homeless people begging on the street was mentioned, unprompted, in nine interviews (Figure 5.10). General observation found that beggars did congregate in numerous

³¹ Options included; bus network, independent retailers, local markets, parking and West Quay.

locations which could dissuade people and generate negative perceptions. Vacant units and closed shopping centres create dead ends, which are ideal for people to congregate, if activity in the area is generated and footfall increases one would theorise that such a problem would lessen.

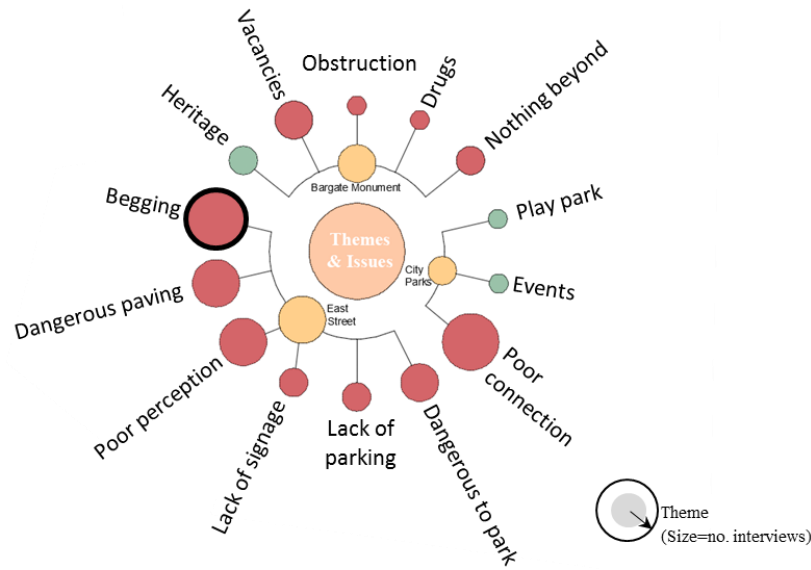


Figure 5.10: Diagram of interview responses about the urban environment, where the radius of the topic relates to the number of interviews that mentioned the topic (red is negative and green positive).

The internet, as discussed, has been revealed to have significantly affected retail businesses (Wrigley and Lambiri, 2014) with the UK being known to be the most prolific nation for purchasing goods or services on the internet (OECD, 2012). Businesses which had an online presence cited this as a reason for their success, *“selling is a limited interaction, but online you can fully interact”*. The internet has extended consumers path-to-purchase, which now crosses many channels, often unseen by the retailer and has also increased the influence of others on a person’s purchasing behaviour (Hall and Towers, 2017; Taylor, 2016). With the ability for real-time responses across company websites and social media platforms businesses, which have the online capability³², can influence others by interacting through topics not directly related to their product and enhance brand loyalty. Further evidence to this is a chain store on East Street where, even with the lack of passing trade, store footfall has increased due to a mobile app which informs users of their closest outlet. In order for an online presence to work, one needs to have a focused message that is easily understood by the public. A website is a means of communicating a joint venture such as a collection of streets with an interactive map incentivising visitors, as has been shown to work in Amsterdam (Wrigley and Lambiri, 2014).

³² 50% of SMEs and charities in the UK have no website or online presence (Walden, 2015).

5.2 Pre-intervention visitor study

The visitor survey (Appendix E) was conducted over a number of days in September 2015 following the business survey (April 2015) and was condensed to enhance the likelihood of uptake and to retain participants' interest and not adversely affect responses. The questions focused on respondents' views on the case study in its current state and the perception and influence of urban interventions and change in the city. It sampled 120 visitors across the city centre, which in comparison to similar studies (Cachinho, 2014; Kärrholm et al., 2014; Thompson et al., 2015) is more than sufficient and is in agreement with the requirement for 87 visitors to be surveyed per km of street (Ozuduru et al., 2014) with the city centre retail streets measuring 1.4km. The range of respondents were similar in age and employment demographic to Southampton census data (ONS, 2011). Postcode data showed 85% of participants were from the city (Figure 5.11), where postcodes of over 50,000 (SO16 & SO19) had a lower rate of visitors, which may be due to their distance from the city centre. Those to the east (separated by the River Itchen) only contribute 13% of visitors, indicating that these inhabitants are more reliant on the district centres or neighbourhood centres as opposed to the city centre.

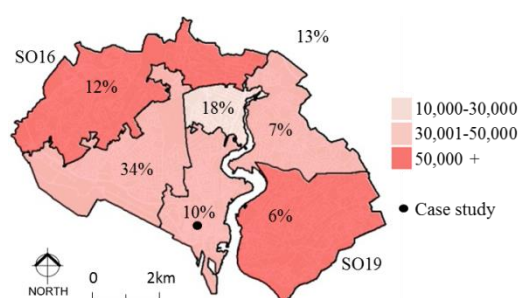


Figure 5.11: Percentage of attendees over map of postcode population.

5.2.1 Visiting frequency

The primary high street (Above Bar) in the city centre was, as expected, the most widely visited sector within the City Centre (Figure 5.12) with the majority of visitors surveyed (72%) frequenting the area two or more times a month whilst 31% visited 4 or more times. Very few of those asked (3%) never visited the precinct, a low figure compared to those who never visit secondary streets (28% and 31% respectively). One of the secondary streets (Hannover Buildings) was unknown to 14% of respondents; this lack of knowledge regarding the area would indicate a lack of distinction. Out of those that visit secondary streets many visit once a month ($\approx 30\%$) whilst there are a notable number that visit four times a month (19%) indicating that for a number these areas are an important part of the city, acting as a destination for particular segments of the community. 80% of those surveyed who resided in the local postcode (SO14), visited secondary streets two or more times a month, while only 10% never visited. National statistics reveal that local residents have a lower income in relation to most portions of the city (ONS 2011) and retail destination is

often related to income with higher income households preferring to visit primary regions with major brands and improved aesthetics and environment. The case study (similar to many secondary streets) is described as a speciality shopping street and its large proportion of independent retailers indicate that whilst it can be favoured by local residents its appeal needs to be far wider to survive within the city centre.

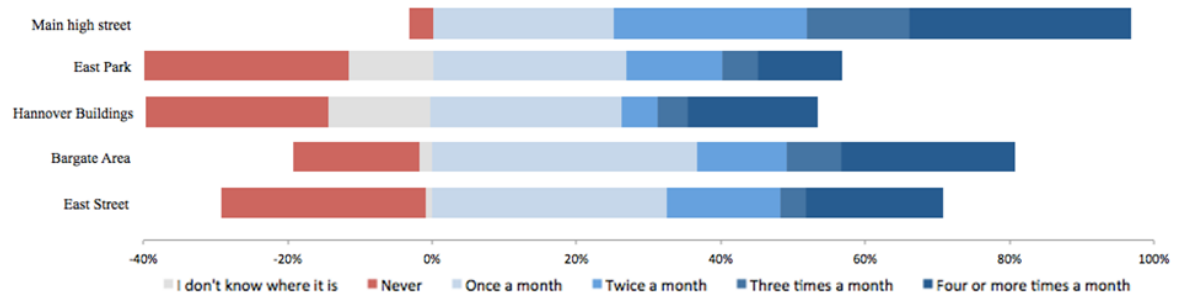


Figure 5.12: Visiting frequency of visitors to sectors of Southampton City Centre.

Figure 5.13 presents the cross-analysis of visiting frequencies to a secondary street (East Street) and the high street with age group. It shows that there is a large proportion of 18-29 year olds who never visit a secondary street but none that never visit the high street with very few (11%) only visiting once a month. The 18-29 bracket are most likely to visit the precinct four times a month (44%), while those aged 30-49 (depicted as the key target consumer by traders) have similar visiting frequencies for the two sectors, likely visiting the entirety of the city centre on their retail excursions.

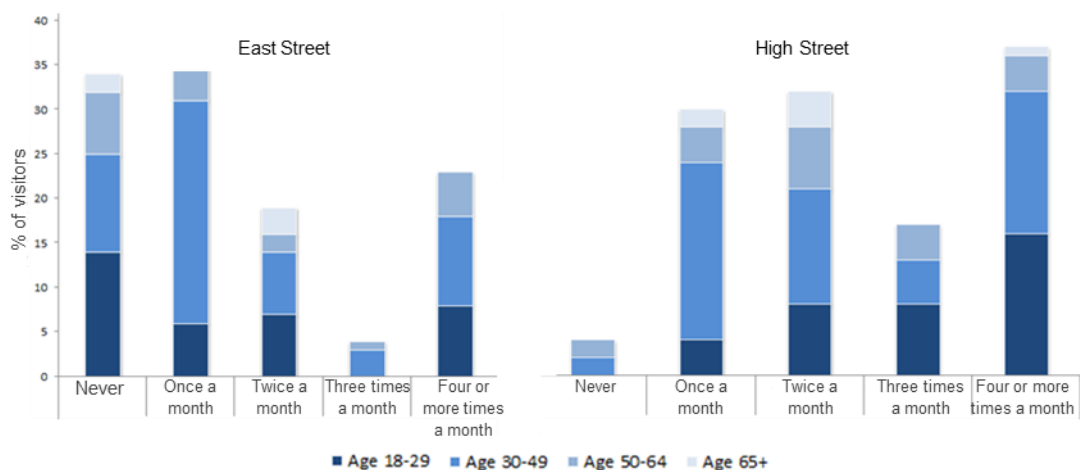


Figure 5.13: Distribution of the age of visitors visiting the case study and the high street.

This data would suggest that the 18-29 demographic is a market that needs to be targeted in the future as they have the propensity for regularly repeated custom. This would conflict with a number of the current traders. In interviews expressed a tendency to favour the older visitors, believing them to have a greater potential income and thus being a more influential to their

revenue. This said, it has been shown that those aged 18-29 (Generation Y consumers³³) are more willing to make impulse purchases (NRFFoundation, 2014).

Footfall entering and walking down East Street was studied through manual footfall observation in three key locations (gateways A, B & C) where six alternate pedestrian desire lines were counted (Figure 5.14). The counts were on the same two days of the week (Wednesday and Saturday) for the same time period (08:00-18:00) and under the same weather conditions (clear, sunny with moderate levels of cloud cover and no rain, with temperatures ranging from 15-20°C). The number of pedestrians passing through the observation gates were sampled for 20 minutes every hour from 8am to 6pm on the two days over four consecutive weeks in September.

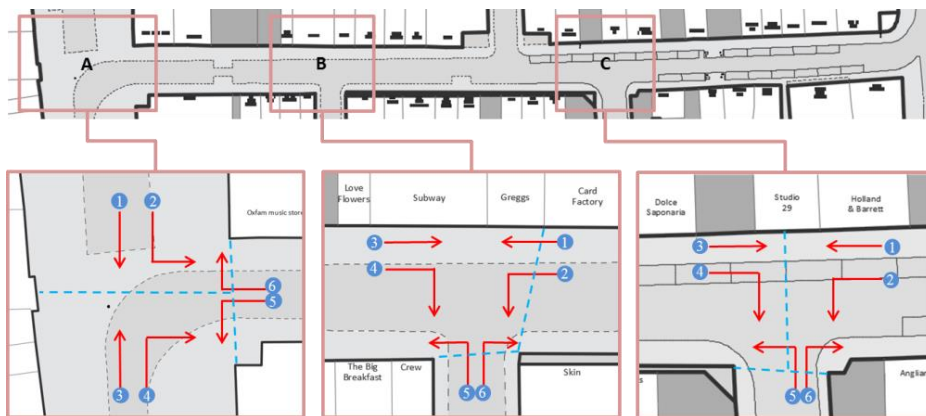


Figure 5.14: Location of the 3 observation gates and the direction of movement within the study area for pedestrian flow rates on East Street.

For such a small study area there was a significant variance in the number of pedestrians at each location and their movements, where it was found that on the same day of the week, at the same time of the day, the footfall could range by up to 1,000 pedestrians (33%). Nevertheless, patterns did emerge revealing that footfall was at its lowest from 8am-11am (Figure 5.15 and Figure 5.16). Footfall from 5pm-6pm, a time when many stores are closed was 30-70% higher than 10am-11am, indicating that the case study is a route for city centre workers returning home. Added to this, whilst Saturday footfall was considerably higher than weekdays there was little difference in footfall before 11am.

³³ Generation Y consumers, otherwise known as the Millennial Generation, refer to those born from 1981 to the early 2000s and is considered to be the generation most shaped by the advent of technology (Howe and Strauss, 2000).

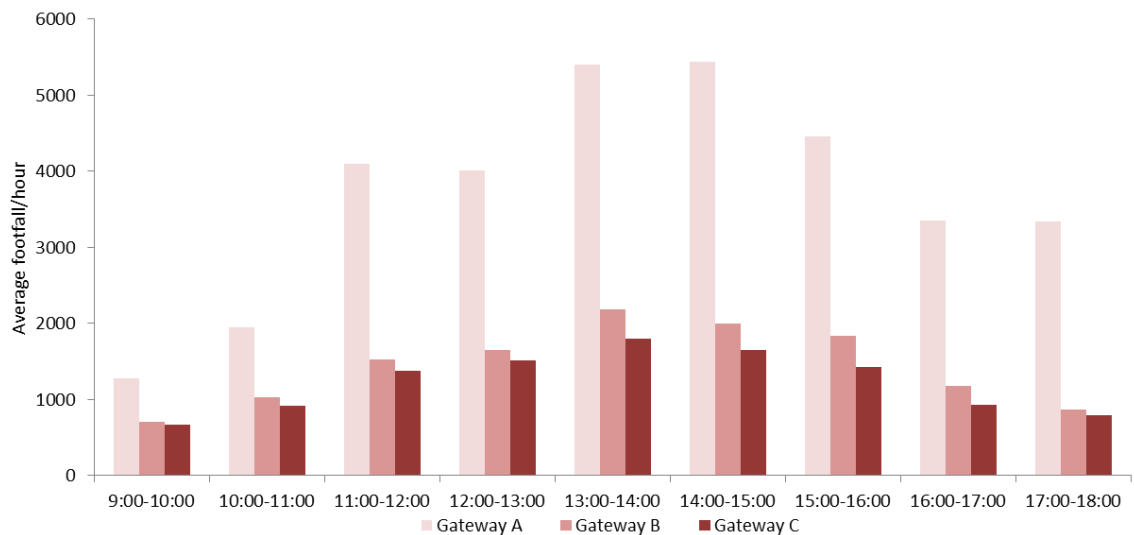


Figure 5.15: Saturday average footfall (pedestrians/hour) across the gateways.

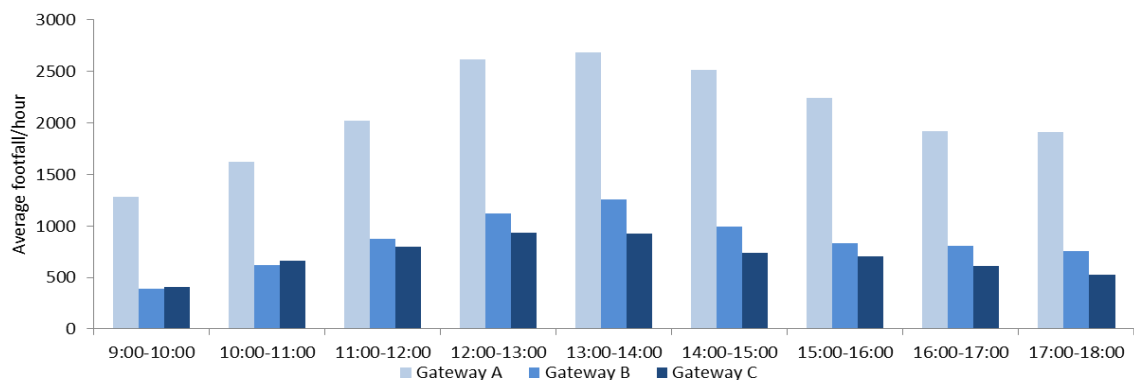


Figure 5.16: Weekday average footfall (pedestrians/hour) across the gateways.

What was consistent however was the percentage of pedestrian movement across the three locations. The heat map produced (Figure 5.17) is from the average figures at midday on a Saturday and is representative for footfall across all time periods where the percentage of pedestrians entering the case study is consistent regardless of visitor numbers. Out of the total number of people present, 19.8% will be walking south and into East Street (Figure 5.14, junction A, direction 2) whilst 6.9% shall walk north and into East Street (Figure 5.14, junction A, direction 4). Furthermore the total number of people at each location can be accurately predicted, with the number of pedestrians at gateway A approximately halving by the second gateway and reducing by a further 40% at gateway C. Ideally footfall would be evenly split across the three gateways as visitors undertake a full retail route, instead many are either not entering or only partially walking through.



Figure 5.17: Heat map of average footfall concentration across 3 gateways at midday on a Saturday.

These findings are in agreement with pedestrian flow counts undertaken at various locations within the city centre by Pedestrian Market Research Services (PMRS) for the City Council³⁴ (Southampton City Council, 2004). The findings express the stark difference in footfall outside the primary shopping centre and the secondary regions of the city centre (Figure 5.18) (Southampton City Council, 2004). Footfall figures shown are benchmarked to an average weekly index of 100 and show how in 1997 the eastern point of the Southern Bargate region had similar footfall as of that to the west of the case study (96 and 94 respectively). In 2003 footfall at the western point had increased (111) whilst footfall toward the east greatly fell (34), showing a change in consumer travel patterns as a result of a change in the city centre gravity (Lowe, 2007). In 2013, after the closure of the two shopping centres (Bargate and East Street) the footfall at both points of the case study drastically reduced (76 and 14 respectively) while primary sector footfall increased (442). These footfall findings are in agreement with claims from businesses that the closure of secondary shopping centres had harmed the area.

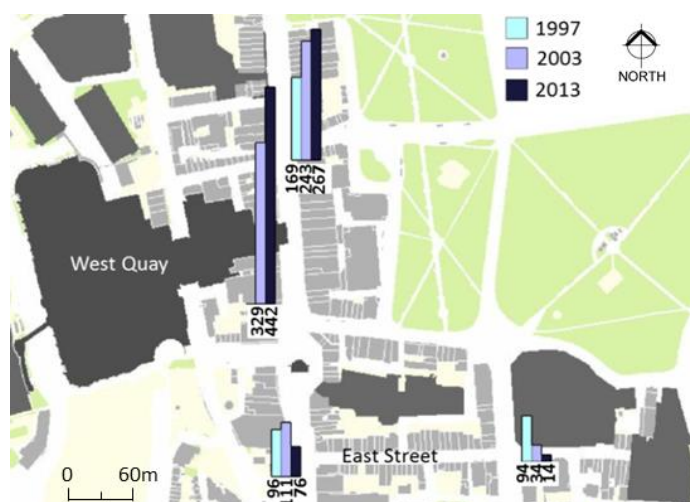


Figure 5.18: Southampton City Centre footfall figures (Southampton City Council, 2004) from 1997 to 2013 benchmarked to a weekly index of 100.

Visitors were asked to select the reasons for their visit to the city centre, and the findings (Table 5.2) reveal that these sectors are not only places of transaction, but of pleasure and social engagement. Entertainment was the chief reason for visiting followed by shopping and then eating & drinking along with meeting friends. Shopping was the reason for visiting for only 40% of respondents whilst 22% were there for strolling/window shopping.

Table 5.2: Visitors' reasons for frequenting the city centre.

Visiting purpose	Visitors (%)
Entertainment	41%
Shopping	40%

³⁴ A portion of the data is from the Southampton City Council Health report (2004), SCC urban planning department however, through personal communication, provided additional 2013 pedestrian count data for the use in the project.

Visiting purpose	Visitors (%)
Eating & drinking	33%
Socialising	33%
Strolling/window shopping	22%
Public transport transfer	3%

These results indicate how a retail environment needs to cater for a multitude of needs and can begin to establish the reason for reduced usage of secondary streets as these areas do not cater for the diverse requirements of the modern consumer. The concept that '*going to the shops*' is no longer purely about retail agrees with a recent report by CBRE (2015), which found that across Europe, South Africa and the Middle East only 40% of people visit shopping centres solely to shop.

The majority of visitors (85%) were found to favour stores opening later than 5pm on a weekday which seems logical as footfall from 5-6pm is 30-70% higher than that from 10am-11am. Only 42% of visitors were in favour of stores opening later on a Sunday, however a number do not open on a Sunday due to owners wishing for a day off and not seeing financial sense in hiring a member of staff to run the business in their absence. It would appear more prudent for secondary street retailers to break tradition on a weekday (64% were willing to do so) to connect with the shopping centres prolonged operating hours which accommodate typical working hours and allow for evening dining. A difficulty in altering opening hours however is that to be effective, the majority of the sector needs to undertake the initiative; otherwise there would be increases in closed businesses, making the area feel less desirable. There is further concern when one considers that those participating in the survey were predominantly more enthusiastic traders, willing to spend time and effort on regenerating the sector. Therefore the finding that 64% of traders were willing to alter trading hours is likely to be somewhat optimistic. Furthermore whilst opening later is manageable for chain stores it requires greater commitment and personal sacrifice from smaller, less flexible independent businesses, often operated by a single individual (British Retail Consortium, 2016a).

5.2.2 Satisfaction and influence of urban factors

Visitors were asked to rate their satisfaction with retail locations and secondary streets (East Street & Hannover) were found to be largely perceived as unsatisfactory (47% and 39% dissatisfied), whilst only 27% of visitors were dissatisfied with the high street (Figure 5.19). This could be due to a greater proportion of stores or enhanced pedestrian environments, but it highlights the current disparity between primary and secondary shopping environments. Respondents were found to be highly dissatisfied (15% very dissatisfied and 39% dissatisfied) with the heritage site (Bargate). This mirrors the perceptions of the business owners (Figure 5.2) who

also found it highly unsatisfactory, with both groups stating its tired appearance in relation to the monument.

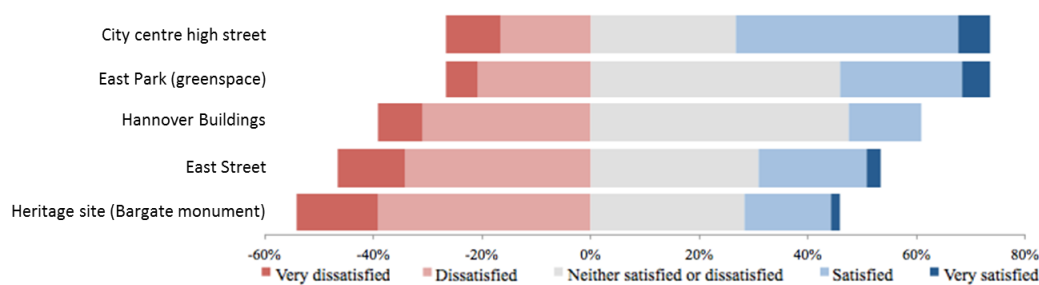


Figure 5.19: Visitor satisfaction with city centre retail localities.

The cross-tabulation of satisfaction and visiting frequency for the case study (Table 5.3) shows that 40% of visitors that were very dissatisfied never visited, however 27% visited more than once a month. 37% of visitors that were dissatisfied reported visiting once a month, but a high proportion would still never visit (32%). Of those that were satisfied with the area 38% visited four or more times a month, a considerable increase. This said, from those satisfied with the area 41% visited only once a month or never, demonstrating that footfall is affected by a multitude of factors that surpass simple satisfaction. When observing the cross-tabulation for the high street, levels of satisfaction had a more positive relationship with patronage, with only 22% of those satisfied visiting once a month while none that were satisfied did not visit the precinct. This suggests that while increasing satisfaction could increase footfall, secondary regions need to go beyond simply satisfying visitors in order to enact behaviour change. Many visitors may be satisfied with visiting a secondary street once or twice a year for a very specific purpose, but this behaviour would not be sustainable for the businesses and the street itself.

Table 5.3: Cross-tabulation of satisfaction against visiting frequency for the case study, where the figures refer to the percentage of visitors for each level of satisfaction.

		How satisfied are you with East Street?				
		Very dissatisfied	Dissatisfied	Neither satisfied or dissatisfied	Satisfied	Very satisfied
How often do you visit East Street?	Never	40%	32%	35%	8%	0%
	Once a month	33%	37%	27%	33%	33%
	Twice a month	7%	17%	16%	17%	33%
	Three times a month	7%	5%	0%	4%	0%
	Four or more times a month	13%	10%	19%	38%	33%
	I don't know where it is	0%	0%	3%	0%	0%

Visitors were asked to rate the importance of factors when deciding to visit a retail environment and, unlike businesses (Figure 5.3), they did not consider car parking highly important (Figure 5.20). Indicates either that parking in the city centre as a whole is sufficient, or that parking as a concept is not overly important. The ease of parking one's vehicle is not a reason in itself to go somewhere as cities can provide public transport and if a place is sufficiently significant then

people will travel. This being said, 23% of visitors concurred with traders and considered parking to be very important. A two-tailed hypothesis test found that there was sufficient evidence at the 0.05 level that the two populations differed significantly with respect to their opinions concerning the importance of car parking (see Appendix Q for the full calculation). Cross-tabulation found that those who perceived available car parking and times as very important were far more likely to rarely visit the case study (never or once a month) than the high street (67% compared to 37%). This suggests that the 90% of businesses who were dissatisfied with parking provisions were correct in their assertion that the sector does not provide sufficient facilities. However, given that a large proportion of visitors did not find parking availability to be important, other interventions may be more appropriate in order to attract visitors.

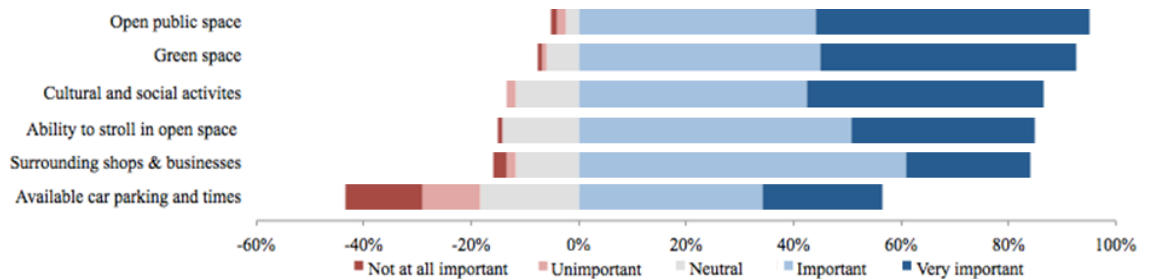


Figure 5.20: Importance of factors for visitors' when deciding to visit a retail environment.

Surrounding shops and businesses were considered to be of more importance, but notably only 23% thought them to be very important. Conversely other factors such as open public space, green space and cultural and social activities had a far greater percentage of visitors perceiving them as very important (51%, 48% and 44% respectively). These results further support the suggestion that retail is an experience rather than mere transaction, with visitors wishing to enjoy and experience the retail space. Visitors are likely to focus on how accessible the street is from their home, whereas business will consider a smaller scale, such as ease of access from the high street. The footfall monitoring findings that those living locally regularly frequent the sector supports the visitors' perception that it caters as a local shopping area.

Visitors were asked to specify which qualities, that describe the public realm (Carmona et al., 2008), they perceived the secondary retail area to have (Figure 5.21), and predominantly thought it to be 'accessible' and a 'local shopping area' (63% and 57% respectively). This is interesting when one considers that the businesses (Figure 5.3)) ranked accessibility as one of the more important factors impacting on trade, stating that the closure of the shopping arcades had greatly impacted on permeability, resulting in a loss of footfall.



Figure 5.21: Visitors' perception of the Southern Bargate Sector.

Two of the lowest ranked indicators were 'attractiveness' and 'comfort'. The case study is lacking in these areas largely due to hasty post Second World War reconstruction (Hatherley, 2010; Lowe, 2007). Many secondary retail streets are considered less attractive and comfortable when compared to primary areas so the impact of interventions on the two indicators is studied. Only 28% of visitors perceived the sector as safe and secure which is in agreement with businesses that had concerns with limited CCTV and a high number of beggars. Of particular significance is that only 17% of people considered the sector to be viable and 10% robust. Indicating that many do not envisage it to be an integral element of the retail circuit but instead a historical edifice, managing to survive rather than flourish.

5.2.3 Urban interventions

Visitors were asked which interventions they perceived to be most important; the results shown in Figure 5.22 reveal that 63% of respondents considered reoccupation or reuse of vacant stores to be very significant agreeing with the perception of businesses (Figure 5.7). The visitors' perceptions in Figure 5.20 showed surrounding shops and businesses were considered very important by a comparatively low percentage, suggesting that vacancies are of greater concern than shop type, as visitors wish for activity. Pedestrianisation was also highly perceived by visitors, as with retailers, with 90% thinking it important. Further similarities between the two stakeholders were found with visitors giving importance to active streets and markets (90% and 75% respectively). Not many visitors perceived the case study to be attractive (Figure 5.21), but relatively few considered traditional aesthetic improving interventions such as awnings and building refurbishments to be important.

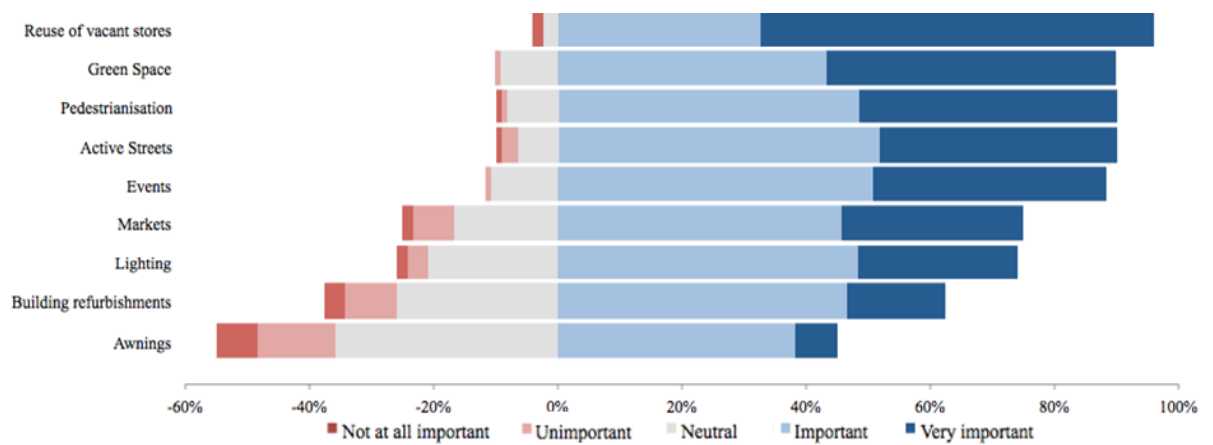


Figure 5.22: Visitors' perceived importance of proposed interventions.

The top three interventions were found to be reuse of vacant stores, green space and pedestrianisation which all would affect a visitor's immediate senses. Many of the businesses perceived changes to the quality of buildings and travel (be it access or parking) as important but it would seem that in order to create an attractive environment for visitors one should focus on activity at eye level.

As discussed previously the case study is situated within the city's Old Town (Harris, 2015) which is known by 88% of visitors. Those who did not know about Old Town were found to be less likely to visit secondary streets (Table 5.4), highlighting a relationship between knowledge of heritage/attractions and footfall. Any interventions which raise awareness would likely lead to increased footfall and usage.

Table 5.4: Cross-tabulation of satisfaction against visiting frequency for East Street.

		Did you know there was an Old Town?	
		Yes	No
How often do you visit East Street?	Never	27%	36%
	Once a month	32%	43%
	Twice a month	18%	0%
	Three times a month	4%	0%
	Four or more times a month	19%	21%

Only 34% of those surveyed knew there was a speciality-shopping district in the city, and many of those did not know it was in the case study. As discussed, distinction and renown is a key tool for counteracting negative perceptions and this data suggests the "*East Street Speciality Shopping*" sign (Figure 4.25) or the character itself is not being acknowledged by visitors. This would agree with the principles of shared space and transparent design where sites are self-explanatory and the need for signage is reduced. If the area is to become known as a speciality shopping area then an alternate form of marketing should be considered, as currently it does not appear to be influencing a large proportion of people.

5.3 Discussion

The objective of these initial surveys was to discern how businesses and visitors perceive primary and secondary retail sectors, beginning to understand stakeholders' perceptions and influences of urban interventions, along with their actual impact.

The results of visitors' reasons for frequenting retail environments indicate that retail environments need to satisfy a multitude of needs. This begins to establish the reason for reduced usage of secondary streets as they do not cater for modern consumer needs. The results of visitors preferred urban interventions further supports the suggestion that retail is an experience rather than mere transaction, with visitors wishing to enjoy and experience the retail space. The manual observation studies found visitors to be habitual with movement patterns consistent over time, even major changes to the retail core took time to enact change. So whilst perceptions can be changed by one-off interventions, such as temporary events, they may struggle to enact lasting change through habit formation due to entrenched perceptions and routines which are tested in the following chapters.

It is interesting to note that a number of specialist businesses have not been severely affected by the streets' recent demise. Secondary areas are described as speciality or independent retail and areas for new businesses to enter the market. They currently however seem to cater for established specialist brands which only require limited reliable footfall and the street in its current form does not cater for extended stays, being far from a destination in its own right. If one considers a successful secondary retail sector, such as Brighton Lanes, it is known for its vibrancy as opposed to specific stores (Collis, 2010). The area, similar to many secondary streets, including the case study, is within the main heritage region of the city and appeals to visitors' sense of place. Architecturally, it still contains the narrowness and height of buildings reminiscent with medieval times however the majority of streets and buildings are not of significant aesthetic quality, but an atmosphere has been created at pedestrian level, which captures visitors' attention. Roads have not been pedestrianized but instead they are merely closed with temporary measures such as the placing of tables or planters for the weekend. Certain businesses were found to welcome the presence of the road and short stay parking as it suits their business; such a strategy however negates the possible positive effects from prolonged stay in the retail environment. The presence of destination stores can create distinction and renown, a key tool for counteracting negative perceptions. There is an irony in that many businesses believe more outlets is the key to incentivising movement even though a main complaint is that the city centre is too big for its critical mass.

The findings reveal that retailers are primarily concerned with static factors of the retail environment such as parking provisions or building façades (Figure 5.3 & Figure 5.7), whilst visitors are concerned with active and spatial improvements along with cultural/social activities (Figure 5.20 & Figure 5.22). Many traders interviewed believed they understood what visitors wanted citing that they talked to members of the public in their shops. Those individuals however have a specific mind-set compared to those shopping on the street or those who do not visit secondary retail streets. The findings from Figure 5.8 however, did reveal many retailers to favour active interventions such as pedestrianisation, cafes or greenspace. Both businesses and visitors perceived reoccupation or reuse of vacant stores to be very important and it would appear that surrounding shops matter more if they are vacant. That is to say the range of shops may be important in order to offer a range of services but of greater importance is filling in empty units with activity be it retail or not.

5.4 Key Findings

The findings have shown the challenges of engaging with stakeholders and the complexity of undertaking interventions in the interest of all stakeholders. Businesses have been found to focus on their self-interests and resist any changes which impact on their default behaviour, such as pedestrianisation. The rational instinct when faced with uncertainty is to maintain the norm (Samson, 2014) and this explains why many secondary retail businesses have not taken drastic action. Further to this many businesses considered themselves constrained by their environment with closures to centres and car parks creating a sense of helplessness resulting them in thinking that any changes they take will have no impact (Gifford, 2002). Visitors however have been shown to adjust behaviour as a result of changing circumstances with no easy form of adaptation available (closing shopping centres did not provide an easy form of adaption such as alternative connectivity routes). Visitors wish for stores to open later on a weekday and open public spaces and activities within a retail setting. Interventions that would nudge them into the area, such as awnings and refurbishments, were of least importance but favoured by businesses.

The following chapters (6-8) show the results from three interventions which introduce concepts to businesses and potentially reduce the uncertainty and feeling of constraint. The aim is to provide understanding of whether small-scale interventions can promote a more collaborative approach to regeneration by aligning perceptions and also enable businesses to take ownership of the regeneration of secondary retail areas.

Chapter 6 Activity Intervention results

An activity intervention, The East Street Arts Festival, was a free to attend event held from 10:00 to 17:00 on Saturday 26th September 2015 including 4 main elements; live music and poetry, workshops, art displays and a pocket park, and increased the ratio of pedestrian priority surfaces from 46% to 67%. It took place exclusively on the road thus not prohibiting pedestrian movements on the pavement and as it was a partial road closure³⁵ allowed vehicular traffic to continue with a simple temporary diversion. The festival was focused on arts and culture from the community to emphasise the importance of locality for a secondary retail environment, exhibiting what such an area can contribute to a city. The intervention was diversified in order to appeal to all age groups and demographics, a reason for it being held on a Saturday, when there is the greatest volume of traffic.

This chapter initially discusses the intervention in terms of how it was organised and planned, followed by an analysis on the costs involved, in particular the expected costs if businesses were to undertake such an intervention unaided. Two studies were undertaken to understand the intervention; firstly a visitor survey conducted during the event, sampling 120 visitors. Secondly a business survey conducted three weeks after the festival, surveying 26 businesses (67% of occupied units). The results include the impact of the intervention on the relevant actors' perceptions and behaviours in the short and long term.

6.1 Organisation and planning of the intervention

When planning the intervention there was enthusiasm but also trepidation from the retailers who were unsure on how to organise and undertake such an event. The initial intention was for it to be primarily run and organised by the traders but it was realised that if this were the case the event would not take place due to their own commitments and anxieties. Numerous meetings took place among traders, council officials, community supporters/activists, local artists and University researchers involved in the organisation (Figure 6.1). The involvement from various parties at a bottom-up level helped generate ideas with professional involvement prompting confidence and ensuring that potential interventions were kept realistic; of particular importance when operating on a limited budget.

³⁵ The entire road was initially planned to be closed for the intervention, however the complexity and cost associate with such a plan was far from desirable.



Figure 6.1: Visualisation showing those involved in organising the East Street Arts Festival.

The East Street Arts Festival was split into four major elements; workshops, pop-up park, art and music & poetry (Figure 6.2). The workshops included sewing, clothes swaps, face painting and other events organised by community groups, local artists and students. It also contained an area dedicated to completing surveys along with clear plans and elevations for members of the public to annotate. The latter was used to invite conversation about how people perceived the area and what ideas they had for regenerating secondary streets.



Figure 6.2: Location and elements of the activity intervention.

The pop-up park comprised of recycled planting, made by members of the community from an assortment of plastic bottles along with pallet seating and a water feature as an attempt to trial pedestrianisation (Figure 6.3). Visitors did use the pallet seating, however the conventional tables and chairs in the music area were far more popular, being used throughout the day even when there was no music. The pallets themselves were industrial and not sanded down or covered up due to financial constraints and this likely led to confusion and a lack of understanding..



Figure 6.3: Wooden pallet seating (left) and water feature (right).

The art section included a number of innovative store frontage designs on store windows, occupied and vacant, some of which were produced on the day as a piece of live theatre. Alongside this, there was an area of road surface dedicated to visitors' art with chalks provided for the public to portray their own work. Lastly there was live music and poetry, the latter of which consisted of four acts that performed in-between musical numbers at the top of the event underneath a gazebo in a pop-up living room. The live music was all "unplugged" or acoustic (a sound system was used only to enhance volume), coinciding with the culture theme but also allowing retailers to continue trading during performances.

During the day a number of individuals and groups independently decided to become involved on the day, having never previously been approached. This included drummers deciding to play at the entrance to the festival and other city centre businesses participating in some form. The event generated a certain atmosphere and others recognised the potential and wished to participate and so it generated a life of its own beyond what was planned. The weather on the day was clear and sunny with an average temperature of 18°C which was beneficial to attracting footfall, however not so different to the before and after footfall survey conditions.

6.2 Cost analysis of intervention

The cost of hosting the event was £1,392.52 with a cost breakdown shown in Table 6.1, where it must be noted that the City Council provided some considerable savings (£977) and all contributors (acts, volunteers and organisers) acted out of goodwill.

Table 6.1: Cost breakdown of the intervention (savings from the City Council highlighted).

Road closure application to Balfour Beatty	
Drawing up the road closure plan	£1000.00 £110.00
Road closure –person & signs on the day	
City Council payment for loss of parking revenue	£200.00 £113.00
City Council 7A legal costs	£302.00
Search fees	£57.00
Sound engineers	£60.00
Cable ramps	£42.00
Workshop materials	£83.60
Insurance	£330.72
Parking costs	£64.00
Website costs	£100.00
Printing/publicity costs	£130.20
TOTAL	£1,392.52

The estimated cost of the intervention if all elements were privately provided was calculated as costing over £19,000 (Table 6.2), with the organiser conservatively assigning £10,500 for her time spent on the event and a further £5,000 for additional organisers³⁶. Added to this, there were a large array of costs that were internalised, including the hiring of equipment and contributors, with rates found by researching the relevant unions and rental companies.

Table 6.2: Estimated privately provided cost of the activity intervention.

Planning/organising the event	Event organisers ³⁶	£10,500
	Assistants ³⁶	£2,250
Legal fees	Road closure application to Balfour Beatty	
	Drawing up the road closure plan	£1,000
	Road closure –person & signs on the day	
	City Council payment for loss of parking revenue	£200
	City Council 7A legal costs	£302
	Search fees	£57
	Insurance	£331
Publicity	Design of poster & flyer	£100
	Printing of posters & flyer	£130
	Website	£100
	Advertising (Facebook, Daily Echo, Discover Southampton)	£120
Travel costs	Travel expenses on the day	£30
	General travel expenses	£34
Music & poetry	Sound engineers	£60
	Stage hire	£40
	PA system (music)	£200
	PA system (poetry)	£100
	Cable ramps	£42
	45 minute musician session x5	£240
	20 minute poetry session x3	£150
	Café table x8	£36
	Café chair x24	£48

³⁶ The cost for organising the event was 2 months (300 hours) work for the event organiser at £35/hr and 2 assistants at £15/hr for 2 weeks each (150 hours collectively).

Chapter 6 Activity intervention results

	Large gazebo	£150
	Gazebo	£100
Workshops	Information point	£10
	Magician	£400
	Walk around actor	£200
	Face painter (4 hours)	£100
	Sisha lounge furniture	£15
	Arts & crafts workshop	£100
	Gazebo x3	£300
	Table x12	£60
	Large bean bag cushion seating	£25
	Chairs x30	£41
	Materials	£84
Art	Artist displays on store windows x5	£400
	Artist on the day	£210
	Art utensils (chalks)	£5
Pocket park	Water feature	£10
	Planting and wood hire	£10
	Play equipment hire (hula hoops etc.)	£15
	Wooden pallets x20	£25
	Artificial grass	£50
	Sand	£5
General	First aid presence (2 people)	£300
	Food for volunteers on the day	£100
	Bunting (100m)	£10
	Banners	£50
	Portable toilet hire	£450
	Setting up and taking down the event	Personal cost
TOTAL		£19,295

There were costs which seemed excessive, chief among them the fee for the road closure, contracted to a civil engineering firm, which was reduced from the daily rate of £1,000 down to £110 after much negotiation. Added to this was the loss of revenue from the parking which was also reduced thanks to an intervention from the City Council. The latter charge seems unjust in that the festival clearly brought more people into the area and thus generated revenue for the city. Ideally if the intervention were to be replicated expenditures such as insurance, closing the road and the 7A legal costs³⁷ would be mitigated or minimised as the traders are working on tight budgets and so barriers for such work should be reduced where possible. In the meetings leading to the event there was a clear development in the businesses willingness to become involved and put their future in their own hands rather as opposed to earlier reliance on the city Council. An aim of the event was to increase the traders' self-dependence, however the level of assistance offered may have been too great and thus supported their reliance on others. This said, the event was a learning exercise and one of the conclusions that can be made from such an event is that

³⁷ City Council 7A legal costs include the cost of officials obtaining permission for the road closure from all active traders on the street.

due to the current state of the region, confidence is low (as discussed in the baseline study) and for business to invest time into an idea/intervention some level of assistance is necessary be it personal or through documentation. Whilst there is current support for hosting an event by the City Council³⁸ it concerns the legal and safety issues as opposed to educating one on what is needed for a successful event and ways to reduce costs. There are numerous documents/guides which discuss how to hold an event but none that are directed towards retailers with regard to enlivening a retail street.

The estimates could fluctuate greatly dependent upon if this were to be repeated as a community or corporate event. The number of volunteers involved was significant with many dedicating large amounts of time and resources to the event and establishing relations, which the businesses hope to be continued in the future. Following the intervention the business association has altered their rules to allow for involvement from members of the community. Engagement with volunteers found that many were happy for it to become a regular event, willing to support it on the condition that it remains a community event. As all contributors were acting out of goodwill this meant a large increase in workload for the organisers due to difficulties in establishing and maintaining commitments. There was a very high drop out with people initially keen but closer to the date either becoming nervous or realising it to be too big a commitment for no financial reward.

Finally, this intervention was a community Arts Festival and in holding a community event one is able to utilise a very specific resource which is willing to work free of charge, for the betterment of the community. If such an event were to be funded through commercial sponsorship, or undertaken by a particular agency then this resource would likely be unavailable. Thus the cost of the event would increase dramatically with all acts and contributors requiring payment. When approaching volunteers through various channels it was essential to remove any corporate elements thus gaining favour with community centric figures. An example of such was in advertising and marketing the event (Figure 6.4) as the initial images and documentation drafted up was found to be too corporate, making the event appear to be undertaken by non community members.

³⁸ <http://www.discoversouthampton.co.uk/visit/your-event-and-promotion-in-the-city> has links to an events and promotions application pack and a guide on how to organise safe events in Southampton.



Figure 6.4: Marketing image not used for fear of being too corporate (left) and map visuals on the flyer composed by a local artist (right).

In conclusion whilst the event cost less than £1,400 this was an optimum scenario with the true cost considerably more, with two major reductions in fees saving £1,000. If the event is to be kept as a community event with some assistance from businesses then it is reasonable to envisage that costs can be kept below £13,000 allowing for the hiring of an event organiser. If the traders were to organise and manage the event themselves then costs could be kept below £3,000 with the majority of costs, such as medics, equipment and food internalised. If the event were to get commercial sponsorship then costs would rise as all contributors would expect a fee. A worst case scenario would see the event costing £26,000 or more whilst a scenario where the traders managed and organised the event (which would be a considerable time commitment with no assistance from the community) would cost over £6,500 for the level of events and performers present (see Appendix F for a breakdown of estimated costs). The savings from businesses organising an activity intervention during rainy days is substantial, however this requires a degree of commitment, confidence and coordination that many areas are unlikely to have.

6.3 Visitor survey

During the event a visitor survey was undertaken at the entrance to the event where there was a steady flow of people (Figure 6.5), to understand how visitors found the intervention and what effect, if any, it had on perceptions and behaviour.



Figure 6.5: Visitor survey being conducted at the entrance to the festival.

On the day, with assistance from the City Council, 120 visitors were randomly sampled, with 83% of them being from within Southampton. The majority of attendees (66%) were from the three central wards (Figure 6.6) similar to the percentage found in the baseline study. The range of respondents were comparable in age and employment demographic to city census data (ONS, 2011).

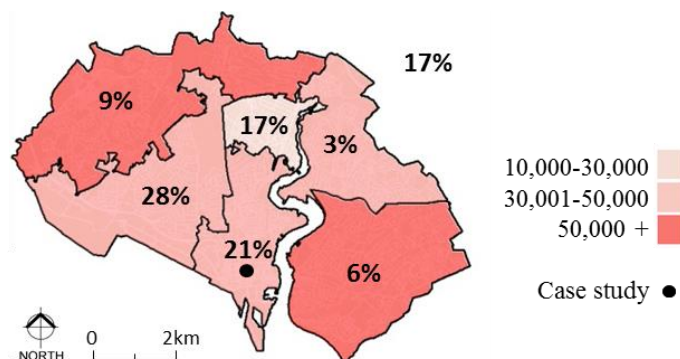


Figure 6.6: Percentage of attendees over map of postcode population.

The estimated number of visitors for the event was 8,000 people, thus results have a margin of error of 8.8%, which is greater than anticipated. In order to achieve a 5% margin of error, 360 visitors would have needed to have been sample which was not a reasonable target as the event only lasted for 7 hours with the majority of visitors present for only a short period of the day. This sample size corresponds to the baseline visitor survey and is sufficient in comparison to similar festival and retail literature (Comunian et al., 2016; Kärrholm et al., 2014; Thompson et al., 2015).

The survey (Appendix G) asked a total of 13 questions, represented in 3 sub-sections where there is discussion on the key quantitative data.

6.3.1 Visiting frequency

Based on monitoring from a beam breaker the event drew 8,653 visitors compared to 3,463 the Saturday before and 6,932 the following Saturday (Figure 6.7). The brief study expresses the volatility of pedestrian activity in the sector, whilst also showing that the event attracted a high number of people. This assertion is verified by over half (55%) of those surveyed stating that they would not have visited the street if the event was not on, whilst only 20% would have visited regardless. This shows how introducing activity creates interest and intrigue allowing the environment to stimulate visitors influencing performance (Anderson et al., 1989; Bell et al., 1996) attracting a higher ratio of visitors from the retail core.

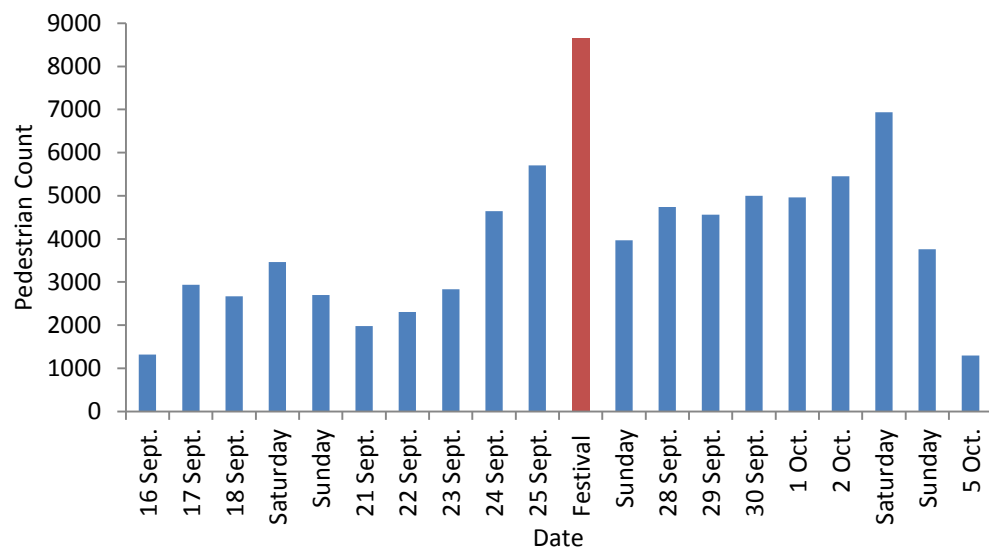


Figure 6.7: Daily pedestrian footfall observations from Wednesday 16 September to Monday 5 October 2015 (day of the festival in red).

Eventhough posters and flyers had been specifically designed for the intervention, only 8% of visitors learnt of the festival through such means. Many (50%) learnt of the event through word of mouth or noticing on the day, while 40% learnt through established secondary sources, which included e-marketing on both Facebook and the Discover Southampton website³⁹ which captures a large audience of people. Only 2% were influenced by local media endorsements such as local radio and newspaper announcements, the first of which broadcasted a number of live interviews on the morning of the event with organisers and traders. This suggests that the most effective marketing method, when operating on a limited budget, is to utilise already established groups. Posters and flyers can be an effective marketing tool but the majority of promotional material was used within the case study itself and so did not reach a wide audience. The effectiveness of such a method relies upon a number of elements and often requires significant investment to have any impact. When creating activity in a retail environment, as long as this is visible/audible then there is a reduced need to advertise due to the short term impacts on behaviour as described by arousal theory (Anderson et al., 1989).

6.3.2 Satisfaction of intervention and its various elements

All visitors wanted the event to become an annual event, with a number asking for it to be repeated regularly, with some wishing for it to be monthly. Nearly all visitors rated the festival to be either good or very good (56% and 37% respectively) with only 7% finding it to be neither good nor poor (Figure 6.8). The individual elements had similar levels of satisfaction; the workshops out

³⁹ The Discover Southampton website (<http://www.discoversouthampton.co.uk/>) provides visitor information about what events and activities are happening within the city. The site has a mailing list that sends out reminders for specific events which was the case for the East Street Arts Festival.

Chapter 6 Activity intervention results

of the four were the least popular, although 76% of visitors still rated them positively. The other elements (music & poetry, art displays and pocket park) had almost identical satisfaction ratings with the majority of visitors ($\approx 86\%$) thinking the elements were good, with approximately 35% of visitors rating them as very good (37%, 33% and 36% respectively).

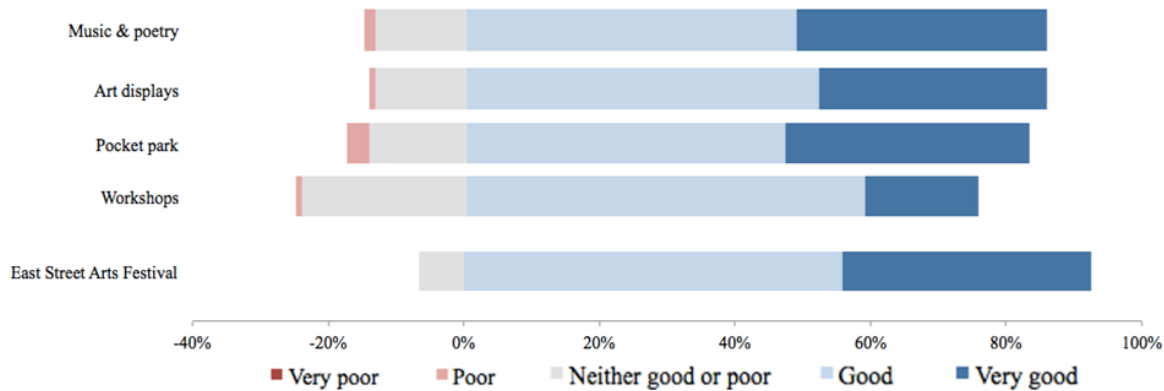


Figure 6.8: Visitors' satisfaction with the festival and its various elements.

This demonstrates that when holding an event the individual elements are not overly important, if there is a sufficient level of diversity, which is significant as aspects such as the pocket park or art displays are far easier to replicate with increased regularity than live music or workshops. The reduced enthusiasm for the workshops is likely due to them being overcrowded and requiring direct as opposed to indirect engagement. Research on pedestrian movements has shown that for floor-based interventions to be successful they require multiple levels of engagement (Nikolopoulou et al, 2015). Street based interventions need to consider a diverse range of visitors and whilst engagement should not be discouraged (as this is how community grows) it should allow visitors to forfeit participation if they, as many do, prefer to observe/listen.

The enthusiasm for the intervention and its various elements was down to the fun, accepting nature of the event and feeling of safety from a closed road, with many visitors commenting on the change in atmosphere created by the event. While all elements were considered equally favourable the live music attracted a significant level of attention, in particular the Ukulele Jam (Figure 6.9), which highlighted the importance of a musical element in order to attract interest. The live music created an arousal stimulus which influenced visitor behaviour to walk down the case study. This being said live music could not be replicated on a weekly basis as organising it is a costly, time extensive experience and it can restrict a stores ability to complete sales through excessive arousal (Gifford, 2002)



Figure 6.9: Crowd gathered to watch the Ukulele Jam.

6.3.3 Altering behaviour and perceptions

Results revealed that 85% of the visitors' perceptions of the secondary street were affected by the intervention (Figure 6.10). Further to this, the majority (86%) of visitors stated their likelihood of visiting the sector had been increased, with 38% stating it had been greatly enhanced. This being said, manual footfall observations after the festival found there to be no noticeable change in the percentages of visitors entering the case study (Figure 6.11). Furthermore there was no marked difference in the percentage of people walking further down the case study, indicating that the impact in terms of visitor flow was for the day, rather than long term. This does not mean that the intervention has no lasting impact as perception change is unlikely to result in immediate behaviour change because habit formation takes time with motivation changing from reflective to automatic (Michie, West, et al., 2014). Over the entire year there may be more irregular visits to the East Street sector where particular businesses remain in visitors' minds.

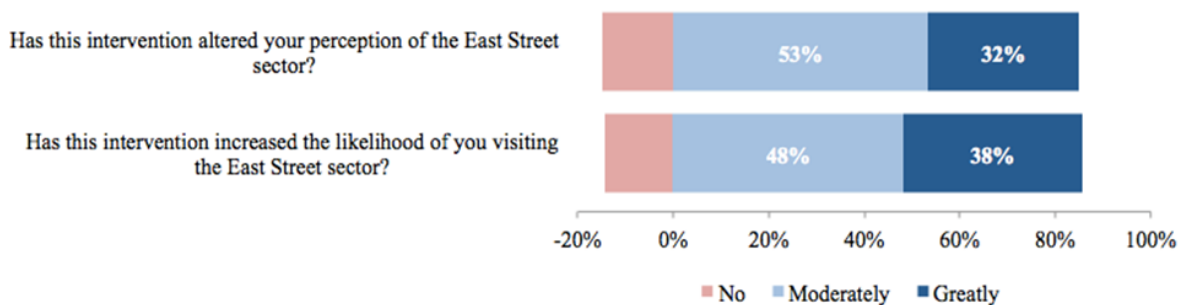


Figure 6.10: How the intervention altered visitors perceptions and likelihood of visiting.

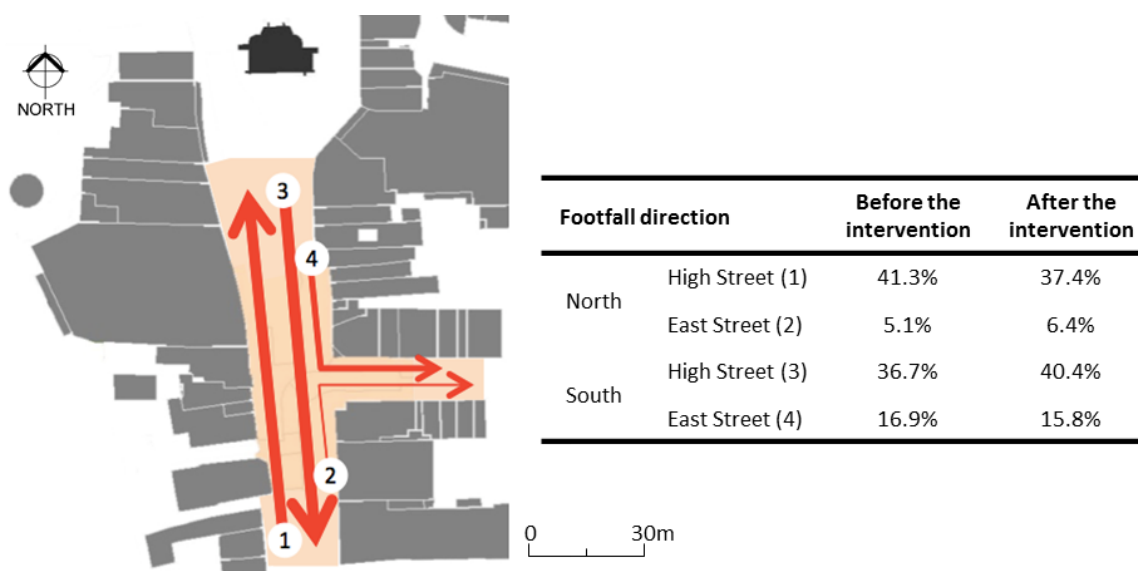


Figure 6.11: Percentage of visitors across the day entering the case study from the High Street.

The cross-analysis of age with individual perceptions (Figure 6.12) revealed that those aged 50-64 had been most affected, with 47% greatly influenced. Those aged 30-49 were also markedly influenced (32% greatly and 51% moderately), compared to young adults (aged 18-29), where 27% perceived their perceptions to have been greatly altered. This demonstrates that generation Y consumers may be more concerned with long term change as opposed to short term interventions, concurring with the widely held view that they are more difficult to please (Clark, 2014). The baseline study found that only 33% of generation Y consumers (compared to over 50% for older consumers) rated open public space interventions as very important.

The cross-tabulation of age with an individual's likelihood of visiting revealed that the event had a large impact on young adults, with 42% greatly influenced compared to 34% of those aged 30-49. The baseline study found that a greater proportion of 18-29 year olds do not visit secondary retail streets, but have a high capacity to regularly visit primary areas. This indicates that generation Y consumers are more easily influenced in terms of their retail route/routine. Those aged 30-49 (likely to have young families) were far less influenced, indicating they are more settled on a specific route and give a greater level of importance to retail units than other age groups (87% rated surrounding shops and businesses as important in the baseline study).

Chapter 6 Activity intervention results

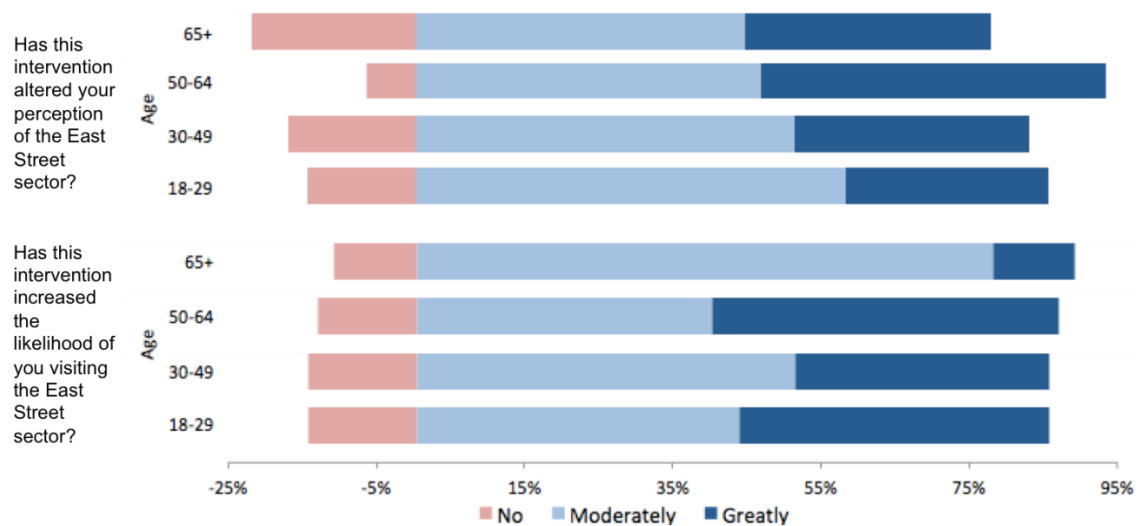


Figure 6.12: Cross-analysis of age against how the intervention altered visitors' perceptions and likelihood of visiting the case study.

The majority of visitors (92%) wished for the temporarily closed section of the case study to be pedestrianized on a permanent basis, with the intervention showing the potential for secondary retail streets. However, this desire for pedestrianisation was found in the baseline visitor survey, where 90% of people considered pedestrianisation to be an important intervention when improving the retail environment (Figure 5.22). Furthermore open public space, often created through pedestrianisation, was considered the most important factor for a retail environment by visitors (Figure 5.20). Visitors' were also in favour of regular art displays in the sector (97%) which further emphasises the desire for activity/vibrancy in secondary retail environments

As already mentioned, there was a table at the entrance to the event with 4 A1 sheets depicting blank plans and elevations of the case study encouraging visitors to depict what they would like to see implemented in the sector. The elevations (Figure 6.13) showed that visitors wanted to reclaim the space; there are no cars but instead activity, colour and atmosphere. The comments on the drawing seemed to suggest that a secondary retail area requires an identity and to become more comfortable. Visitors did not want a continuation of the high street, but instead aspired for the area to be an alternate experience.



Figure 6.13: Elevation of case study annotated by the public (original drawing by Feria Urbanism).

6.4 Business survey

Three weeks after the event 26 businesses in the case study (67% of occupied units) were surveyed to establish the full effect (economically and socially) of the intervention. Since the initial study, as expected, there has been a level of *churn* in the sector with a number of new businesses being surveyed for the first time.

Prior to the intervention 25 businesses had agreed to record footfall and turnover figures for each day before and after the event. One business recorded daily footfall whilst two others gave a ranking to each day's turnover but the majority forgot to document the data despite reminders from the researcher. This highlights the difficulty in obtaining data, either because retailers do not have processes in place to record footfall and turnover (often a reason for SMES), or they are unwilling to disclose such information (common reason for chain stores).

The majority of businesses surveyed (73%) had been trading in the locale for over two years whilst 15% had been trading for less than 3 months. The names of businesses involved in the study were not recorded to allow for anonymity, however their locations (east or west) were recorded (Figure 6.14) identifying whether they were able to directly interact with the intervention.



Figure 6.14: Visualisation showing location of businesses in relation to the intervention.

The survey (Appendix H) asked a total of 15 questions, represented in 4 sub-sections with discussion and summary on the key quantitative data.

6.4.1 Impact on business footfall and revenue

While there was an increase in visitors to the case study as a result of the intervention (Figure 6.7), not all retailers benefitted. Figure 6.15 shows how footfall within shops remained the same for 39% of businesses with only 27% noticing a large increase on the day. The economic benefits were more limited, with 65% of retailers stating revenue on the day had remained the same. Following the event the majority of businesses witnessed no change in footfall or revenue (69% & 77% respectively) which concurs with the footfall observations (Figure 6.11). This being said a noticeable few were positively affected, albeit not greatly, showing that such an event did begin to alter behaviours.

Chapter 6 Activity intervention results

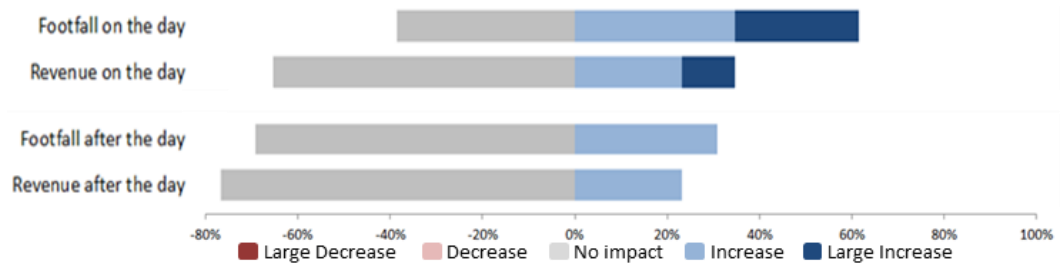


Figure 6.15: How businesses' footfall and revenue were affected by the intervention on and after the event.

The relatively shallow increase in footfall and revenue in stores during the intervention can be understood when one considers that secondary retail streets contain a large proportion of specialist businesses. These types of retailers would not expect to have large increases as they target a very specific audience and do not rely upon passing by trade, instead acting as a destination. For these businesses the success of such an intervention is on raising the awareness and profile of their business and the area.

The reason for the difference in footfall and revenue on and after the event was that a number of businesses found they had an increase in people browsing within their stores, whereas before their business relied on people visiting with a specific purchase in mind. As discussed, the majority of businesses operate as destinations and so most visitors enter stores already knowing what they will purchase. A high street chain may operate on the grounds that 20-40% of customers that enter their store will make a purchase, certain businesses in the case study however will operate on a conversion rate of 80%. This event appears to (if only slightly) have introduced the street to those that enjoying browsing and strolling through a retail environment on the off chance of purchasing. This demographic relies upon retail being a pleasurable experience, often assisted by the aesthetic and ease of the public realm and is currently not very well supported by secondary retail streets.

Cross tabulation with store location revealed a divide in the impacts on business performance (Figure 6.16), with businesses situated to the west (where the festival was not located) stating that the event prompted visitors to walk past their store with added haste. This agrees with stimulus load theory, whereby visitors faced with a high level of stimulus, such as the intervention, have a tendency to ignore key environmental features (Gifford, 2002), in this case, the shops. Impacts on the day marginally favoured eastern businesses, while the majority of western businesses realised no impact in terms of footfall or revenue after the event (83% & 92% respectively) compared to the far more favourable statistics for those east (57% & 64%). Looking at the results in this form suggests that such an intervention does have the potential to impact on economic factors but only for those businesses located in immediate proximity, a common problem in urban interventions, highlighting the significance of boundaries.

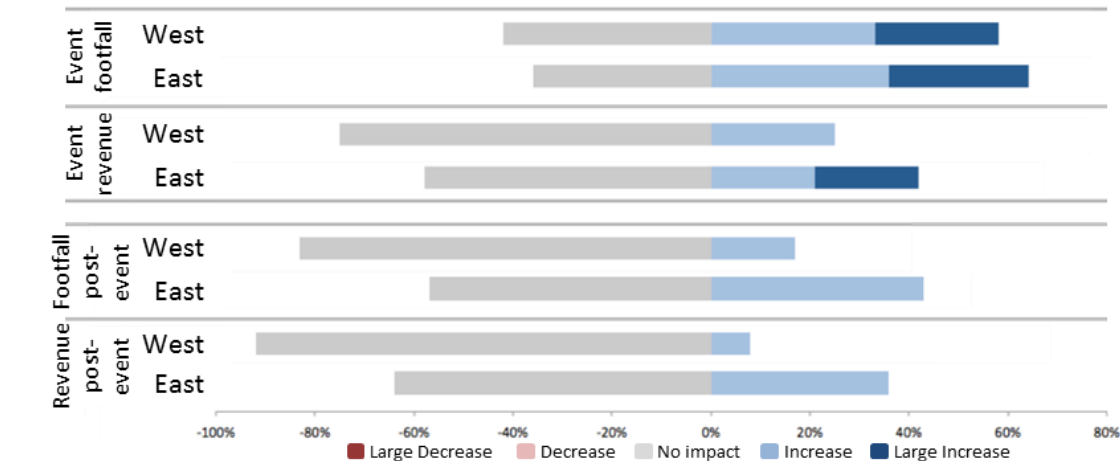


Figure 6.16: Cross-tabulation on how businesses were affected by the intervention on and after the day with the position of their store.

6.4.2 Satisfaction of intervention and its various elements

All businesses wanted the festival to become an annual event, with businesses claiming;

“It was an occasion.”

“It brought vibrancy and people back to the street.”

“In three years, I’ve never seen it look like this.”

The vast majority (similar to visitors) rating it positively (42% positive & 50% very positive) (Figure 6.17) with many surprised at the overall quality of the event, highlighting once more the behavioural constraint the businesses feel, being unable to affect their environment. Similar to visitors, businesses ranked the events equally positively with the workshops once more being considered to be of the least importance, although 88% still rated them positively. The positivity was not unexpected as the majority of businesses were unaware of the full costs and time required to host such an event.

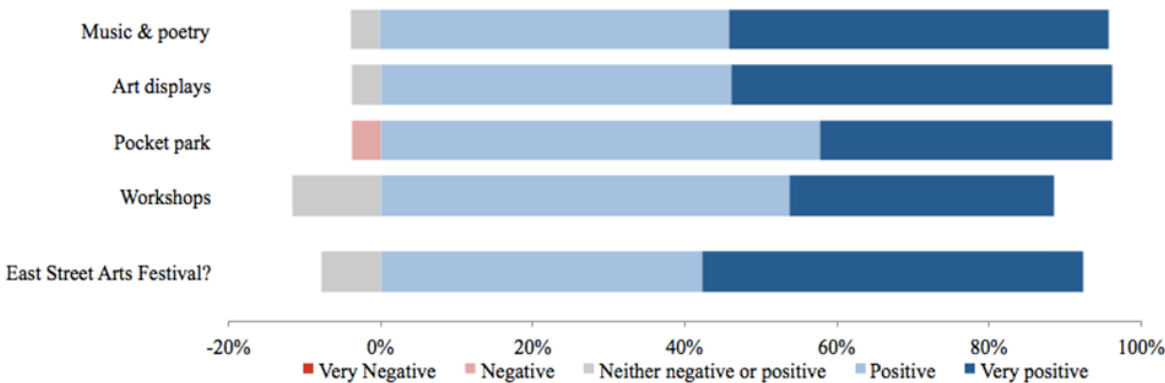


Figure 6.17: Businesses satisfaction with the intervention and its various elements.

Cross-tabulating the businesses’ satisfaction with their position revealed a clear relationship between their capacity to interact with the event and satisfaction (Table 6.3). Many (67%) of the eastern retailers rated the festival as very positive, compared to only 33% of retailers to the west perceiving the intervention as such. As the event proceeded, eastern businesses began to interact

by supplying tasters or leaflets on small temporary stalls outside of their premises. This interaction increases the feeling of inclusion and may have led to the increased satisfaction as a result of being capable to change their behaviour.

Table 6.3: Cross-tabulation of businesses location and their rating of the intervention.

		Where on East Street are you positioned	
		East of the case study	West of the case study
How would you rate the East Street Arts Festival?	Neither negative or positive	14%	0%
	Positive	21%	67%
	Very positive	65%	33%
	Total no. of businesses	14	12

6.4.3 Altering behaviour and perceptions

The intervention had a large impact on trader wellbeing with 96% thinking it had increased (23% greatly increased), alongside a perceived increase in awareness of the sector (Figure 6.18). Noticeably, the cross-tabulation shows how both factors were not impacted by businesses locality. It should be noted that there is an inherent limitation when reporting on trader wellbeing as it has a vast number of meanings which can be interpreted in multiple ways. For the purposes of this study it represents a trader's concept of wellbeing which is personal comfort/happiness within the context of their retail environment.

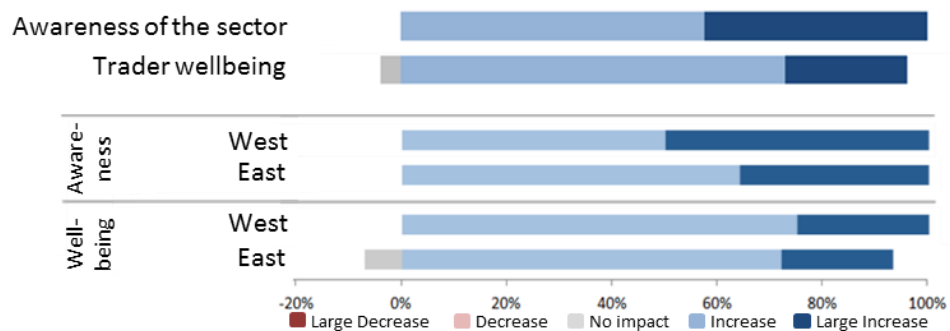


Figure 6.18: Impact of intervention on businesses wellbeing and awareness.

All businesses perceived the event to have positively altered visitors' perception with 46% thinking it to have greatly altered perceptions (Figure 6.19), agreeing with the visitor feedback (Figure 6.10). Most retailers (69%) felt it had moderately affected their own perceptions, whilst 31% stated it had no impact which can be understood by considering their pre-existing attachment with the area. Furthermore visitors were surveyed during the event while businesses were asked afterwards and thus would be less influenced by the short term impacts.

Chapter 6 Activity intervention results

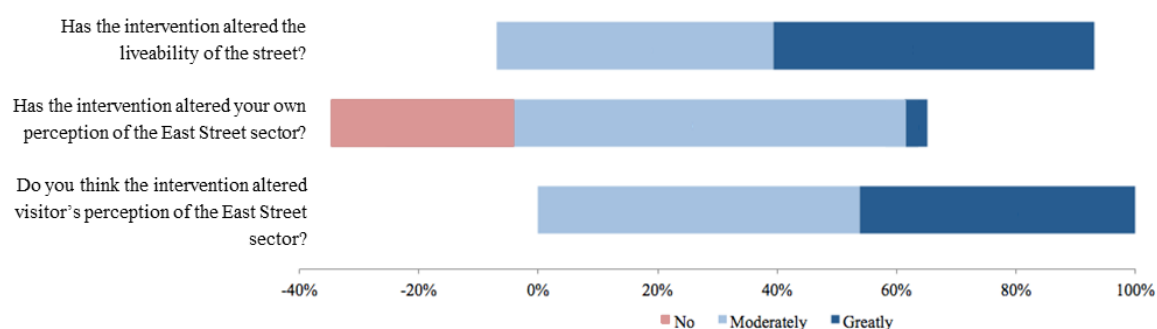


Figure 6.19: How businesses perceived the intervention to alter visitors and their own perception and the liveability of the street.

Alongside this over half of the traders (54%) stated that the event had greatly increased the liveability of the street, described as increasing their propensity to talk to fellow traders, while the rest felt it had a moderate effect. Added to this, 77% of businesses stated that they would be prepared to help organise and support future events. It would appear strange that all businesses wished for the event to become annual and most wished to help support it if one considers the limited economic impacts (Figure 6.15). This indicates that many understand the long term potential from such an intervention, particularly the impact on visitors' awareness of the sector, and shows how an intervention has altered businesses perceptions which are predominantly focused on self-interest.

The festival had a significant impact on businesses perceptions of pedestrianisation, with 81% stating their perceptions had been positively altered as a result. Traders were largely in favour of pedestrianizing the eastern section of East Street, with 77% thinking it the next logical step in the sectors development, highlighting the impact of the change in perception as the baseline study revealed how highly businesses valued parking. If there are long term ambitions to implement a regeneration strategy across secondary and tertiary retail districts, small scale interventions are a viable means to educate and broaden traders' perceptions. This is of particular importance for pedestrianisation as businesses often over-value the importance of parking and car access (Lawlor, 2013; Sustrans, 2006).

This being said, 23% of businesses were opposed to such measures and cross tabulation of location (Table 6.4) revealed businesses on the eastern side, where pedestrianisation would be undertaken, were more opposed⁴⁰ than those to the west (29% as to 17%). A reason for this could be that those businesses would be directly affected from a road closure, thus increasing apprehension to such plans. The type of businesses opposed to pedestrianisation (omitted to

⁴⁰ All businesses were aware that the question was referring to partial pedestrianisation, resembling what was undertaken during the intervention.

allow anonymity), ranged in type and did not appear to follow any discernible pattern except that they were predominantly chain stores.

Table 6.4: Cross-tabulation on location of business with whether they think the eastern section of case study should be pedestrianised.

		Where on East Street are you positioned?	
		East of the case study	West of the case study
Do you think the eastern section should be pedestrianized?	Yes	71%	83%
	No	29%	17%
Total no. of businesses		14	12

Many of the businesses opposed are unlikely to revise their decision due to their business plan relying on regular drop in customers who park, purchase and part in a matter of minutes. The current parking structure, allowing for free 10 minutes parking, assists a destination store business plan, such as click & collect, but prevents visitors visiting multiple outlets. 'Click & collect' within high street stores is considered to be complementarity whereby it enhances a shopping environment by creating additional visits (Weltevreden, 2007) and partial/temporary pedestrianisation allows this. If pedestrianisation were to be pursued with sincere conviction one may need to consider allowing/forcing car-dependant retailers to relocate to car dependant sectors.

Most businesses (92%) expressed a desire for there to be regular art displays across store frontages (Figure 6.20), however many would only want art over their doors or the very bottom of the windows, so as not to distract from their merchandise. Art across vacant stores was entirely supported and retail sectors have previously demonstrated the impact of installing graphics in empty windows. In Barnsley, for example, 4 vacant properties were converted into temporary art galleries attracting over 1,800 visitors within the first two weeks (Bruff, 2009). Such an intervention was a success because it was undertaken on a significant scale and for art on store frontages to have any impact it needs to be undertaken by the majority of stores, requiring a collective approach as opposed to the typical self-interested behaviour.



Figure 6.20: Art on store frontage by Southampton Solent University students.

6.4.4 Traders' comments

Comments from the traders were elicited from two questions, one asking how they thought the intervention had altered visitors' perceptions and secondly whether there were any knock-on effects to their business from the event. Figure 6.21 illustrates responses categorised into four strands; atmosphere, awareness, wellbeing and improvements.

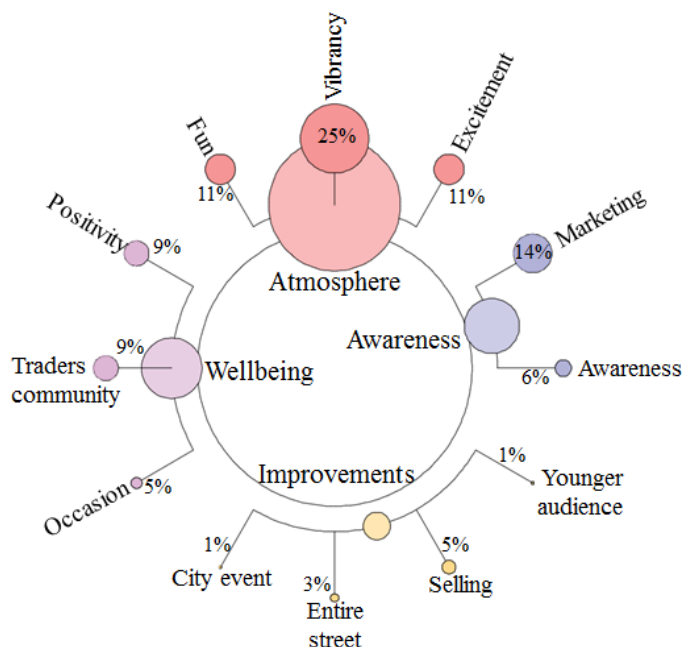


Figure 6.21: Diagram of business comments regarding the East Street Arts Festival, where the percentages refer to the ratio of comments made by retailers.

The most widely held observation was in regard to atmosphere generation, with 20 businesses stating that the event had generated a vibrancy that was not commonplace in the area. Many also mentioned a level of excitement and fun that was within the street as a result of the intervention. Alongside this were comments about awareness and wellbeing, topics already covered, with businesses repeating the importance of how the event managed to introduce a new audience to the sector. Comments also discussed how it had created a level of positivity for small businesses and generated momentum for interventions in the future, encouraging greater involvement from others.

Traders commented on potential improvements for the event if it were to be repeated, chief among these being the desire to incorporate an element of selling in the future. Unprompted, traders' stated alternate activity interventions such as farmers markets to create a growing perception that the area is host to activity. Others addressed targeting a younger audience and incorporating the festival with other city centre events. Traders also noted that whilst the free and accepting aspect of the event was a success and lead to a fun atmosphere, for them to profit visitors would need to be put into a buying mind-set. It can be understood why traders would raise such matters, however visitor surveys have shown how retail has evolved beyond solely

purchasing (Table 5.2). Certain traders were displeased with how the benefits had not been evenly distributed with certain businesses benefitting greatly without offering any assistance. When trying to establish a co-operative approach these concerns are valid as there needs to be a level of culpability with those benefitting most supporting others less affected due to their desire for the event to be repeated.

6.5 Control survey

Following the interventions trialled in this thesis a control survey was undertaken surveying 11 businesses (58% of occupied units) that witnessed all the interventions, to determine whether retailers in an alternate region noted any changes (economically or socially). The survey (Appendix O) was developed to fit onto both sides of a single A4 to enhance likelihood of uptake from a population group where the researcher had no previous relationship and would be asking about interventions in a competing sector of the city. While only 11 businesses may appear a slight number it is more than half of occupied retailers in the area and is still in keeping with previous studies (Andres Coca-Stefaniak et al., 2010; Wagner et al., 2005).

When rating the impact of the activity intervention the majority of businesses (7) stated it was neither positive nor negative while 3 (27%) did not know the event took place. One business perceived the intervention to have had a negative impact to their businesses while many (7) did not want it to be repeated in the future. All businesses felt it had not increased revenue during the intervention however 3 stated an increase in footfall on the day, a far lower ratio than recorded in the case study. All businesses recorded no impact on footfall and revenue after the intervention, whereas some businesses had recorded increases in the case study (31% & 23% respectively).

In terms of impacting on businesses' behaviours and wellbeing the intervention also had limited to no impact with none stating wellbeing had increased, one business stated it had decreased due to not being involved. One business stated the amount traders talked to each other had moderately increased as a result however the rest perceived the festival to have had no impact on that or their perceptions of Hannover Buildings. These results differ considerably from the case study where there was a large positive impact on businesses (Figure 6.18 & Figure 6.19).

The survey findings reveal that the impacts recorded were as a result of the intervention which had a localised impact, as revealed in the case study findings (Figure 6.16). While a few businesses recorded increased levels of footfall during the day, this was a far smaller percentage to the case study and this could be due to spill over from the intervention or a few businesses having a good day. The impact on businesses and wellbeing however were proven to be from the intervention

which is to be expected, especially as a number of businesses in the control did not even know the event took place. The most notable finding was that even though most businesses recorded no impact from the event over half of respondents did not wish for it to be replicated. This would indicate that they felt it gave the area a competitive advantage over their own.

6.6 Discussion

An aim of hosting the activity intervention was to investigate potential increase of the traders' self-dependence. While there was development in certain businesses' willingness to take ownership of their environment, the level of assistance provided may have been too great and potentially further reinforced their reliance upon others. This being said due to the current state of secondary retail streets, confidence is low with many feeling constrained by their environment, with businesses developing a learned helplessness. Therefore for retailers to invest their limited time and financial resources into a novel intervention, they will require some level of assistance. Furthermore in providing personal assistance, conversations began creating a sense of communal partnership. The variety of stakeholders (Figure 6.1) revealed how co-operation between parties can increase knowledge transference and understanding of differing perceptions and behaviours. Solely providing documentation to retailers on how to undertake a community festival may not foster such conversations. As a result of this partnership, the traders association altered their membership rules to allow for members of the community to join. By working with community members, businesses could organise such an intervention during rainy days and internalise many of the costs. Whilst businesses in the case study now have experience of organising such an event, most secondary businesses in the UK do not and one must invest in methods to educate and support businesses working alongside the community if they wish to trial or train businesses in undertaking such interventions.

Visitors' preference to use the regular seating over the pallets, which have been used to good effect in similar situations, showed how understanding is a key consideration in any public space intervention. This was further demonstrated from the incorporation of various elements of the event. At the start of the day a group of drummers were asked to perform at the top of the street to garner interest, after a short period of time however the group retreated down the street to be alongside the activity, stating that they had felt isolated. Many passers-by appeared cautious not understanding that they were linked with the festival due to having no prior knowledge. Ease of use is a concept widely understood, however ease of comprehension is also imperative. Furthermore when introducing an activity into a retail space, it is important not to create a stimulus overload, whereby an isolated activity gains all the focus and leads to visitors not

noticing the entire intervention. Activity needs to be recognised, integrated and connected to maximise engagement between stakeholders and the street itself.

A week before the intervention, Park(ing) Day an international global event held on the third Friday in September was undertaken by a collaboration of local people. It originates in San Francisco, where in 2005 Rebar (an art and design studio) temporarily transformed a down town parking bay into a public park. This idea has resulted in a global movement where one day a year temporary urban spaces are formed, fuelling debate on the creation and allocation of public space in an urban context (Rebar, 2012). Southampton Park(ing) Day (Figure 6.22) attracted a number of fleeting looks, as shown in the image, but there was an air of caution and concern, the general public did not understand the intervention and felt it was a private party/demonstration as opposed to an interactive event. Interventions need to be normalized and connected within the setting while allowing visitors and businesses various levels of engagement.



Figure 6.22: Southampton's Park(ing) Day event, which had limited impact.

Research has shown how introducing activity can attract a diverse range of visitors increasing perceptions and attachment to an area (Van Aalst and Melik, 2012; Comunian, 2015; Grimsey, 2013). Concerns however had been raised over whether the cost of an event would affect the potential impact in a retail setting (Comunian et al., 2016). The activity intervention cost under £1,400 and influenced visitor behaviour, increasing footfall on the day (Figure 6.7) (only 20% of those surveyed on the day would have visited regardless of the event). Predominantly secondary retail units act as destination stores for specific purchases rather than appealing to a broader mix of needs. The intervention was a means of introducing a secondary retail environment to new consumers increasing browsing within shops. Hosting a low cost festival, while not permanently creating activity, does increase perceptions of the street being an active and specialist area, separate to the primary retail area.

Effects for businesses were found to be localised, with a clear relationship between revenue and satisfaction with one's ability to interact with the event (Figure 6.16 & Table 6.4), indicating that boundaries are important with regard to short term benefits. This being said, longer term benefits such as wellbeing and changes of perception were found to not be localised (Figure 6.18). Consideration therefore needs to be given to the localised short-term effects of public space

interventions, whilst the long term effects are broader, this localisation can be a further barrier to SMEs who operate on a shorter time frame compared to chain stores. The increased propensity for traders to talk to each other and improved trader wellbeing, demonstrates how these interventions can act as conurbations of community, and as a catalyst to establish a neighbourhood of people. At the very least it is a tool to assist in the development and establishment of relationships between traders and the community. As shown with the altering of the association membership and the creation of a number of public and private groups over forms of social media to discuss and promote the regeneration of the area in the interest of all parties.

The findings also revealed how small scale interventions such as this are a potential method to trial larger deployments such as pedestrianisation of a secondary retail street. The intervention showed the potential effects of the street becoming car free (pedestrian priority surfaces were increased by 21%), something many business owners were opposed to, over valuing the importance of car parking (Lawlor, 2013; Sustrans, 2006). 81% of businesses stated that the intervention had altered their perception of pedestrianisation showing how these actions can improve knowledge and understanding and assist a shared vision among traders and city officials/planners. This being said the businesses that would have been directly affected by a road closure were less in favour than those on the western side (Table 6.4). This is to be expected as in the moment people resist change and will opt for the default due to fear of the uncertain (Samson, 2014). Perceptions however were changed as a result of a single intervention; following repetition uncertainty may reduce further.

Many businesses, whilst noting that the free and accepting aspects of the event led to a fun atmosphere, wished for the festival to have a commercial aspect. The reason for traders to want visitors to be in a buying mind-set can be understood, however it highlights one of the problems when trying to incorporate community with retailers. While they may wish to assist the local people, understanding it to be in their interest, they also need to utilise them as a resource. This study and other research has shown that retail has evolved beyond '*going to the shops*' (CBRE, 2015) and even though retailers financially require sales they also need an environment that appeals and peaks interest. This intervention brought stakeholders together and improved understanding with retailers noticing the potential benefits in the long term concerning visitor perceptions, however businesses will predominantly act with rational self-interest.

6.7 Key findings

The findings reveal that undertaking a community-led arts festival has short and medium term benefits for businesses and the community alike. In creating a public place for communities

footfall can grow (Figure 6.7) and visitors' perceptions and interest in the area improve (Figure 6.10). This immediate influence on visitors may have modest effects for businesses economically (Figure 6.15) but has a far greater influence on their wellbeing (Figure 6.18) and can inspire fellowship and ownership.

In these austerity times, governance must find a means to inspire change and ownership from those facing difficulties. Undertaking a small-scale activity intervention produced a high level of stimulus to increase visitors' motivation for entering the case study. This noticeable impact showed businesses that their environment was able to be adapted and disproved the perceived restrictions which have limited behaviour by businesses. Retailers wanted to assist in further interventions, even though many did not profit, and had their perceptions of pedestrianisation altered as a result of a single, low cost intervention. This agrees with Wooller (2012) that trialling interventions can increase stakeholders knowledge and understanding of potential impacts. The findings also showed that they can create a collective approach among businesses and stakeholders, breaking the economic self-interest of business owners. This being said when introducing activity, this can create a stimulus overload resulting in visitors overlooking retail units. The intervention undertaken was an extreme scenario of introducing activity and one should possibly temper the quantity and density in order to produce the optimum level of arousal (Veitch and Arkkelin, 1995). Friction between stakeholders occurred when businesses were found to be wanting to monetise future events despite visitors opposed to this. If this were to happen many community activists, key in keeping costs low, would be unwilling to assist.

The behaviour changes discussed, for visitors and businesses, were as a result of an increase in motivation; therefore this may not lead to lasting habitual change. In order to change a behaviour from a conscious decision to routine opportunity and capacity for a behaviour have to increase, which can alter ones motivation from reflective to automatic (Michie, West, et al., 2014). This is a first step and creates a momentum encouraging businesses to work with visitors and city planners to regenerate their street, whereas previously they had been working to preserve their shop for themselves. The following interventions had less assistance given to determine how retailers act following initial support and whether long term changes in perceptions and behaviours have been created as a result of the activity intervention.

Chapter 7 Attraction intervention results

An attraction intervention which was in partnership with Marwell Zoo was undertaken in the case study for 10 weeks from 15th July to 23rd September 2016. The intervention was part of Marwell's Zany Zebras trail, with eight small zebra sculptures placed within the case study (Figure 7.1). The trail featured 47 large (life sized) zebra sculptures individually decorated by artists and 103 smaller (half-size) sculptures decorated by local school children positioned around the city centre, encouraging people to walk around the city in order to see them all. The original plan had been to position one of the larger sculptures in the case study as an attraction (see Appendix J for the 4 potential sites put forward), but all options suggested were rejected with the state of the area being the main reason of concern for the charity. As a result smaller sculptures were provided with no cost obligations for businesses that were befitting a family theme, resulting in a concentration of sculptures in the eastern region, which was found to have the lowest concentration of footfall (Figure 5.17).



Figure 7.1: Map of Zany Zebras across the city (left) with the location of the 8 sculptures in the case study (bottom right) and one of the sculptures in a retail unit in the case study (top right).

Two studies were undertaken to understand the intervention, firstly a visitor survey, conducted across the 10 weeks, sampling 440 visitors. Secondly a business survey conducted after the intervention, surveying 39 businesses (81% of occupied units).

7.1 Visitor survey

The visitor survey (Appendix K) was undertaken within the case study to understand how visitors found the intervention and what effect, if any it had on perceptions and behaviour. The 440 visitors surveyed were randomly sampled across the nine weeks, with 77% of them being from

within Southampton. The majority (51%) were from the three central wards (Figure 7.2) similar to the previous studies. The range of respondents were comparable in age and employment demographic to city census data (ONS, 2011). The survey asked a total of 8 questions, represented in 3 sub-sections where there is discussion on the key quantitative data.

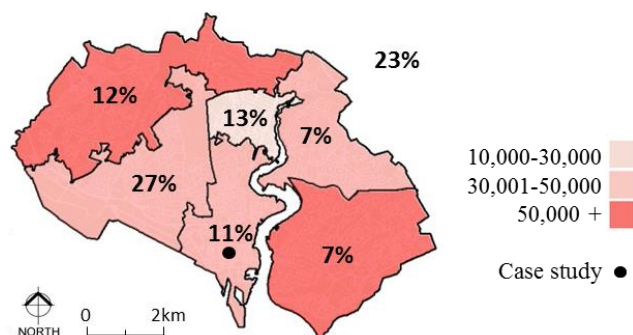


Figure 7.2: Percentage of attendees over map of postcode population.

7.1.1 Visiting frequency

The attraction drew an estimated 300,000 visitors to the city to walk the trail over the 10 weeks. Of those surveyed, 82% were certain they would not have visited if the attraction wasn't in place, with 14% stating they would have visited regardless. These figures may be slightly biased however with those undertaking the trail found to be more likely to undertake the survey. They had dedicated the day to undertaking the trail and were therefore more willing to spend five minutes undertaking a survey. The concentration of footfall/pedestrian density however shows that movement across the case study remained the same (Figure 7.3). As discussed in the baseline study, the concentration of movement across the case study falters the further from the retail core; in an ideal scenario the four gates would have an equal 25% share of footfall. During the intervention however the ratio of footfall generally remained the same, with a fifth of the concentration of footfall in gate 4 compared to gate 1. The initial few weeks and final week of the intervention drew a smaller amount of visitors compared to the mid-period, with only 3% of respondents visiting the case regardless of the intervention compared to 26% in the first week and 22% in the final week. This is to be expected as the attraction was advertised as lasting 10 weeks and visitors are unlikely to alter behaviour immediately but instead plan.

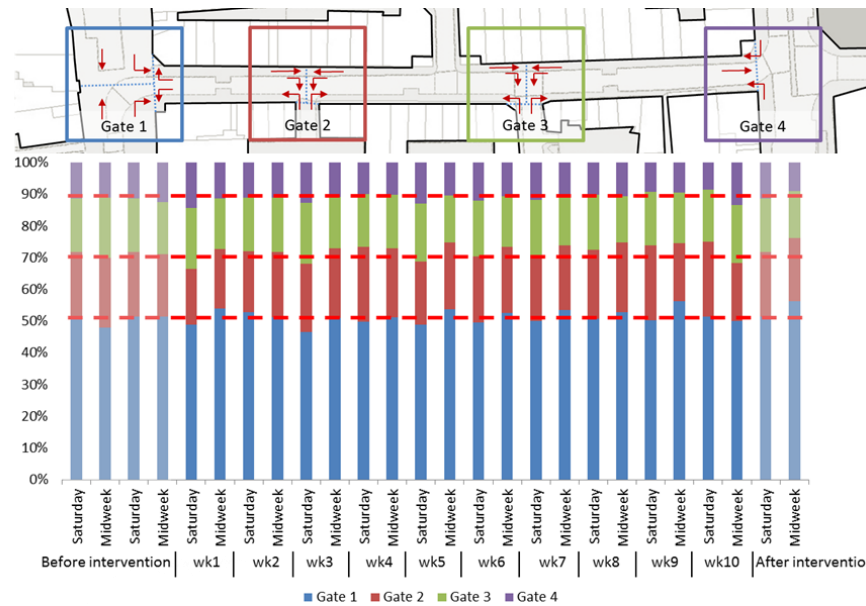


Figure 7.3: Concentration of footfall across the case study before, during & after the intervention.

39% of those surveyed had not visited the case study within the past year, and 58% had not visited within six months. Looking at those who visited the area because of the intervention however shows that 44% had not visited in a year, with only 16% visiting within the last month (Figure 7.4). 71% of those that would have visited the case study regardless of the intervention had been there within the last month and whilst it is important to keep local regular visitors satisfied, an intervention needs to alter perceptions and behaviour of other people and the attraction whilst not altering the concentration of footfall across the case study brought a significant number of new visitors. An attraction intervention provides visitors an opportunity to visit the area, not only to shop but to witness the attraction, and as a result also increases their motivation, two of the three components of behaviour (Michie, West, et al., 2014).

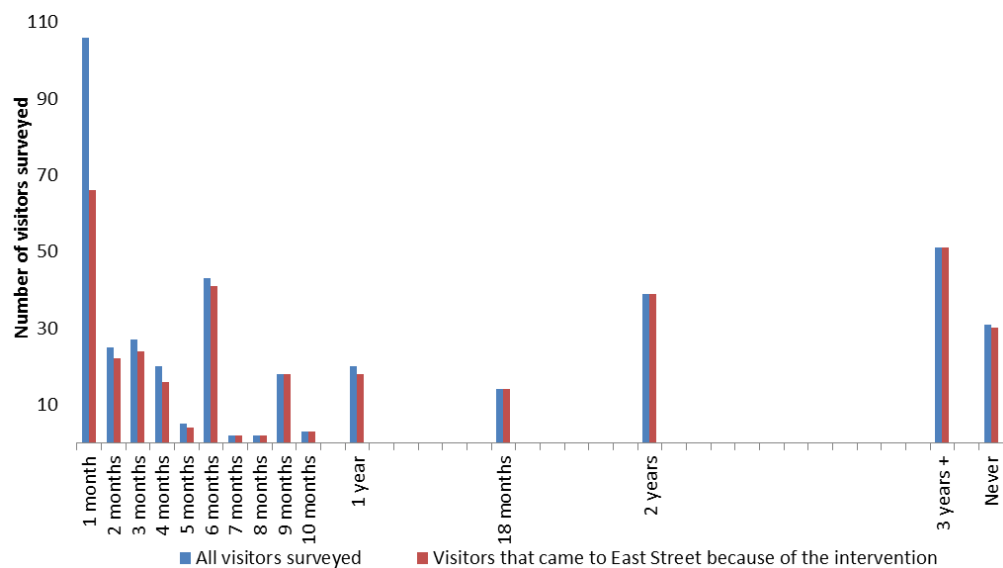


Figure 7.4: Time since respondents last visited the case study.

7.1.2 Satisfaction of intervention and its various elements

Almost all visitors rated the intervention positively overall, with only 1% finding it to be neither positive nor negative (Figure 7.5). The quantity of sculptures was considered very positive by 58% of visitors while the location was also considered favourably, if not as much as the sheer volume. The increased enthusiasm for the quantity of attraction is likely due to the number creating a heightened arousal. Children in particular were found to exclaim in excitement as they kept spotting zebra sculptures, while other retail streets with a couple of sculptures created excitement there was a noticeable arousal by the quantity and surprise.

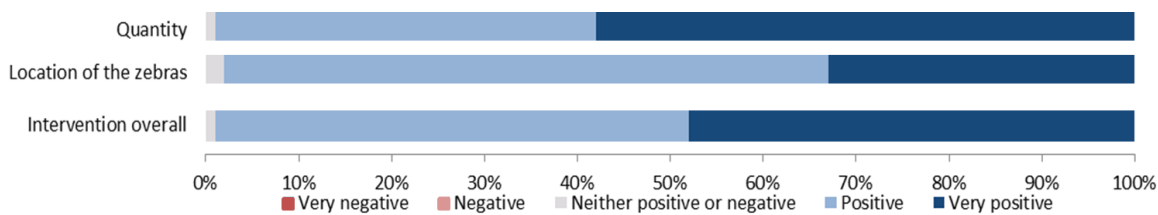


Figure 7.5: Visitors satisfaction with the intervention and its various elements.

7.1.3 Altering behaviour and perceptions

Results revealed that 71% of visitors' perceptions of the aesthetics of the secondary street were affected by the intervention (Figure 7.6) and 72% had their knowledge of the case study increased. The impact on visitors' knowledge was linked to when they had last visited with all visitors that had not visited for 9 months or more indicating increases, many greatly (54%). However from those that had visited in the last 4-6 months 76% had their knowledge increased while 37% of those that visited in the last month still increased their knowledge. Further to this, 45% of visitors stated their likelihood of visiting the case study had been increased, while 49% stated they were more likely to visit the eastern end of the case study. This being said, only a small percentage of visitors, 5% for the case study and 14% for the eastern end, were greatly affected. Despite high levels of satisfaction (Figure 7.5) and the impact on aesthetics and knowledge, 50% of visitors did not perceive any change in their behaviour, even though the intervention is positive it appears that it is still not serving their needs. This shows that improving the appearance of an area or increasing ones knowledge will not necessary result in behaviour change as neither of those cater for specific needs.

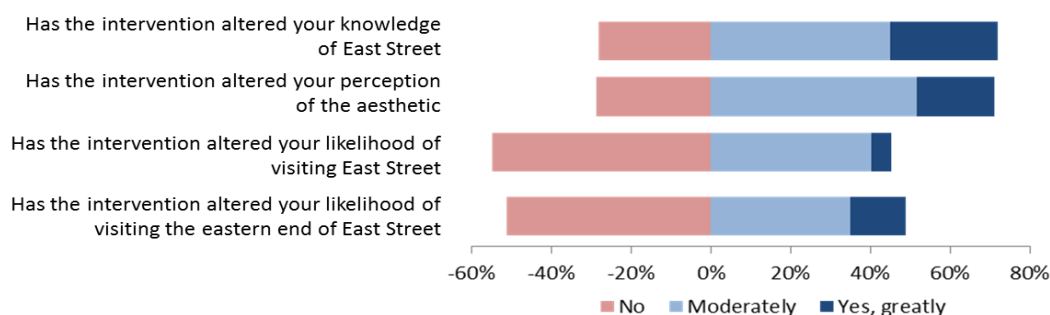


Figure 7.6: How the intervention altered visitors knowledge, perceptions and likelihood of visiting.

Visitors aged 18-29 were found to have their knowledge of the case study more impacted than others with 38% greatly impacted compared to 22% for the other age groups. Likelihood of visiting the eastern end of the case study was also more influenced for younger visitors, with 66% more likely to visit and 26% greatly influenced compared to 10% for the other age groups. This concurred with the findings from the activity intervention that generation Y consumers' retail routes were more easily influenced and likely to enact behaviour change.

The cross-tabulation of likelihood of visiting with the interventions impact on a visitor's knowledge (Table 7.1) showed that 76% of those whose knowledge was greatly enhanced were more likely to visit compared to 40% of those moderately affected and 24% of those not affected. 68 % of visitors that stated their perceptions of the aesthetics had been greatly increased stated they were more likely to visit, compared to 48% of those moderately affected and 29% not affected (Table 7.2). This indicates that while increasing either factor is important and can lead to behaviour change improving ones knowledge of an area will result in them having more opportunity and motivation to visit as they know what the area provides while the aesthetic only increases motivation.

Table 7.1: Cross-tabulation of impact on knowledge and likelihood of visiting.

		Has visiting East Street as part of the Zany Zebra trail increased your knowledge of East Street?		
		Yes, greatly	Moderately	No
Have the zebras increased the likelihood of you visiting the East Street sector?	Yes, greatly	14%	1%	3%
	Moderately	62%	39%	21%
	No	24%	60%	76%

Table 7.2: Cross-tabulation of impact on aesthetic and likelihood of visiting.

		Have the zebras altered your perceptions of the aesthetic of East Street?		
		Yes, greatly	Moderately	No
Have the zebras increased the likelihood of you visiting the East Street sector?	Yes, greatly	6%	4%	7%
	Moderately	62%	44%	22%
	No	32%	52%	71%

Figure 7.7 shows that the duration of an attraction intervention has an impact as likelihood of visiting the case study was seen to reduce with time. Visitors behaviours were more influenced when they knew the intervention would be remaining for a month or more considering them as permanent at that timescale, with 72% more likely to visit in week 3 compared to 20% in week 9. Levels of satisfaction with the intervention however were consistent over time. In the final weeks of the intervention visitors were aware that the street would be returning to its usual state and so

the areas benefits had reduced whereas those asked in the first month understood that if they were to return it would be in the same state.

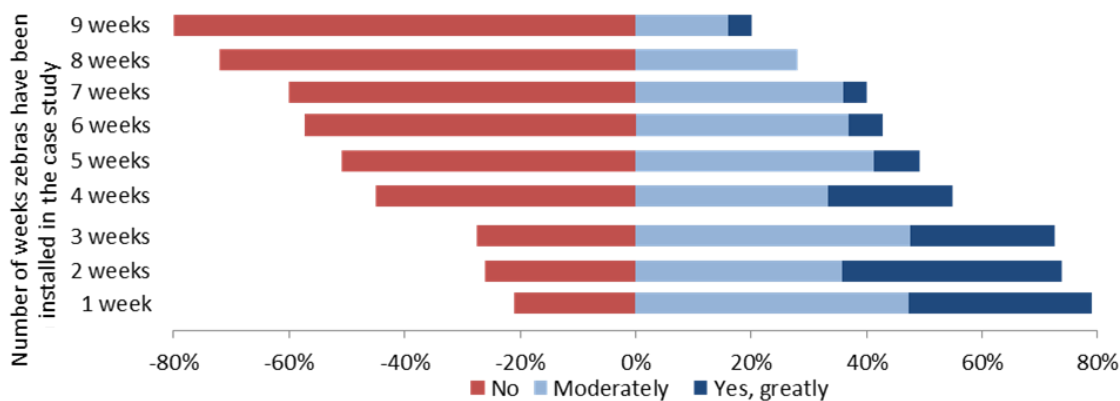


Figure 7.7: Cross-tabulation of likelihood of visiting the eastern end of the case study with time the sculptures had been installed.

In order to discern how visitors engaged with the intervention and whether it altered visitors movement through the space window observations were recorded. Shop facades are of huge importance in a retail environment as they not only create a link between visitors and the buildings but also influence perceptions and behaviour (Berman and Evans, 2009; Yildirim et al., 2007), according to Gehl (2006) more so than the street itself. The researcher recorded whether visitors passed by a shop (disengaged), glanced at the window (partial engagement) or entered and interacted (directly engaged) for retail units with a sculpture and for those without. 6 of the 8 stores were surveyed; one was excluded because the shop front was too large to be able to accurately record engagement and another because they had tables and chairs obstructing the zebra from view. Recordings were taken by observing individual shop windows for 15 minutes across four time periods in traditional operating hours (9-11, 11-13, 14-15 & 15-17) on a weekday and weekend for shops in the case study, control and two alternate streets (Above Bar and High Street) with sculptures.

The results (Figure 7.8) show the attractions more than doubled the percentage of visitors partially engaging with stores, increasing from 16% up to 38%. This agrees with neuron studies that novelty motivates one to explore their environment further (Bunzeck and Düzel, 2006). The impact however appeared to have peaked by week 4 and was found to reduce as visitors became accustom to the intervention. Over time more visitors became accustom to the sculptures presence in the street and thus they provided less visual stimuli, however after 8 weeks partial engagement was still over 30%.

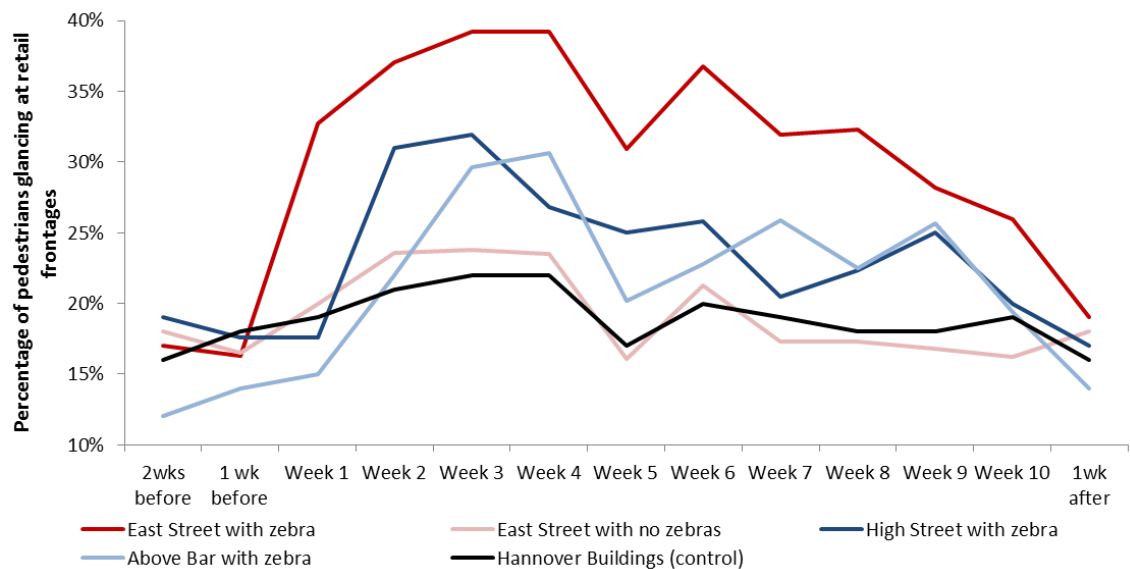


Figure 7.8: Percentage of pedestrians' partial engagement with retail units.

The other retail streets with attractions saw incremental increases, although these areas only had two sculptures and so were in relative isolation compared to the case study showing the impact of scale and connectedness for interventions in a retail setting. This agrees with the findings from the activity intervention that an intervention should be integrated and connected to maximise engagement between visitors and the street itself. The western end of the case study (with no attractions) and control had minor increases initially showing that the city wide attraction had caused a small percentage of visitors to become more engaged. The slight increase in observation showed that an attraction intervention can have wider impacts, however locality is still of importance. The large dip in week 5 was a result of their being a Premiership football match in the city which resulted in a stimulus of visitors and considerably increased disengagement with retail units.

From those surveyed, 66 (15%) had attended the activity intervention hosted the previous year with 56% perceiving the activity intervention to have had the greater impact on their perceptions of the area (Figure 7.9). The attraction intervention however was more favoured (61%) in terms of enacting behaviour change with only 28% thinking the festival had increased their likelihood of visiting more. Postcode data revealed those living locally felt the attraction intervention had less impact on their likelihood of visiting compared to those from further afield (34% and 73% respectively).

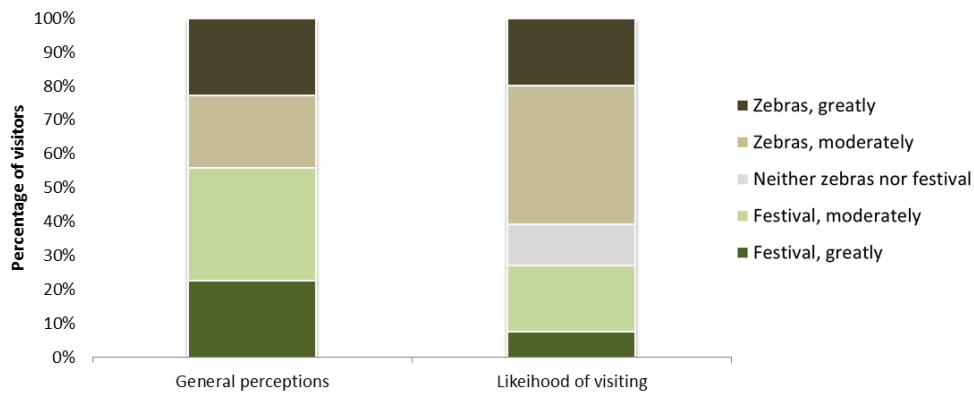


Figure 7.9: Visitors perceptions on whether the attraction or activity intervention had the greater impact on their perceptions and likelihood of visiting a secondary retail street.

Cross-analysis with age (Figure 7.10) showed that the two types of intervention had opposite impacts on millennials and those aged 30-49. Millennials were found to rate the attraction as having a greater impact on their perceptions while the activity intervention was more likely to impact their likelihood of visiting. Older visitors felt the activity intervention altered their perceptions while many perceived neither to have impacted their likelihood of visiting, emphasising entrenched behaviours less susceptible to change. The decay in impact of the attraction intervention with time was found to also be present in the preferences of the two interventions. Perceptions were found to be fairly split in the first four weeks (51% & 49%) however in the final two weeks only 17% selected the attraction. Likelihood of visiting was even more influenced, in the first month 71% of visitors selected the attraction intervention compared to 38% in the final two weeks.

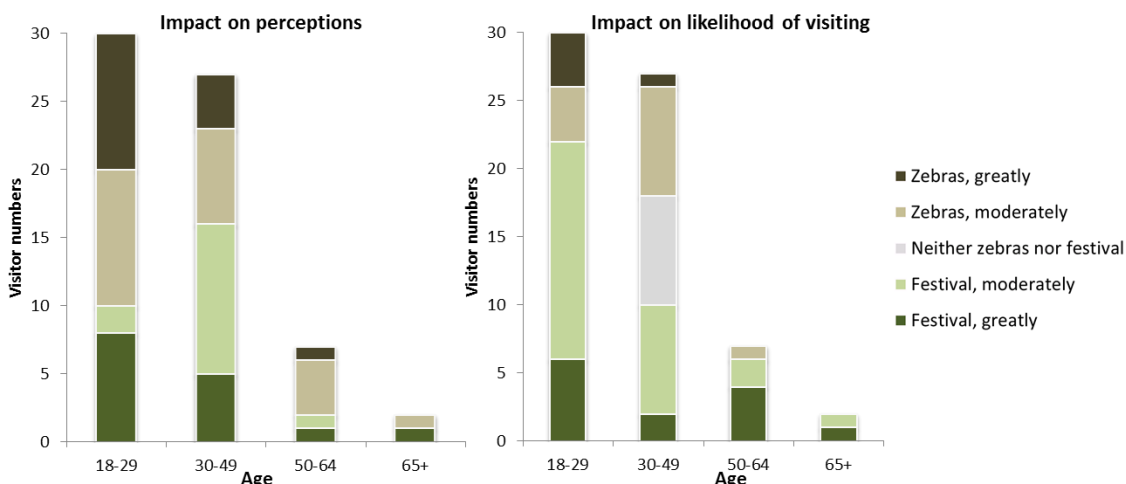


Figure 7.10: Cross-analysis of age with visitors' preference for the attraction or activity intervention in terms of perceptions and likelihood of visiting.

Lastly visitors were asked what would make them frequent the case study, and this question was open-ended in order to prompt unbiased opinions from the respondents. Results (Figure 7.11) found that a 30% of visitors required retail facilities either wanting marquee stores or simply a greater range of shops. However 70% of respondents selected non-store based interventions

agreeing with the assertion that secondary retail needs to develop beyond shops. 10% of visitors recognised that the area needs to have improved connections with the city centre. This ratio increased to 16% for those that hadn't visited within a year, compared to 3% of visitors who had visited in the past four months agreeing with businesses that connectivity is a reason for reduced footfall in secondary streets. This being said while 23% required quality of space interventions, only 8% of those were for static enhancements which were preferred by businesses in the baseline study. Furthermore only 1% of visitors thought the area required transport based interventions (predominantly easier parking), which business also ranked highly proving the conflict between the two stakeholders. Instead visitors wished for improved streetscapes for pedestrians while 19% of those surveyed wished for pedestrianisation either for increased retail (40%) or to improve the public space. Interestingly, only one person indicated that they wanted an attraction intervention, whilst 10% suggested activity based interventions. Therefore whilst those that experienced the two interventions were relatively mixed on their preference, with the attraction intervention being more influential in altering visiting behaviour, this may have been because of its duration. Earlier findings have shown that the attractions influence on behaviour reduced over time and suggestions for activity were asking for long term activity emphasising the importance of an interventions' duration in altering visitor behaviour.

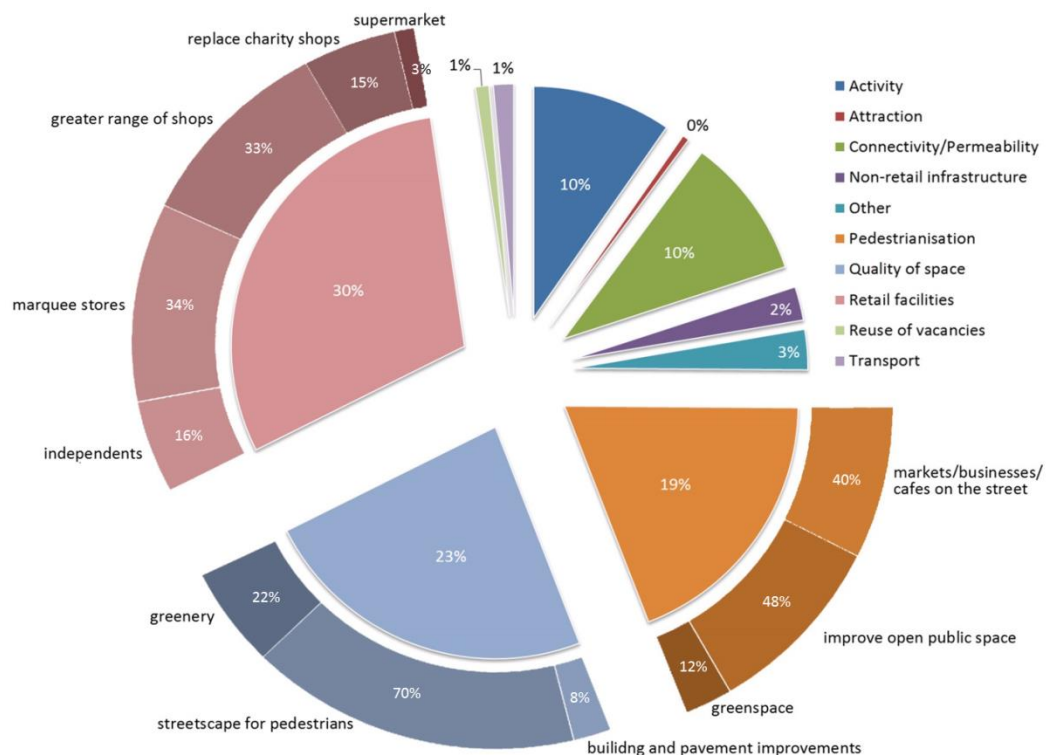


Figure 7.11: What would make visitors frequent a secondary retail street?

Cross-analysis with the age of visitors (Figure 7.12) revealed that when deciding upon an intervention strategy, who is targeted matters. Older visitors (aged 65+) were found to strongly favour quality of space interventions while millennials had a different balance with more consideration given towards retail facilities (43%). Interventions such as pedestrianisation and the

introduction of activity were equally favoured by all age groups while only those aged over 50 stated changes to car parking as a means to make them visit the secondary retail street.

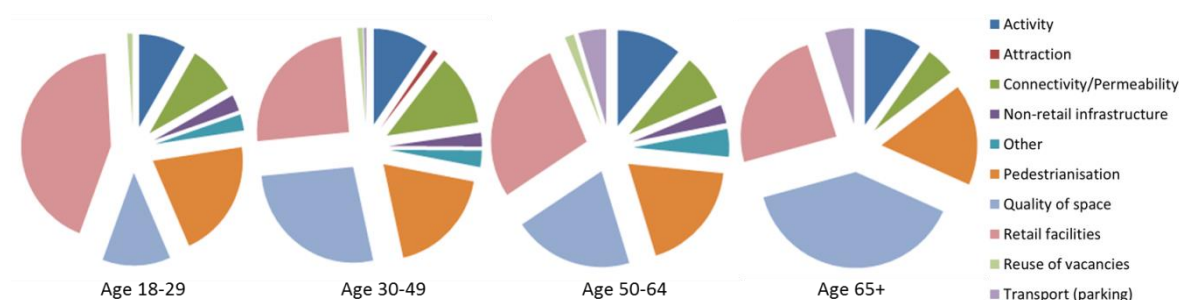


Figure 7.12: Cross-analysis of what visitors require from a secondary retail street with age.

7.2 Business survey

Five weeks after the intervention 39 businesses in the case study (81% of occupied units) were surveyed to understand the full impact of the intervention economically and in terms of businesses behaviours and perceptions. Prior to the intervention businesses were asked to record footfall and revenue and those with a zebra sculpture supplied with a simple one question survey to ask customers⁴¹. As with the activity intervention, despite regular reminders and prompts the majority of businesses did not comply, with only one intermittently recording footfall and another asking visitors questions but then losing the sheets that they had recorded the data on. As the sculptures had been provided free of charge as a result of the researcher contacting the city council and the charity (retailers were supposed to donate £400 to obtain one) it was felt that retailers may have been more inclined to assist but understandably their own schedules and responsibilities took priority. This persistent difficulty in obtaining hard data may be a reason as to why there is limited research on SMEs compared to primary retailers or shopping centres which, if they agree to co-operate and provide data, have automated systems.

The majority of businesses (64%) had been trading in the locale for over two years, but there were no businesses that had opened in the last three months. As with the activity intervention, businesses locations (east (51%) or west (49%) as shown in Figure 6.14) were recorded, as seven of the eight attractions were located on the east side. The survey (Appendix L) asked 8 questions for both interventions, represented in 2 sub-sections with discussion and summary on the key findings.

⁴¹ Questions included were dichotomous such as 'Did the Zany Zebras improve the attractiveness of East Street?'

7.2.1 Impact on business footfall, revenue and satisfaction

Footfall findings may have found no change in the concentration of footfall across the case study during and after the intervention (Figure 7.3) but many businesses felt it had brought new visitors and increased awareness of the area (Figure 7.13). Footfall during the event was deemed to have increased by 44% of businesses with the same percentage perceiving visitors' likelihood of revisiting to have increased. Only one business recorded increased revenues during the intervention while the majority recorded no change in footfall and revenue following the attraction (92% & 100% respectively). The reason for the limited economic impact according to businesses was that visitors were walking through the area only to record the sculptures on the city trail and as a result had no time to browse in shops.

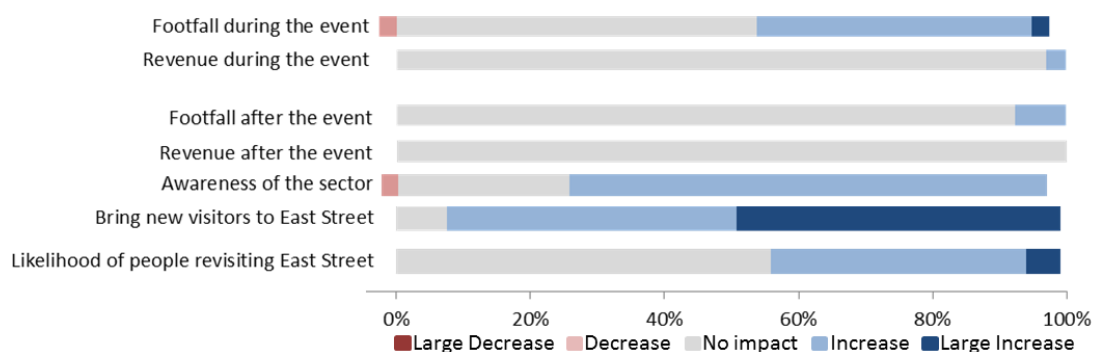


Figure 7.13: How footfall & revenue were affected by the intervention during and after the event.

The majority of businesses (84%) wanted the intervention to be replicated, with 51% wanting it to be annually repeated and 33% wishing for it to happen more regularly. The majority (67%) of businesses thought the intervention was positive (significantly different to the 99% of visitors testing at the 0.05 level), with 13% rating it as very positive and 31% stating it was neither good nor bad. Only one business rated the intervention negatively but 6 (15%) did not want it to be replicated most likely focusing on the lack of generated revenue. Generally however businesses' levels of satisfaction with the intervention show that they appreciate the day to day increase in new visitors and how the intervention introduced the area to new visitors appreciating the longer term implications. The activity intervention resulted in businesses located to the west raising concerns with reduced visitors as a result of increased stimuli in the eastern sector; impacts and satisfaction for this intervention however were similar for either location. As the attractions were within retail units, visitors were unaware where they would be and so were more vigilant and the level of stimuli was below that of the activity which may, as stated, have overstimulated visitors. This being said, the engagement study (Figure 7.8) showed that western businesses had reduced levels of engagement however businesses were either unaware or were outweighed by the introduction of new visitors to the area.

7.2.2 Altering behaviour and perceptions

The intervention had a far smaller impact on trader wellbeing than the activity intervention with only 21% stating it had increased, compared to 96%. Alongside this only 31% felt the intervention had altered the amount traders talked to each other (Figure 7.14) while the festival was 100% with 54% stating it had altered greatly compared to 8%. Businesses' perceptions of the case study were similarly affected, with 72% stating no change, compared to only 31% for the activity intervention.

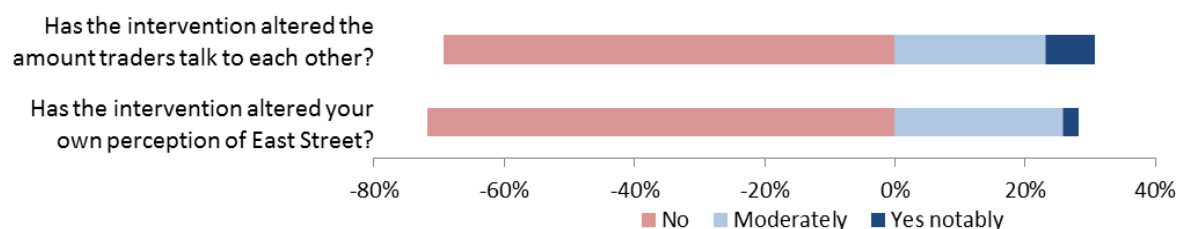


Figure 7.14: Impact of the intervention on traders' wellbeing and perceptions of the case study.

Most businesses (67%) perceived the intervention to have positively altered visitors' perceptions of the area, with 18% thinking it had greatly impacted (Figure 7.15). Businesses agreed with pedestrian engagement findings that glancing at shopfronts had increased however only 44% thought the intervention had improved the aesthetic of East Street, far lower than the 71% of visitors (Figure 7.6). Notably, those that perceived the intervention to have impacted the aesthetic were more likely to rate the intervention positively (82% as opposed to 54%) showing how retailers whilst aware of the importance of awareness and knowledge are still focused on the aesthetics where they perceive it to be constraint that they are unable to control.

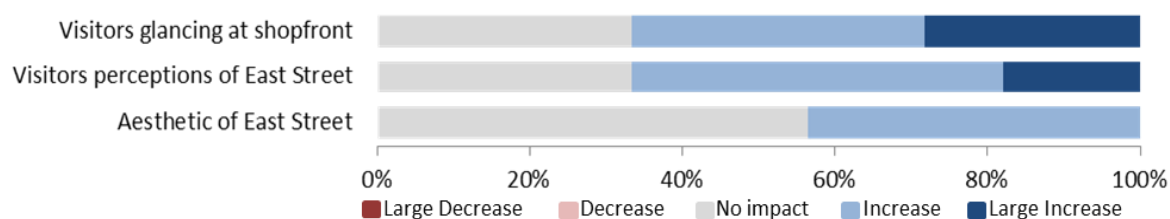


Figure 7.15: How businesses perceived the intervention to have impacted visitors & the aesthetic.

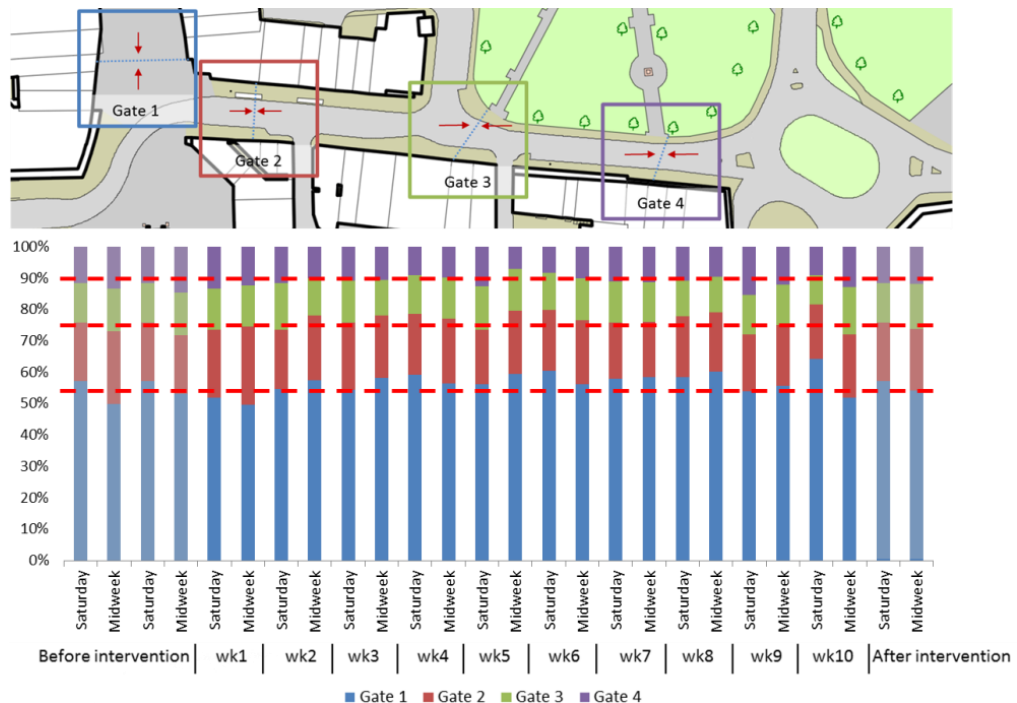
When asked whether they had any complaints with the intervention, only 9 businesses (23%) stated any concerns, chief among them being the lack of increased sales (Table 7.3). This highlights the divide among retailers where some appreciate the introduction of new visitors and increased awareness as a result of the intervention whilst others are only concerned with the short term monetary implications. One of the businesses which had been provided with a sculpture had been put under pressure to remove the attraction as it was reducing their customer conversion rate which they were being judged on. Their managers did not believe the additional visitors were a benefit but instead thought them to be an inconvenience for their regular customers and so moved the zebra outside the store for the last three weeks.

Table 7.3: Businesses concerns with the attraction intervention.

Issues/complaints with intervention	Number of businesses
Was a visiting attraction which did not increase sales	4
Too corporate	3
Location of the attractions	1
Intervention only benefitted individual businesses	1

7.3 Control survey

The control survey (Appendix O) undertaken by 11 businesses (58% of occupied units) following the three interventions revealed over half of respondents (6) rated the attraction intervention as positive to their business. Added to this almost all retailers (10) wished for the intervention to be annually repeated, despite their being no sculptures positioned in the area (Figure 7.1). Footfall studies in the control showed no change in the concentration of footfall (Figure 7.16) across the case study and there was little change in the percentage of pedestrians engaging with retail units (Figure 7.8). The majority of businesses (9) felt it had brought new visitors to the area and many (6) perceived it to have increased awareness of the sector (Figure 7.17). Changes to footfall and revenue also followed a similar pattern to that observed by businesses in the case study (Figure 7.13) the only difference being the likelihood of people revisiting where almost all (10) felt it had no effect yet 44% of businesses in the case study thought it had increased.

**Figure 7.16:** Concentration of footfall across the control before, during and after the intervention.

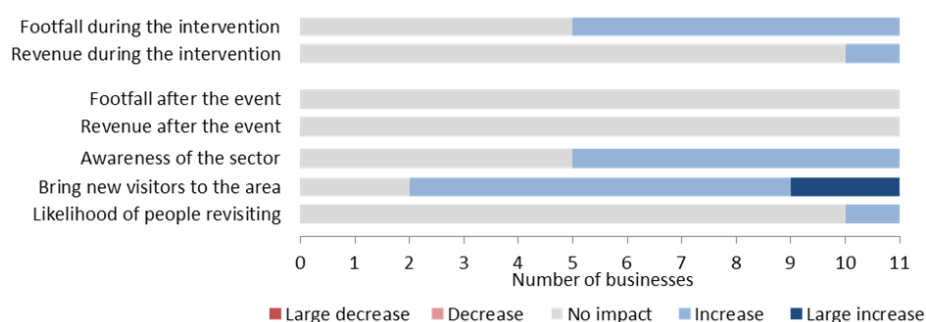


Figure 7.17: How footfall and revenue for the control area were affected by the intervention.

5 businesses stated the intervention had increased trader wellbeing while 4 perceived it to have moderately increased the amount traders' talk to each other. This was found to be similar with the levels found in the case study (Figure 7.14); however the lack of sculptures resulted in the majority of businesses seeing no impact to the areas aesthetic which differed to the positive impact recorded in the case study (Figure 7.15).

These findings reveal that the attraction intervention benefitted both the control and case study area showing there to be a wider positive feedback than the activity intervention. This is likely due to it being a city wide initiative which need not include all retail streets, but instead strategically position the attractions to increase connectivity. Increased pedestrian engagement however was shown to be exclusive to areas with an attraction where increased density of attraction was shown to increase glancing at windows.

7.4 Discussion

Undertaking an attraction intervention was found to introduce the area to new visitors (Figure 7.4) as it is able to create behaviour change through increased opportunity, albeit not to shop but to witness the attraction. Inserting sculptures into shop windows was found to engage pedestrians' curiosity and foster a heightened awareness increasing engagement with retail units (Figure 7.8). This in turn lead to an increase in knowledge of the area, even for those that regularly visited the case study as a result of visitors increased mindfulness which has been proven to cater for more lasting behaviour change (Niedderer, 2014; Petty and Cacioppo, 1986). While the event considerably increased visitor knowledge, awareness and perceptions of the aesthetics, there was a reduced level of change in shopping behaviour (Figure 7.6). For the activity intervention 86% of respondents believed the intervention had increased their likelihood of visiting compared to only 45% for this intervention. However, when visitors were asked which of the two interventions had the greater impact on their visiting behaviour they perceived the attraction intervention to have had a greater impact (Figure 7.9). This may be explained by the impact of novelty on human behaviour (Bunzeck and Düzel, 2006), as the attraction is new it offers a greater potential to visitors than the intervention that took place 9-12 months ago. This

impact of novelty was shown to have further influence as visitors were aware that this was a temporary measure as its impacts on visiting behaviour were shown to decay over time, although the impacts on perceptions were found to be consistent. Temporary interventions may struggle to enact lasting behaviour change as visitors understand the change is temporary so their behaviour change will be also.

Conflict in stakeholders was present during this study with more visitors perceiving the intervention to have impacted on the area's aesthetic than businesses (82% as opposed to 54%). Notably businesses that felt the intervention had not improved the aesthetic were less in favour of the intervention showing that a large proportion value aesthetics highly. Visitors however were more likely to alter their visiting behaviour if their knowledge had been increased than if they thought the aesthetic had been improved, 32% of visitors that perceived the aesthetics to have greatly improved stated that they were no more likely to visit the case study. When stating what they wished to happen in the area only 2% of visitors wanted building/pavement improvements (Figure 7.11), the breadth of options suggested and how they were highly dependent upon age (Figure 7.12), reveal how complex a retail setting is and how one needs to think of them as more than shopping streets.

The intervention undertaken was a city wide intervention and this may have been the reason for it being more inclusive than the activity intervention. The control was found to exhibit many of the benefits of the intervention despite not having any situated on the street and retailers, irrespective of location, felt engaged with the intervention. This being said, the attraction was shown to have a greater influence on pedestrian engagement for businesses in close proximity (Figure 7.8). While the intervention was rated positively by 67% of retailers in the case study, it did not act as a catalyst to promote conversation or ideas among businesses (Figure 7.14), a major benefit from the activity intervention (Figure 6.19). Retailers could have started thinking up ways to appeal to new visitors brought to the area as a result of the intervention, handing out flyers or supplying zebra themed merchandise, this however did not happen with many complaining that the added visitors did not want to shop and were a further constraint to their businesses rather than an opportunity. Businesses were once again shown to be exhibiting learned helplessness, perceiving the new visitors as restricted, with no means to alter their shopping behaviour through their own actions (Gifford, 2002). Businesses were shown to favour monetary additions to the intervention (Table 7.3) as was the case with the previous intervention, illustrating the difficulty in working with all stakeholders. Retailers wish for the street to become an addition to their shop, with many SMEs focusing on the short term, such as making rent, they will overlook or struggle to understand long term implications on behaviour change. City Councils operate on a four year

timeline whilst visitors are working on an even longer timeline as residents can often be willing to wait years for a change to where they live.

7.5 Key findings

The study found that an attraction intervention provides potential visitors with enhanced opportunity and motivation to visit a secondary retail area creating immediate visiting behaviour change. It's novelty promoted exploration making visitors more open and attentive, treating the street with curiosity has been shown to cater for more lasting behaviour change (Niedderer, 2013; Petty and Cacioppo, 1986). Furthermore such an intervention is an ideal tool for a retailer as it requires little effort in organising and maintaining compared to an activity. This being said, any measure that relies upon being novel will diminish over time and visitors were aware of this stating that their changes in behaviour were temporary also. Research has stated that such an intervention relies upon external factors (Ellis, 2007) and it can be said that in a secondary retail setting, where the current state is lacking in relation to its competition, it requires added intervention to enact any significant long term change. It creates awareness and slows down visitors (while its novelty remains) but it does not contribute significant appeal to alter perceptions and behaviour in the same manner as the activity intervention, as visitors require more than these areas provide in their current state. Increased knowledge as a result of the intervention makes one more mindful and can support behaviour change but when the area has considerable defects then this may not be a suitable approach.

The intervention had limited impact on encouraging businesses to take ownership of their environment and enact change themselves. They were more affected by the short term, high impact nature of the activity intervention, which demonstrated how the environment could be adapted to their needs. This intervention incentivised visitors, without any significant impact on the retail setting, thus businesses still perceived the area to be a constraint. Businesses were not motivated to alter their own behaviour to suit the new visitors; instead their negative bias of helplessness remained.

Chapter 8 Quality of place intervention results

A quality of place intervention was undertaken in the case study from 30th September to 10th October 2016 where the eastern section of the street was pedestrianised and furniture installed (Figure 8.1). It took place in the same location as the activity intervention, where instead of events; planters, benches, tables and a marquee were installed. Pedestrian priority surfaces increased from 46% to 67%, with pavements remaining unobstructed and a simple diversion deployed for vehicular traffic. Being undertaken in early autumn meant the intervention was a more accurate trial of the effect of improving the streetscape as the weather was fair, but not sunny. Further to this the intervention was planned to be solely organised and undertaken by the businesses, however considerable assistance was provided by the researcher in order for the intervention to take place.



Figure 8.1: Closed section (70 metres in length) of the case study with various elements detailed.

This chapter initially discusses the organisation and planning of the intervention, discussing trader involvement and costs. Following this is a visitor survey, conducted during the road closure sampling 178 visitors and a business survey, conducted three weeks after the road re-opened,

surveying 39 business (81% of occupied units). The results include the impact of the intervention on relevant actors' perceptions and behaviours in the short and long term.

8.1 Organisation and planning of the intervention

For the activity intervention, undertaken a year previous (29th September 2015), there was a combination of stakeholders involved (Figure 6.1) in order to train and assist retailers, with surveys finding that 77% of traders were willing to help and organise similar interventions in the future. As a result, this intervention was planned to be run and organised by the retailers with the researcher attending meetings but only providing minimal assistance. The intervention was originally planned to run from the 25th September to the 10th October but it had to be postponed until the 30th September with significant assistance provided due to retailers struggling to organise the closure.

A month prior to the intervention a short notice was produced and delivered to all retailers in the case study, explaining that the road was going to be partially closed for a prolonged period to test the merits of a quality of place scheme. The researcher visited every business explaining the process and asking whether they wished to assist in the planning. The initial canvassing registered 19 businesses (40%) interested in participating and assisting in the process with retailers wishing to have stalls on the street, play live music and host workshops among other things. A trader meeting was held a week after to begin organising the intervention and despite all businesses being invited only 7 attended which reduced to 4 for the final planning meeting (Table 8.1). Retailers were found to be enthusiastic in coming up with ideas but with each step of increased responsibility there was less involvement.

Table 8.1: Level of trader involvement during the planning and undertaking of the intervention.

Date	Levels of involvement	Businesses involved
23 rd Aug.	Canvassing of interest in participating and assisting the intervention	19
30 th Aug.	First road closure meeting	7
13 th Sep.	Second road closure meeting	6
20 th Sep.	Final road closure meeting	4
12 th -29 th Sep.	Planning the intervention	2
30 th Sep.	Setting up the intervention	3
30 th Sep.-10 th Oct.	Undertaking events	2
10 th Oct.	Taking down the intervention	3
18 th Oct.	Post intervention meeting	7

Chapter 8 Quality of place intervention results

The planning of the intervention was predominantly undertaken by a sole trader, the leader of the business association, an independent business owner who had no additional staff to cover their involvement. As a result of this, the researcher had to be personally situated within the store in order to plan and organise the intervention in between serving customers. It was found that without constant personal reminders the intervention responsibilities were superseded by business concerns. A number of planters were purchased for the road closure which was delivered to site on the first day of the road closure along with the soil and during the day the researcher planted the boxes unaided on the street while traders watched from their door. While it is not reasonable to expect businesses to close their shops, some level of assistance was expected from retailers, specifically those with multiple employees, but only three businesses assisted after opening hours. During meetings retailers were keen on undertaking activities to utilise the space generated from the road closure, those that were undertaken were mostly minor in scale and undertaken on the two weekends during the intervention⁴². However, this chapter concerns the intervention in terms of affecting the quality of place as opposed to introducing activity. The only activity with any impact was the vintage car show on Sunday 2nd October (Figure 8.2) where there were four cars positioned at the eastern end of the closure.



Figure 8.2: Vintage car show event held in the case study.

The cost of the road closure for the business association was £2,970.64 with a cost breakdown shown in Table 8.2. It must be noted that the City Council provided substantial savings internalising the cost of closing the road which was quoted at £20,000⁴³. Many of the costs shown were for acquiring equipment (£1,516.53) and so the cost of a follow up intervention would drastically reduce with the potential for benches to be purchased and stored if repeat closures were planned and insurance could be obtained for a longer time period for a reduced rate. This

⁴² The activities included musical performance on Saturday 1st, a vintage car show on Sunday 2nd, a bridal show on Saturday 8th and a BBQ on Sunday 9th.

⁴³ Costs for the City Council included the application, planning phase, legal costs, payments for the loss of parking and the cost of acquiring and positioning signage and barriers.

being said the actual cost of closing the road is significant and if governance is unable to internalise these costs then the intervention becomes a significant investment for retailers.

Table 8.2: Cost breakdown of intervention.

Plants	£225.34
Soil	£161.40
6 small planters	£231
6 large planters	£375
Rental of 4 benches and 4 picnic tables	£740.40
Chain and concrete buckets to tie down furniture	£69.33
Marquee	£679.80
Insurance	488.37
TOTAL	£2,970.64

When closing a road for a prolonged period of time there are far more legal procedures than for a partial day closure such as the activity intervention undertaken a year previously. For the festival only a single barrier was required showing where the road was closed, for this closure however numerous signs and barriers were necessary to satisfy safety regulations (Figure 8.3). The signs also highlighted the breakdown in communication between retailers and the Council with four signs being produced stating ‘East Street Music Festival’. In meetings it had been made clear that the closure was to trial improving the streetscape with only minimal activity. There was no particular member assigned to the project which meant numerous individuals were consulted whereas for the activity intervention a sole member of the Council had been involved which had eased the process.

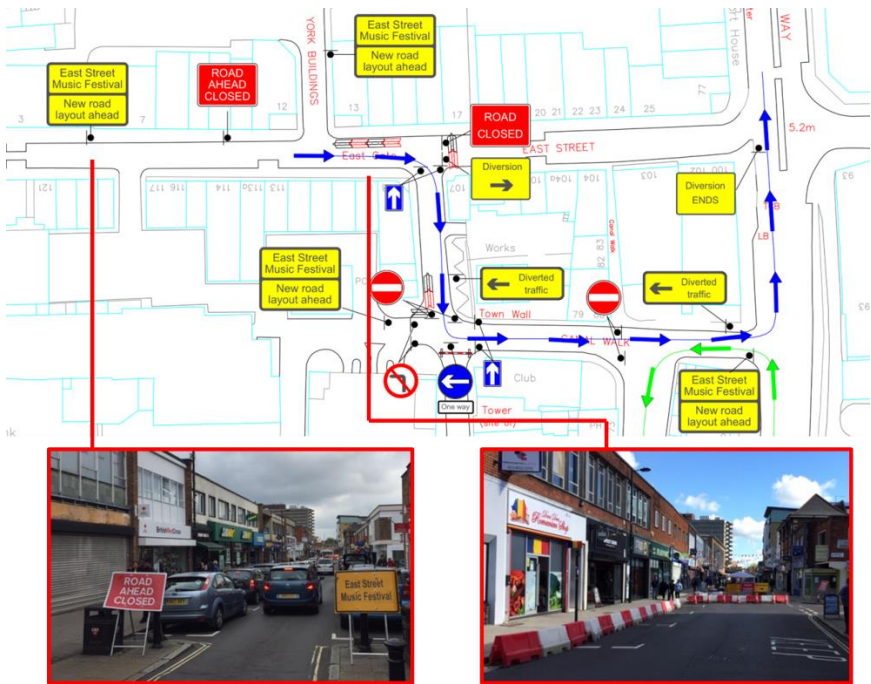


Figure 8.3: Road signage utilised for the road closure.

The circumstances of this intervention were an ideal scenario for businesses in the case study as the council were acting in good faith following the previous intervention and were willing to

support the area to trial methods of regeneration. Businesses were shown to be enthusiastic in developing ideas however engagement fell whenever responsibility increased to the level that almost all responsibility was left to the leader of the association so that one business was acting on behalf of everyone else while still running their own business. When describing the plans for the intervention to businesses many said “we had the road closure last year, so it should be good this year” many felt it was a continuation of the activity intervention thinking it to be provided for them rather than it being their responsibility to plan and execute. Following the intervention a letter was delivered to all businesses which strongly stated the need to attend a follow-up meeting to decide on whether to have a December closure and to learn whether the intervention had been positive or not. 7 businesses attended (15%) even though closing the road over the festive period could have considerable implications to their business. The personal contact with the retailers in order to organise the event was highly time intensive and would not be sustainable in the long run suggesting that for interventions retailers require an organiser due to difficulties in balancing their responsibilities.

8.2 Visitor survey

The visitor survey (Appendix M) was undertaken within the case study to understand how visitors found the intervention and what impact, if any it had on perceptions and behaviour. The 178 participants were randomly sampled across the 11 days of the intervention, with 94% taking place from the 1st – 9th October as the first and final days were heavily impacted by furniture being set up and removed. The majority (85%) of respondents were from Southampton, with the majority (59%) being from within the three central wards similar to the previous studies. The range of respondents were comparable in age and employment demographic to city census data (ONS, 2011). The survey asked a total of 7 questions, represented in 3 sub-sections, with discussion on the key findings.

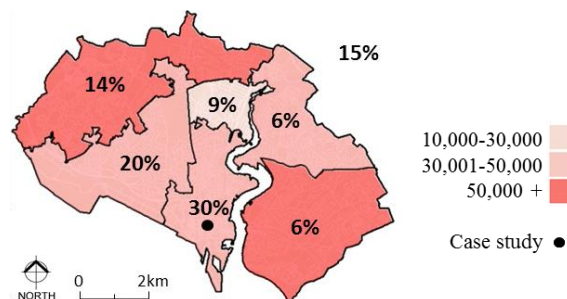


Figure 8.4: Percentage of attendees over map of postcode population.

8.2.1 Visiting frequency

More than two thirds of respondents (68%) stated that they would have visited the case study if the quality of place intervention was not in place, far higher than for the activity and attraction

(20% and 14% respectively). The road closure was noticed from the High Street by 92% of respondents so it was visible but it did not arouse visitors enough to enhance their motivation. Of those surveyed, 13% had not visited the case study within six months, compared to 58% for the activity intervention. Three quarters of those surveyed that had not visited in the past six months did so because of the intervention revealing that improving the quality of place does attract new visitors, but at a lower scale than an attraction or activity. This being said, the previous interventions had advertising while this did not, aside from the road signs. On the first Sunday, when the vintage car roadshow took place (Figure 8.2), the percentage of respondents visiting as a result of the intervention rose to 50% further supporting how an activity based intervention has a greater impact on immediate short-term behaviour change. Routine behaviours are impacted by temptation (Sunstein and Reisch, 2013) and improving the quality of an environment does not provide as high a level of stimulus as introducing an activity or added opportunity as an attraction.

The intervention was however found to impact the behaviour of those within the case study, as it led to an increase in pedestrian concentration in the eastern sections of the case study (Figure 8.5). Closing a road is a more aggressive intervention than the attraction, which had no impact (Figure 7.3), as it prevents a particular behaviour while enhancing capability for pedestrians. The physical environment had not changed, with pavement levels and materials differing, but by improving the environment people had been encouraged to walk through or 'nudged'. Warde (2014) states that 'nudges' will have limited impact in areas with intense competition and this would explain why it did not encourage new visitors but those already in the area were more perceptive.

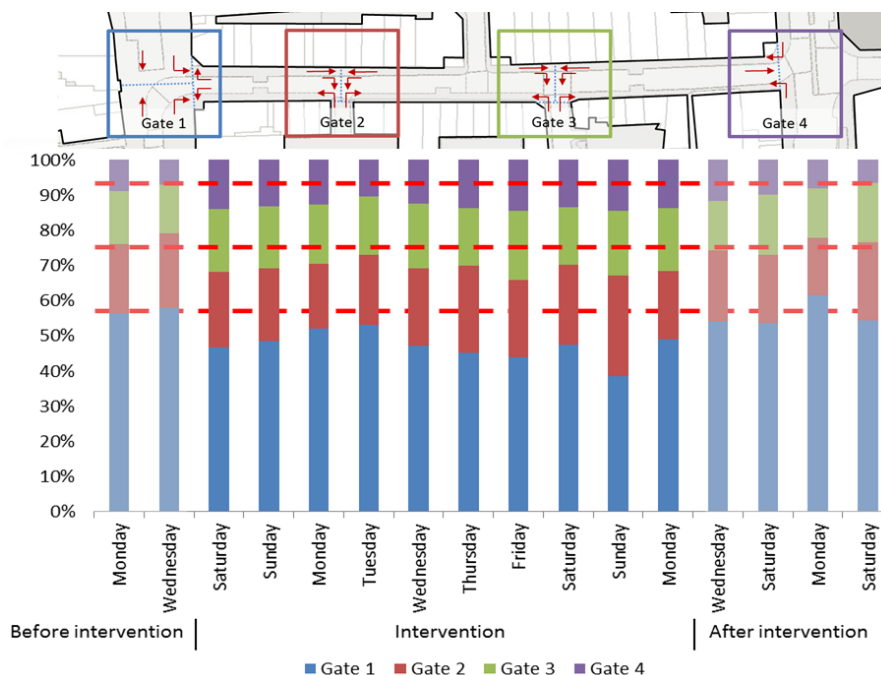


Figure 8.5: Concentration of footfall across the case study before, during & after the intervention.

8.2.2 Satisfaction of intervention and its various elements

Most visitors (89%) rated the intervention positively with 56% thinking it to be very positive (Figure 8.6), those that visited within the past month were found to be most in favour with 63% rating it very positively. The furniture was also positively received by visitors across all age ranges, which had been a concern for businesses, who felt the intervention had a 'village fête' aesthetic that would not appeal to a younger audience. Millennials however are less likely to own a car than generation X consumers (TNS, 2013) so it is likely that they would favour pedestrian priority.

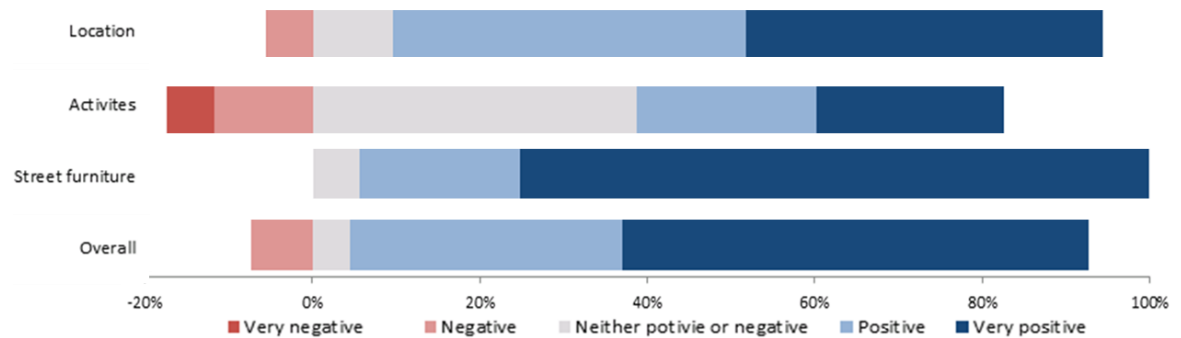


Figure 8.6: Visitors satisfaction with the intervention and its various elements.

Figure 8.6 shows 6% rated the location negatively, and they had all visited the area within the last month revealing that a proportion of visitors may use the area only as a place to stop and shop. Many retailers had stated that they were destination businesses reliant on visitors parking outside and going to the shops and while a small ratio were angry (some excessively so) the majority of respondents did not have any issue with offsetting a few parking spaces for an improvement to the quality of space. Further to this, those that complained about the loss of parking were found to often be parking on the road to visit a department store on a neighbouring street.

Visitors were asked to rate the activities and on the day of the vintage car show all responses were positive; however on the weekdays (when there were no events) only 28% were positive with 48% neutral. Even though signage had informed visitors that the eastern area was closed for a music festival only 18% felt the activities were poor. This would indicate that the level of activity/stimulus that a visitor requires within a retail setting is relatively low and any change to the norm can be considered a benefit.

8.2.3 Altering behaviours and perceptions

The intervention was found to have impacted 40% of visitors' knowledge of the case study (Figure 8.7), which is lower than found with the attraction but this is due to the lower percentage of new visitors. 83% of those that had not visited in the past six months had their knowledge altered (38% greatly), compared to only 29% for those that had visited in the past month. Added to this, the attraction intervention had only just ended and this was found to have impacted as 56% of those

that had not observed the attraction intervention had their knowledge altered compared to only 30% of those that had witnessed the sculptures. Almost all visitors had their perceptions of the aesthetic altered, with 83% greatly influenced. Likelihood of visiting the case study was not as greatly affected, with 40% stating no change; however 52% stated their likelihood of visiting the eastern end of the case study was greatly enhanced, with only 15% stating no change. As visitors were unaware of when the intervention would end, one cannot consider the impacts of temporality as respondents were likely assuming that the road was to be closed continually. Cross-tabulation found that only 1% of those that had their knowledge altered did not have their likelihood of visiting altered compared to 24% of those who did not have their knowledge altered. This is similar to the findings in the attraction intervention (Table 7.1) emphasising the importance of enhancing one's opportunity alongside motivation to visit a secondary retail street.

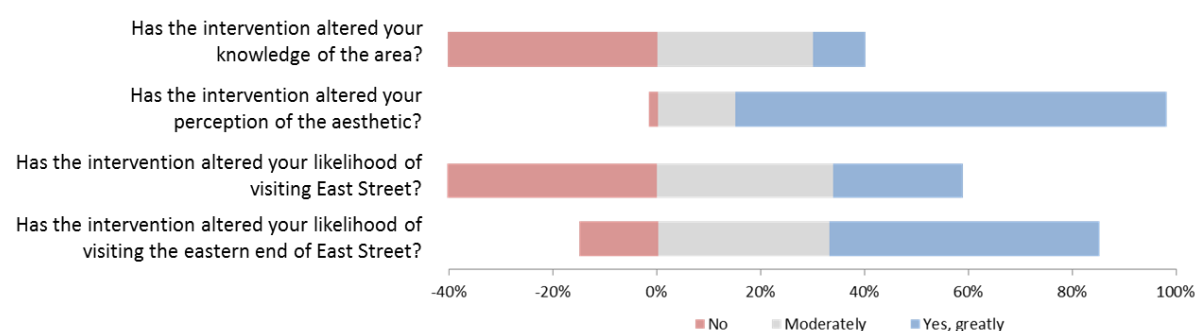


Figure 8.7: How the intervention altered visitors knowledge, perceptions and likelihood of visiting.

Visitors were asked whether the intervention had an impact on their walking experience with 70% stating they had slowed down their pace and 42% stating they had altered their route (Figure 8.8). These changes were consistent over demographic and time since last visited, revealing that changes to the quality of space impact all, even though they have been found to have different preferences (Figure 7.11). A number of visitors (36%) stated that the intervention had increased their dwelling in the area, engaging in activities, consuming food or socialising as a result of the changes to the quality of space (Table 8.3). This is a considerable percentage when one considers that this was not asked, but instead mentioned by visitors as an 'other' impact of the intervention on their walking experience. The intervention enabled the environment to meet the diverse needs of visitors (Table 5.2), allowing for movement while encouraging social integration. Added to this, the closure took place in October and retailers were concerned that the mild weather conditions (outdoor temperature of 12-18°C) would prevent visitors from doing so. The climate in the UK is typically mild but the findings show that if visitors are given the chance to utilise the environment for their own needs they will.

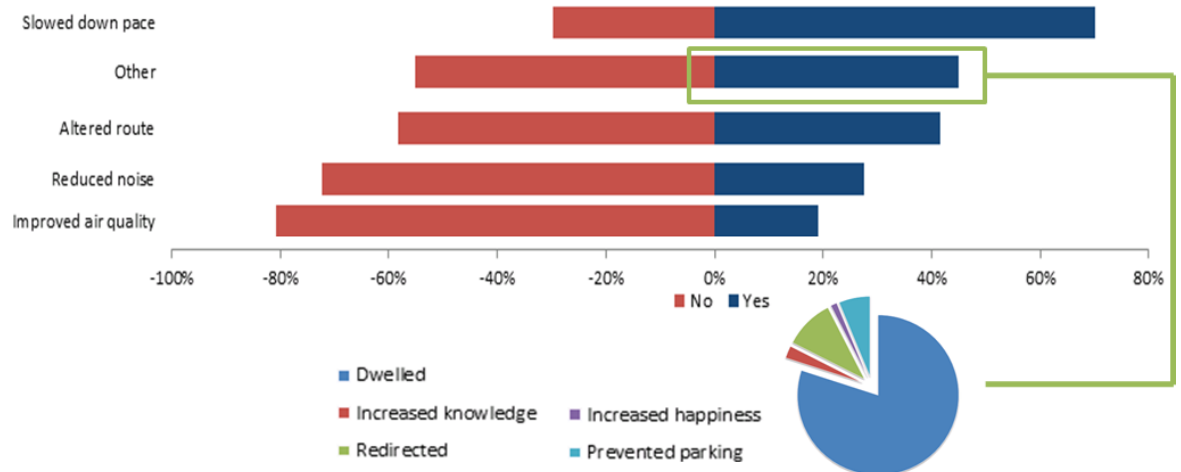


Figure 8.8: Impact of the intervention on visitors' walking experience.

Table 8.3: Breakdown of those that stated the intervention had impacted their dwell time.

Impact on dwell time	No. of visitors
Dwelled for longer	24
Sat down to eat food	10
Dwelled and socialised	8
Took photographs	8
Participated in an activity	9
Admired the greenery	5

Window observations were studied to discern how visitors engaged with the intervention, recording whether visitors passed by a shop (disengaged), glanced at the window (partial engagement) or entered and interacted (directly engaged). Recordings observed individual shops in the closed and open section of the case study as well as the control area. The results (Figure 8.9) show that there was a noticeable increase in partial engagement where the intervention took place. There was considerable difference in the closed and western section of the street with the latter only recording slight increases in engagement and the control remaining the same, showing the localised impact of such an intervention. This percentage of engagement is similar to that registered during the attraction intervention (Figure 7.8) even though there were no changes to store windows. This increase in interaction is from visitors slowing down their pace and being encouraged to become more mindful as their default behaviour has been altered.

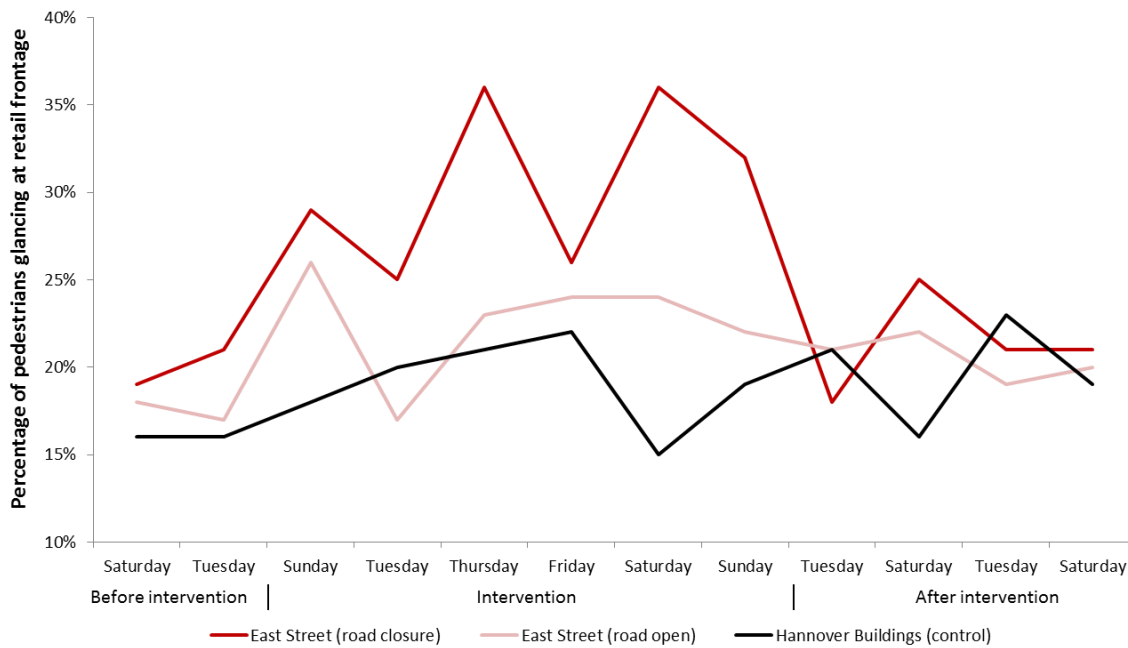


Figure 8.9: Percentage of pedestrians' partial engagement with retail units.

As the road was closed for a prolonged period of time visitors' movement patterns were recorded understanding how visitors engaged with the closure itself. Recording the ratio of visitors that remained on the pavement (no engagement), crossed directly (partial engagement), crossed for a prolonged time or dwelled (direct engagement). When one typically crosses a road they either do so perpendicular to the pavement or within 45° of the perpendicular (Figure 8.10). Recordings were taken in 15 minute periods across four time periods in traditional operating hours (9-11, 11-13, 14-15 & 15-17) in the case study and in the control region.

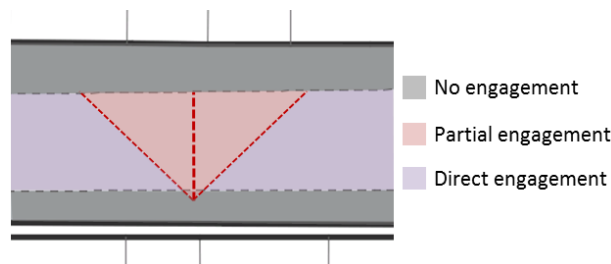


Figure 8.10: Types of pedestrian engagement with the street surface.

Figure 8.11 shows the impact of the intervention on visitors' engagement with the street itself which increased during the weekdays of the intervention whilst the weekend traffic showed less influence. The majority of visitors however remained on the pavements and did not interact with the closed road surface. It can be assumed that if one does not change the material and the surface levels then not all people will feel comfortable. This being said 20% of visitors did engage with the street with 6-13% dwelling and a similar ratio walking across the road surface for a prolonged period. The control was found to be consistent before, during and after the intervention with 69-74% remaining on the pavement and only 1-2% engaged with the street in any form, similar results to levels found in the case study in its typical form.

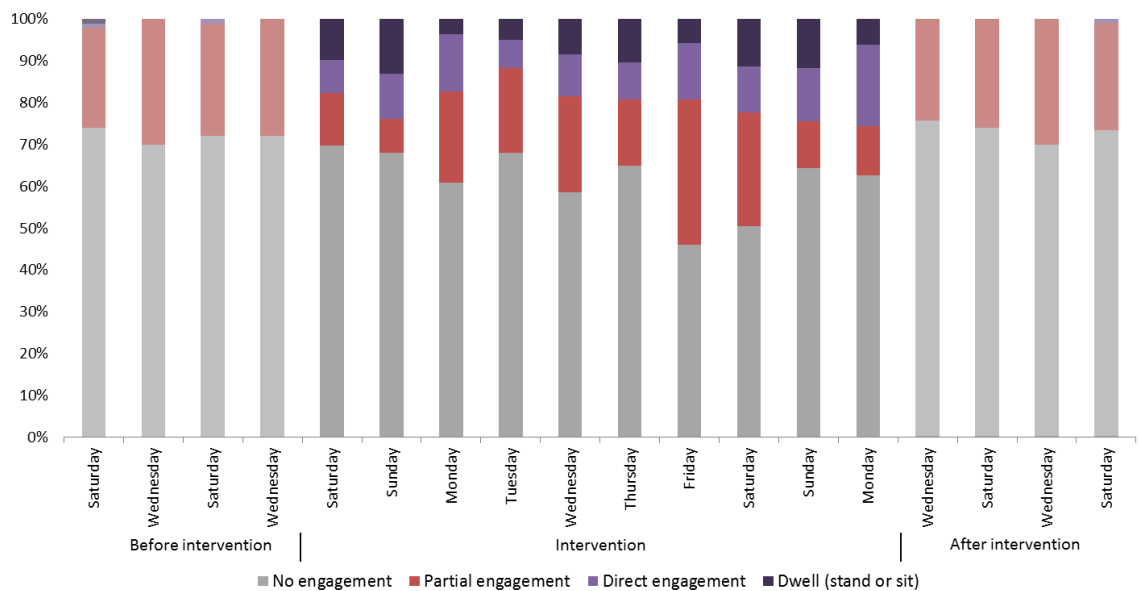


Figure 8.11: Impact of the intervention on visitors' engagement with the road surface

Visitors were asked whether the intervention had an effect on the qualities of the retail environment that were surveyed in the baseline study (Figure 5.21), where the case study was perceived to be accessible and local but lacking in attractiveness and comfort. Figure 8.12 shows many visitors perceived the intervention to have had positive impacts on the attractiveness and comfort (99% and 98% respectively). Furthermore 91% felt the area had become more distinctive, but comparatively only 60% felt the street was more viable which may explain the relatively low impact on visiting behaviour. Even though the intervention removed vehicles and made the area more accessible and safe for pedestrians 18% perceived the change to have negatively impacted accessibility and 28% stated there had been no change to the safety. This could be due to the lack of structural change however it is more likely that it is because a proportion of visitors consider the area a drop-off zone (Figure 8.6), which would explain why 13% felt the area had become less functional. A sudden change to the public realm can be difficult for visitors to accept as people opt for the norm behaviour (Samson, 2014). Often perceived barriers are the most influential factor in deciding upon behaviour (Yagil, 2000) whereby the cost of parking somewhere else outweighs the benefits to the quality of space.

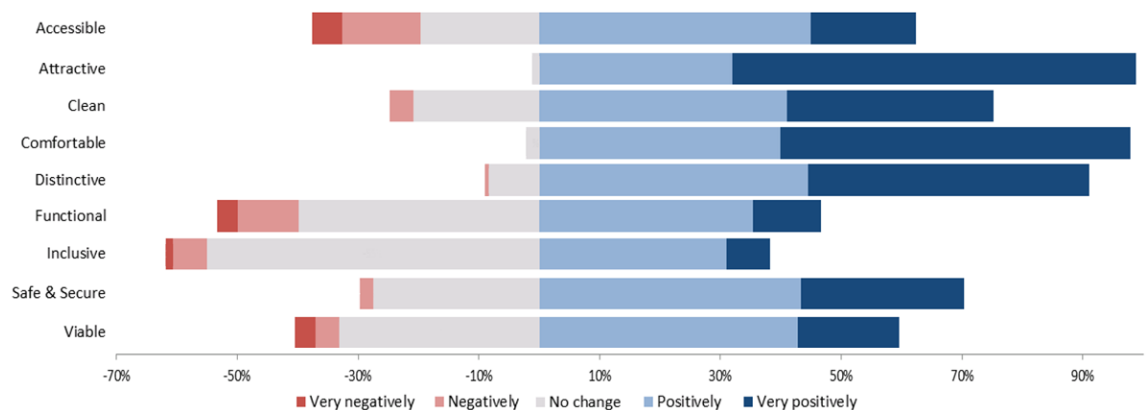


Figure 8.12: Visitors' perceived impact of the intervention on qualities of the retail environment.

The results, when cross-tabulated with the time since respondents' last visit, were similar further supporting the notion that a quality of place intervention has broad appeal to regulars and new visitors. When the findings are cross-tabulated with the impact on likelihood of visiting the closed area the findings show some stark differences (Figure 8.13). Accessibility, functionality and viability were all negatively impacted for those less inclined to visit the area whilst attractiveness and comfort were still high for those less inclined to visit. Accessibility impacts one's capability to visit whilst the aesthetic only impacts perceptions of an area and one's motivation. Whether one likes something more does not mean that they will change their behaviour, to form new habitual behaviour, motivation needs to change from reflective to automatic and this is from increased capability and opportunity (Michie, West, et al., 2014).

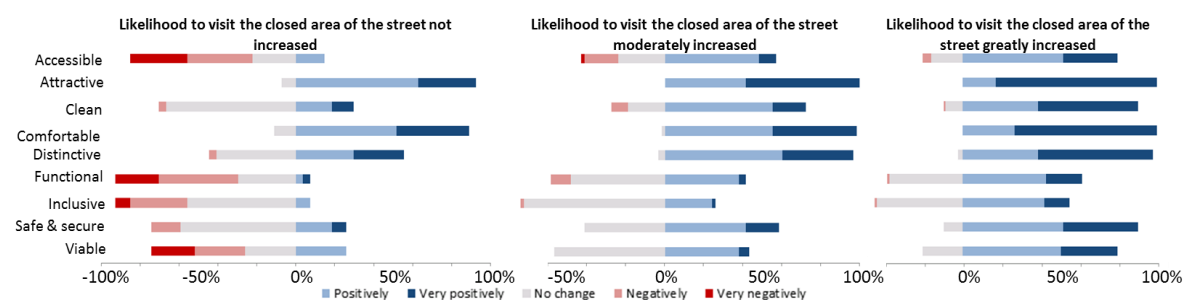


Figure 8.13: Visitors' perceived impacts on the retail environment for those whose likelihood of visiting was not increased (left & 93 visitors), moderately (centre & 58 visitors) and for those that were greatly increased (right & 27 visitors).

Respondents were asked whether they wished for future road closure, with the majority (76%) stating a preference for a permanent closure, while only 8% did not want to see any future road closures (Table 8.4). Cross-tabulation with age revealed similar perceptions with millennials most in favour of permanent pedestrianisation, 82% compared to 71% of visitors aged 30-49. The majority of visitors supported a partial closure favouring a mix of surfaces. There is much evidence to support pedestrianizing retail streets (Gehl and Gemzøe, 1999; Kumar and Ross, 2006; Lawlor, 2013) however these results would suggest that partial pedestrianisation is required for a secondary retail street to allow it to be adaptable, serving as a destination hub and supporting visitors' needs.

Table 8.4: Visitors' preference for future pedestrianisation of the case study.

Pedestrianisation options	No. of visitors	Location of future closures	
		Section trialled	Entire road
Not trialled again	14	-	-
Temporary	28	93%	7%
Permanent	136	86%	14%

From those surveyed, 114 (64%) had attended the attraction intervention while 27 (15%) had attended both the attraction and activity interventions. The majority of visitors perceived the road closure to have had a greater impact on their perceptions (Figure 8.14) whereas likelihood of visiting was more varied. Those that had attended all three interventions believed the activity

intervention to have had the greater impact on their behaviour which is at odds with the findings from the previous study (Figure 7.9) which suggests those findings were influenced by the novelty of the attraction. The closure was found to have affected slightly more visitors than the attraction intervention however those aged 18-29 and those living locally were more likely to favour the closure.

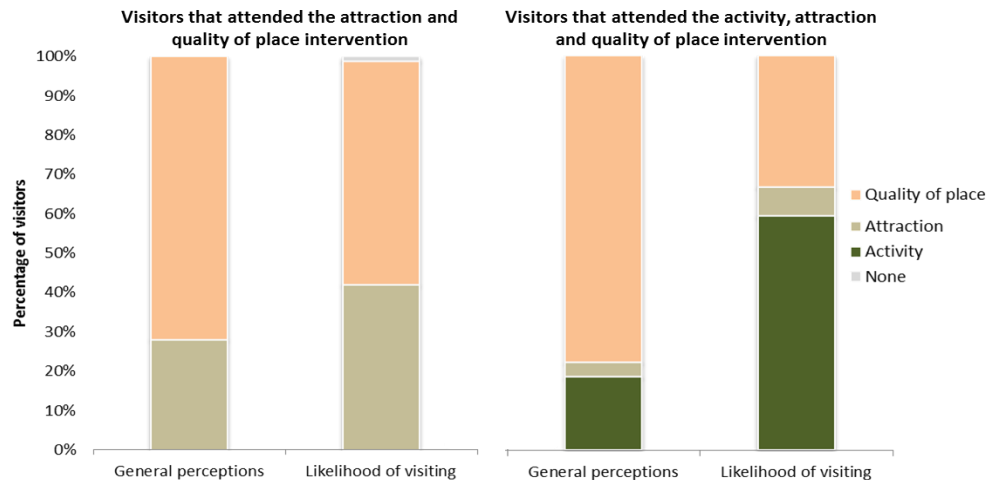


Figure 8.14: Visitors perceptions on which intervention had the greater impact on their perceptions & likelihood of visiting a secondary retail street.

8.3 Business survey

Three weeks after the intervention 39 businesses in the case study (81% of occupied units) were surveyed to understand the impacts of the intervention. The majority of businesses (64%) had been trading in the locale for over two years, but there were no businesses that had opened in the last three months. As with previous studies, businesses locations (east (51%) or west (49%) as shown in Figure 6.14) were recorded. The survey (Appendix L) asked 8 questions represented in 4 sub-sections with discussion and summary on the key findings.

8.3.1 Satisfaction of intervention and its various elements

When asked to rate satisfaction with the intervention 54% of businesses rated it positively (found to not be significantly different with the 89% of visitors at the 0.05 level) while a quarter perceived it to be negative, with 13% rating it very negatively (Figure 8.15). The signage was a major concern for businesses with 51% rating it very negatively, the main frustration being the wording of particular signs. Two signs read 'road closed' (Figure 8.3) and businesses thought this confused visitors who may have thought the businesses were also closed impacting on the ease of visiting the street. The size and sheer number of signs was also considered unsatisfactory as they were obtrusive and an eye sore. Over half of businesses (57%) rated the activities negatively, far higher than the 18% of visitors (Figure 8.6). Retailers complained at the lack of activity in comparison to the arts festival the previous year. The reason for the lack of activities however

were the businesses, as many registered an interest in organising activities but did not get involved in the planning (Table 8.1). This disconnect with the intervention is shown through 12 businesses (31%) not knowing there was a table football set on the road.

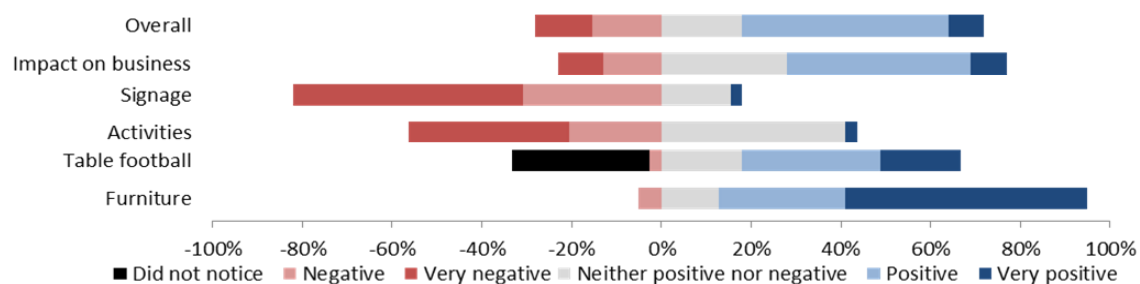


Figure 8.15: Businesses satisfaction with the intervention and its various elements.

The findings reveal that there are two opposing population groups within the case study. Half of businesses rated the impact of the intervention positively; however 49% did not want it to be replicated, while 28% wanted it to be repeated multiple times a year. For the other interventions a minority of businesses have been found to oppose change, opting for the default behaviour. This intervention however shows there are many retailers who are self-focused, treating their businesses like their homes as a silo. Major chain stores have the financial capabilities to invest in city centre spaces for the benefit of a retail collective but secondary retailers do not have the same capabilities to plan for the future operating on smaller timeframes and budgets. Any changes to the current environment will result in heightened uncertainty for SMEs and, as economic theory dictates, the greater the level of uncertainty the more likely one is to resist change (Samson, 2014).

8.3.2 Impact on businesses footfall and revenue

Footfall observations found that there had been a change in the concentration of visitors across the case study during the intervention (Figure 8.5) but only 10% of businesses stated footfall to their business had increased with 34% stating a fall in footfall (Figure 8.16). The locations of the businesses which stated reduced footfall were mixed with 7 of the 12 to the west of the closure thus maintaining their parking. The majority of businesses however recorded no impact from the intervention which is understandable as there was no advertising, and as discussed the intervention affected visitors on a micro level. Considering that the intervention removed parking spaces and enforced a structural change to the environment the lack of impact could be considered positive when one considers the importance businesses place on parking spaces (Figure 5.3).

Chapter 8 Quality of place intervention results

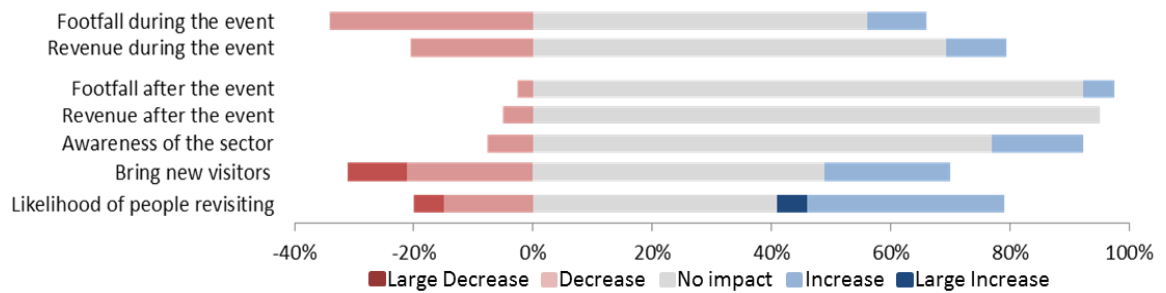


Figure 8.16: How footfall & revenue were affected by the intervention during & after the closure.

8.3.3 Altering behaviour and perceptions

Most businesses (79%) stated that the intervention had altered the amount they talked to each other, far more than the 31% for the attraction intervention (Figure 7.14). The intervention directly impacted on the environment, similar to the activity intervention, which had an even greater influence on traders talking to each other (Figure 6.19). The majority (69%) of traders perceptions of the area were altered as a result of the road closure, compared to only 29% for the attraction. This being said, businesses were asked whether the intervention had altered their perceptions of pedestrianisation and 51% were found to be less in favour following the intervention. The activity intervention had positively altered 81% of businesses however this longer term measure without intense levels of activity illustrates the difficulty in undertaking long term intervention as the uncertainty over the loss of parking was found to become more prevalent. There was a minority (33%) that were more in favour as a result of the intervention, noting the potential of an improved quality of space as an opportunity to expand their business beyond their shop door. This divide in perceptions however would mean any strategy would be met with opposition.

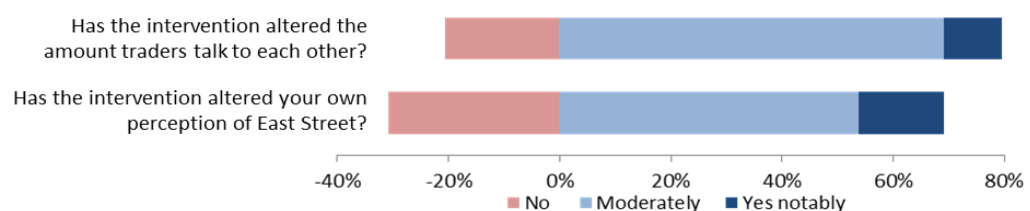


Figure 8.17: Impact of the intervention on traders' wellbeing and perception of the case study.

The majority of businesses perceived the intervention to have improved the area's aesthetics and visitors' perceptions (72% and 64% respectively), with 36% thinking the area's appearance had greatly improved (Figure 8.18). Most businesses felt the intervention had not impacted visitors' glancing at shopfronts, indicating an underestimation of the impact as traders recognised the attraction enhanced pedestrian engagement (Figure 7.15).

Chapter 8 Quality of place intervention results

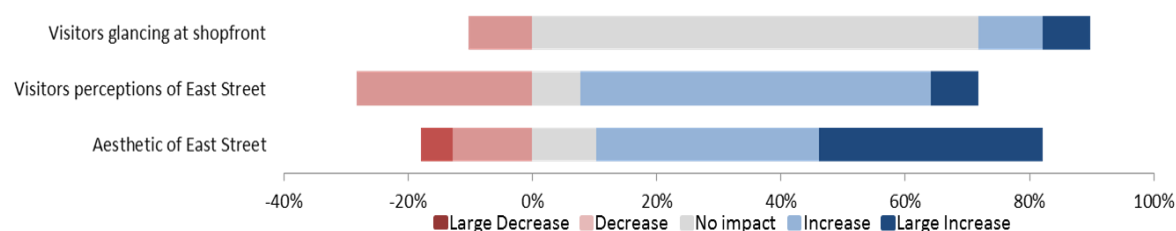


Figure 8.18: How businesses perceived the intervention to have impacted visitors & the aesthetic.

When asked whether they had any complaints with the intervention, 31 (80%) stated concerns, chief among these being the lack of activity (Table 8.5) as found in their satisfaction ratings (Figure 8.15). This highlights the divide among retailers and visitors who were found to not mind the lack of activity (Figure 8.6). Many businesses complained that the area looked closed with 6 stating this was due to the signage, while 6 complained about the loss of parking. Five businesses felt the closure was poorly executed stating the area looked worse because of it which goes against the 72% of businesses who thought the aesthetic had improved. One business said that the introduction of street furniture had caused them to alter their opening hours due to staff feeling the area had become unsafe in the evening with people dwelling in the area.

Table 8.5: Businesses concerns with the quality of place intervention⁴⁴.

Issues/complaints with intervention	Number of businesses
No activity	10
Area looked like it was closed	8
Loss of parking and car access	6
Poorly executed, area looked worse than normal.	5
Felt unsafe	1
No marketing	1
Required more involvement from traders and the Council	1
Entire road should have been closed	1

Businesses were asked if the road were to be closed permanently would they utilise the pedestrian environment and only 18% thought they would. Many (46%) said they would on occasions; however 36% said they never would. Pedestrianizing a road allows businesses a free opportunity to strengthen the link between their environment, creating a living space to meet visitor needs (Gehl et al., 2006; Machado et al., 2013). If however they are unwilling to create this connection and occupy the space, the merit of such a measure diminishes.

This lack of engagement was found to continue when businesses were asked if they attended business association meetings. Only 7 (18%) recorded regular attendance whilst 23 (59%) stated that they had never attended a meeting with 9 businesses saying they attended on occasion. Those that did not regularly attend were asked the reason why and Table 8.6 reveals a myriad of

⁴⁴ A more detailed table of retailers' complaints with the intervention can be found in Appendix N.

options, with many revealing that personal objectives (business or leisure) came before the collective. Two businesses revealed that because they are doing well and not reliant upon footfall they did not need to go. Retailers were also asked what would make them attend meetings with 28% stating that increased involvement from the City Council would have an effect (Figure 8.19). This however was proven false as following the intervention a meeting was arranged with a number of Councillors to discuss the regeneration of the case study, and after personal contact from fellow retailers explaining the importance of the meeting, only 10 businesses attended. Almost all other reasons were refusals to attend revealing that 40% of businesses in the case study would not become involved regardless. Interestingly the businesses that complained about not being consulted or understanding that the intervention was going to take place were within those not willing to attend meetings. Four businesses felt they should not attend as it was more efficient to have a few businesses undertaking all decisions on behalf of others. This being said one must remember that secondary retail streets are for SMEs and many do not have additional staff and the lack of time could be because they have to focus on their own business in order to survive. While retailers are required to take responsibility for their environment this intervention was only supported by a sole researcher and this may not have been sufficient. The level of assistance provided for the activity intervention (Figure 6.1) was an ideal scenario and would be difficult to repeat without considerable cost.

Table 8.6: Retailers reasons for not attending business association meetings.

Reason for not attending	No. of businesses
Busy after work	9
Open late in the evening	5
Traders have no power to enact change	3
Let a few focus on the future of the street	3
Rarely get invited	3
Business is a destination, does not require footfall	2
Focused on my business, not the retail community	2
No time as working on my business	2
Did not know there was an association	1
Not a retailer	1

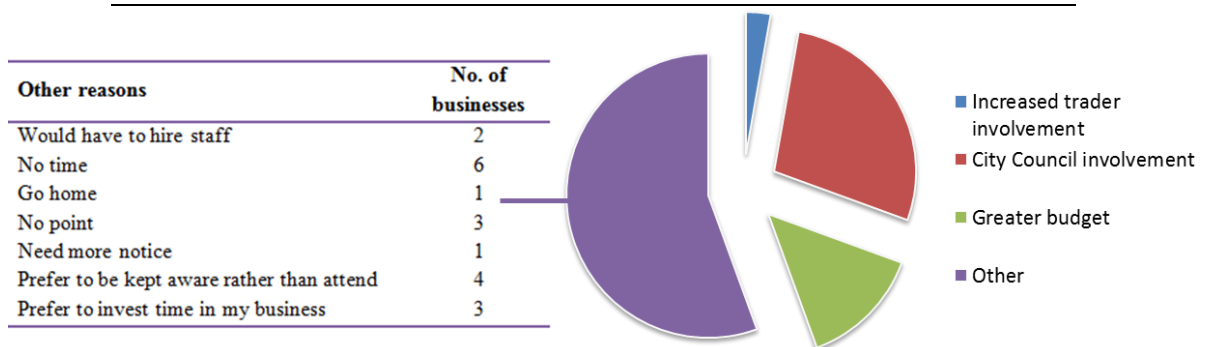


Figure 8.19: What would make a retailer attend a business association meeting.

8.4 Control survey

The control survey (Appendix O) undertaken by 11 businesses (58% of occupied units) following the three interventions revealed the majority of traders (9) felt no impact while the other 2 did not know it had taken place. Similar to the activity intervention, many businesses (6) did not wish for it to be replicated. Footfall concentration (Figure 8.20) and engagement with retail units (Figure 8.9) were found to have no change while all retailers stated no change in terms of footfall, revenue, wellbeing and behaviour. This being said however 6 of the 9 businesses that noticed the intervention stated that it had improved their perception of pedestrianisation, a far greater ratio than those in the case study. It would appear that the businesses in the control area have a similar viewpoint to visitors as they did not experience the actual impact themselves.

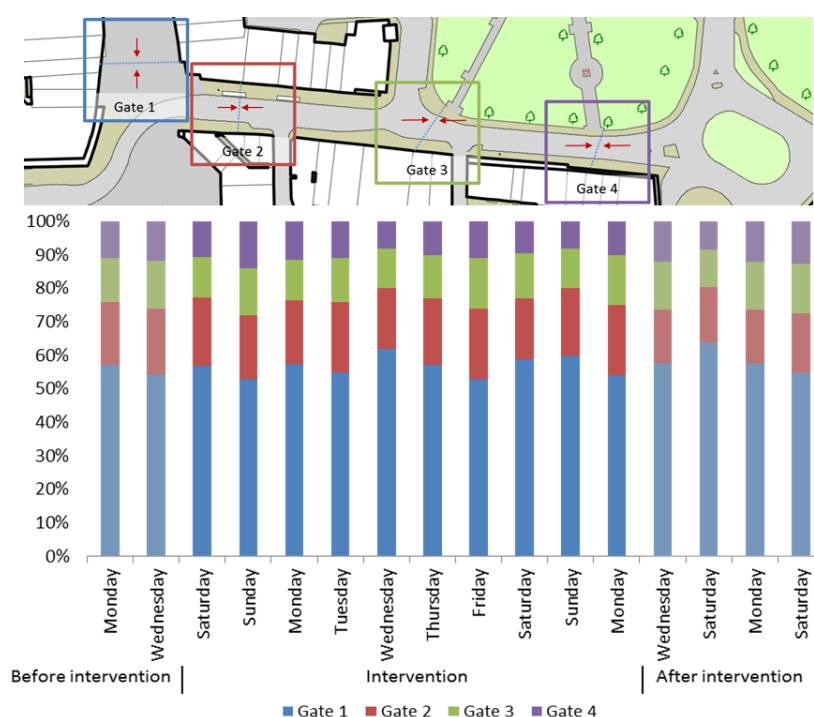


Figure 8.20: Concentration of footfall across the control before, during and after the intervention.

Most businesses (7) stated that the area was currently performing poorly and students were the visitor base that should be targeted in the future which agreed with the case study (Figure 8.21 & Figure 8.23) confirming that the control is valid.

8.5 Businesses perceptions on the case study, its future and methods of regeneration post-interventions

Retailers were asked how they found the case study to be performing currently with 59% stating it to be underperforming with a further 8% saying that it was a transport route, no longer a retail street. This being said, 5 businesses (13%) believed that the area was improving but 4 felt it was only suitable for established businesses. This level of pessimism was present when asked how

they foresaw the future of the area in its current state, with 54% stating it would continue to get worse. 5 businesses thought the area would soon be rezoned from retail to housing while 7 (18%) thought the area would only support destination businesses in the future. Only 2 businesses thought the area would improve. The baseline study, undertaken before any interventions, found that 76% were unsatisfied with the secondary retail area and with three interventions undertaken levels of satisfaction and optimism have not greatly improved.

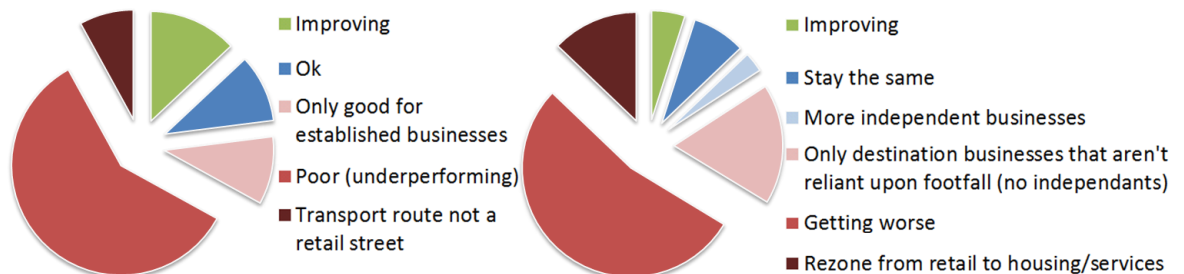


Figure 8.21: How retailers perceive the case study to be performing currently (left) and how they foresee the future in its current state (right).

When asked about their plans for the next five years, the responses were less pessimistic with 71% of businesses planning to remain or expand if all remained the same (Figure 8.22). Only 9 retailers (23%) were planning to leave. While this is a considerable percentage beyond normal levels of 'churn', it shows many businesses while stressing concerns are willing to remain.

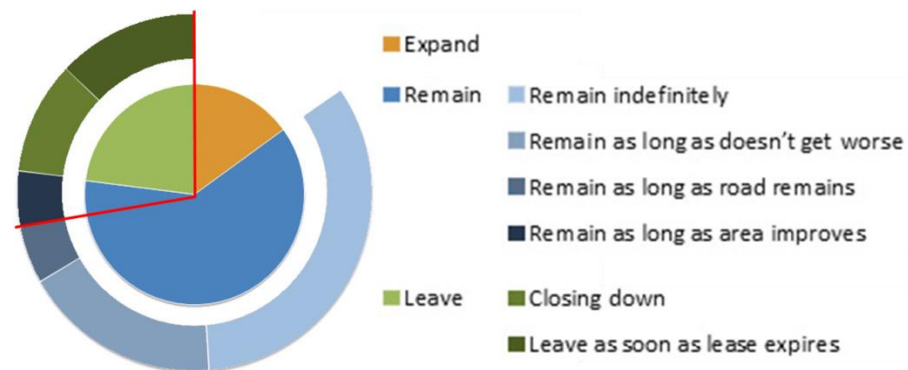


Figure 8.22: Businesses future plans for the next five years.

Businesses were asked which visitor base they targeted (respondents were allowed to select multiple options) with results revealing that 64% did not target city centre visitors (Figure 8.23). This reveals that the area is acting as a secondary retail street, targeting local people and students. This being said it also revealed that the ability to park on the street was important to 69% of businesses targeting short stay visitors. When asked which one market should be targeted, a third perceived students as the most important which may be influenced by future plans for the area including a large number of student dwellings (Figure 4.23). Only a few businesses prioritised the local community which would suggest that many feel they are currently utilising that market and require new visitors to improve. Despite most businesses targeting short stay visitors only 6 (15%) thought they should be prioritised going forward.

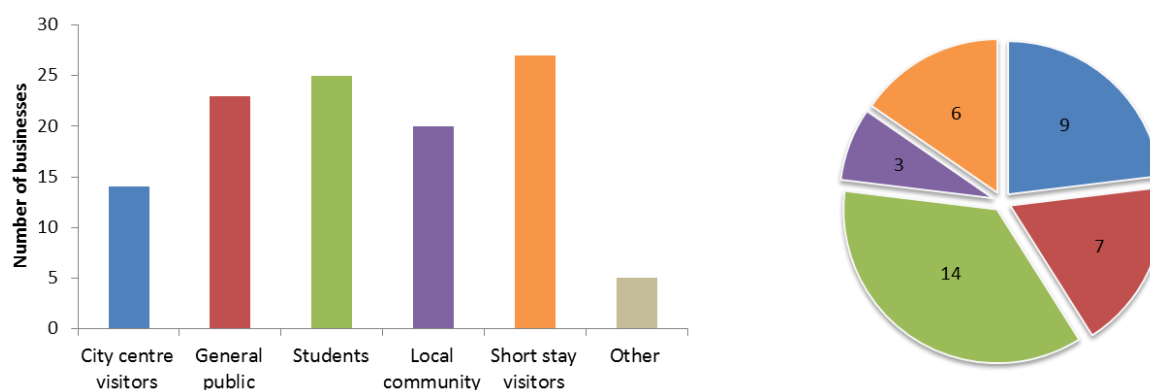


Figure 8.23: Visitor bases that businesses target (left) and which base businesses think should be targeted in the future (right).

Businesses were asked to rate a variety of interventions and they were found to strongly favour reduced rates for new businesses which shows there is a desire for collective improvement as this intervention would have no direct benefit for them. Retailers are able to think beyond their rational self-interest, but behaviour is harder to change as they require tangible benefits for them to act for the collective. Pedestrianisation, whilst favoured by 59% was perceived as negative by 30%, a slight increase from the 26% opposed to such a scheme after the activity intervention. Engagement interventions were found to be less favoured in relation to other interventions with 44% perceiving digital skills training as positive. In the case study 38% of businesses do not have a website⁴⁵, and from the 29 independent retailers, 17 (59%) do not. Seven of the 22 that did not rate digital skills training positively had no website, yet they preferred to undertake the venture on their own terms at their own pace. Improved connection with the city centre was deemed to be positive by almost all businesses and further prove how the perceived constraint from the environment is a concern for businesses as revealed across all stages of this project. Student markets and cafes were also considered favourably by businesses, which is to be expected as they wanted the sector to target students.

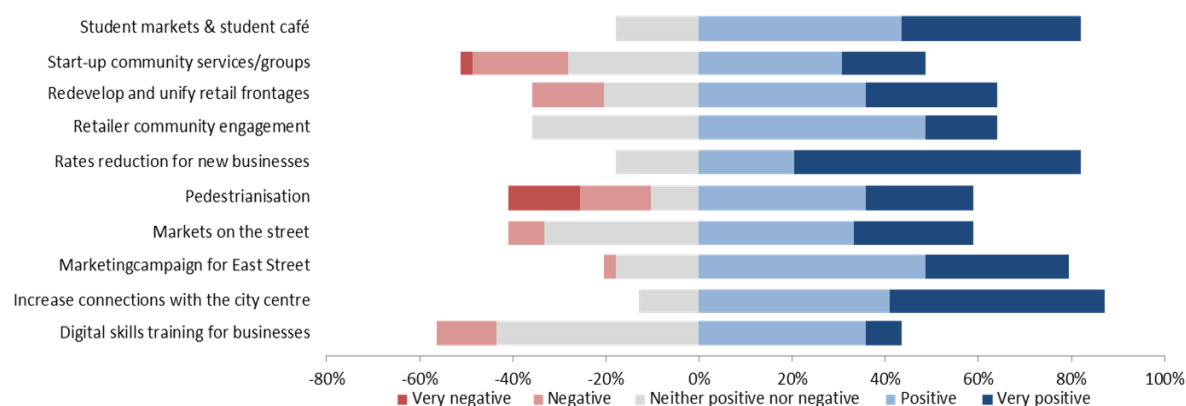


Figure 8.24: Businesses' rating of potential interventions.

⁴⁵ Observations of each businesses online presence were recorded at the same time as the business survey.

The baseline study found that businesses valued static factors of the retail environment (Figure 5.3 & Figure 5.7) and when asked openly what they wished to see happen in the area 31% wished for retail frontages to be redeveloped whilst everything else remained the same (Table 8.7). Visitors however have shown that this change in perception does not result in behaviour change (Figure 8.13) and 15% of retailers perceived it to be negative. This is another example of stakeholders being divided as 4 traders wished to see activities undertaken in the street and 5 wanted to improve the quality of space. This divide was further emphasised by 61% wishing vacant retail units to be occupied with any activity while 39% wished for regulations to restrict usage which further explains why these areas remain the same as there are two fundamentally different population groups. The baseline study revealed businesses prioritised interventions for vacant stores (Figure 5.3 & Figure 5.7) however this shows how cautious retailers can be wishing to pursue the default, even when it is not working, or satisfactory, as 80% of those that wanted to restrict usage felt the area was in need of repair.

Table 8.7: What regeneration strategy businesses wish to see undertaken in the case study.

Regeneration strategy	No. of businesses
Redevelop frontage and street while remaining the same	11
Improve pedestrian experience (partial/full pedestrianisation)	5
Events/activity	4
Invest in marquee retail business	4
Support independent & start-up businesses	4
Improve connectivity with retail core	4
Increase parking	2
Invest in local communities to support activities	1
Invest in an identity	1

Over half (56%) of retailers ranked traders as the most important stakeholders for regenerating a secondary retail street, however 45% of these businesses had never attended a business association meeting. Despite many businesses considering students to be an important visitor base to target (Figure 8.23) they were considered the least important by 38% of retailers. The city council were considered of high importance however the fact that more businesses selected traders shows that they wish to be self-reliant and have confidence in themselves to do so.

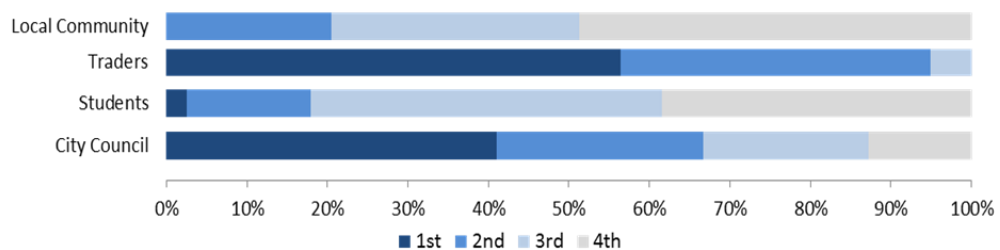


Figure 8.25: Businesses' ranking of stakeholders' importance when regenerating a retail street.

8.5.1 Occupancy and rateable values

Levels of vacant units were recorded on 2nd February 2017 to compare with those undertaken 2 years previously which revealed that primary areas had far greater levels of occupation. Table 8.8 reveals that vacancies in primary areas have increased (20% compared to 8%) which supports the changing nature of retail affecting all businesses with a decline in retail shops across all retail even for primary areas (British Retail Consortium, 2016a). There will always be levels of change in occupancy (Wrigley and Lambiri, 2014), however the case study has recorded a 17% fall in vacancies which is a significant improvement in 2 years and cannot be considered an expected level of *churn*. This change was largely responsible for the fall in vacancies across secondary areas (21% compared to 30%) with the control having no change over the course of the interventions. The survey findings showed only 5 businesses (13%) thought the area was improving and the majority (84%) foresaw a negative future for the area contrary to these findings.

Table 8.8: Comparison of 2015 & 2017 vacant units in Southampton city centre by retail sector.

	Shopping Centre	Primary Retail			Secondary Retail			Tertiary Retail
	West Quay	Mar-lands	Above Bar Street (South)	Above Bar Street (North)	High Street	Hannover Buildings	East Street (case study)	Queens-way
Vacant stores 2015	2%	7%	3%	15%	22%	23%	40%	25%
Vacant stores 2017	6%	17%	20%	23%	18%	23%	23%	20%

The 2017 base rates of retail units show how rateable values have fallen for the majority of areas in the past two years (Figure 8.26). The average charge for a unit in the shopping centre has reduced by 17% (£1731/m² compared to £2094/m²) while the mean base rate in the case study has fallen by 44% (£234/m² compared to £419/m²). The control has seen a similar reduction in rateable values revealing that whilst the vacancies fell in the case study and not the control, the VOA deem both areas to still be struggling. Furthermore even though vacancy levels in February 2017 (base rates are set in April of that year) were similar in primary and secondary areas the rateable values show there is still a large discrepancy in the areas with the former having a lesser reduction in rates.

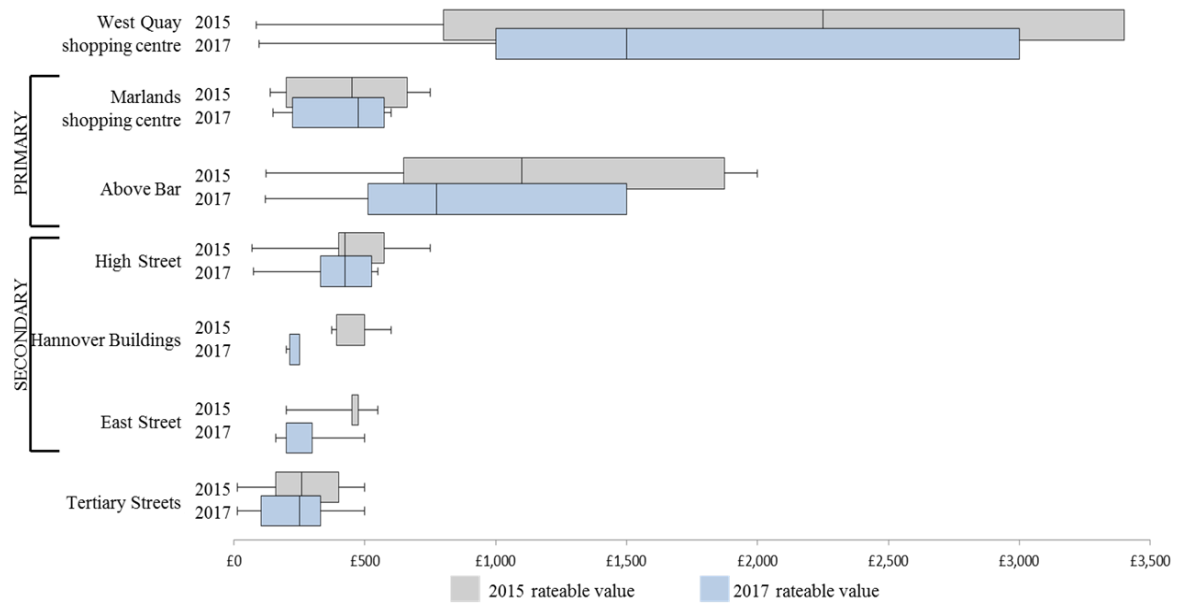


Figure 8.26: Boxplot of 2015 & 2017 rateable value base rates (£/m²) in Southampton city centre (VOA, 2017).

8.6 Discussion

An aim of this study was to discern whether traders, following initial support and assistance in a previous intervention, would be able to independently undertake a quality of space intervention. This form of intervention only required the introduction of static elements such as planting and furniture, thus requiring less planning and organisation compared to an activity intervention allowing retailers to begin to take greater ownership of their environment. Initially traders were shown to be enthusiastic with many suggesting ideas and stating positive intent, however as responsibility increased, levels of engagement decreased (Table 8.1). Almost all responsibility was given to the leader of the association (an independent retailer with no additional staff) and throughout the process there were only 4 businesses that contributed beyond speaking to the researcher. This was despite the Council paying for the closure itself thus providing increased opportunity for the retailers while the previous interventions provided motivation. In order for retailers to undertake an intervention they require enhanced capability through supervision and assistance.

Almost all visitors had their perceptions of the aesthetic, comfort and distinctiveness improved but there was a far lesser impact on viability and their likelihood of visiting (Figure 8.12 & Figure 8.7). The findings revealed that all visitors, regardless of whether their visiting behaviour was altered, perceived the aesthetic and comfort to have improved whereas only those whose likelihood of visiting had increased felt the area was more accessible (Figure 8.13). This highlights how habitual behaviour is not as easily changed as perceptions and retail areas need to invest

beyond solely aesthetic improvement, agreeing with earlier findings from the attraction intervention.

Alterations to the quality of space was found to change visitor behaviour on a micro-scale as it was able to nudge visitors, enticing those already in the case study to wander further (Figure 8.5). The difference in visitor responses to changes in their likelihood to visit the case study and the closed section (Figure 8.7) emphasised that while it may not encourage visitors to enter a retail street (as shown by the lack of new visitors in comparison to previous interventions) it aided movement through the space. The intervention was shown to slow down visitors, altering their experience and awareness (Figure 8.8, Figure 8.9 & Figure 8.11), lengthening behaviour rather than changing it. By increasing visitors' attentiveness they were becoming more mindful which has been shown to cater for more lasting behaviour change (Niedderer, 2013; Petty and Cacioppo, 1986). Through making use of the environment and allowing visitors to claim the environment the case study was able to become a shopping street rather than a street with shops.

While the intervention altered the environment, technically there was no change in the streets structure, with the same level of access provided to pedestrians. If one were to create or re-open a connection there would be an actual change in capability and by doing that you are likely to have a larger scale impact, particularly for introducing new visitors. The moderate scale of change, whereby surface levels and materials still differed, may have reduced visitors capacity/capability to interact with the environment, and self-efficacy can be a key determinant in the transition between stages of behaviour (Bandura, 1985). Interaction with the road surface itself was evidence of this as most visitors remained on the pavements (Figure 8.10). This being said the intervention was found to alter pedestrian concentration, perceptions and walking experiences. These microscale impacts would suggest that one should focus on key junctions, improving the link between primary and secondary retail areas in order to balance pedestrian concentration across the city centre.

The road closure was found to have a general impact across demographics showing a general appeal to new and regular visitors. Throughout however there was always a 6-10% dissatisfied, resistant to change, not wanting their behaviour limited in anyway. These visitors were found to visit regularly revealing that for a proportion of visitors the area is a place to stop and shop, however the majority of visitors felt the improved environment outweighed the loss in parking perceiving it to be a simple adjustment. This shows that change is possible when you provide sufficient benefit.

The intervention showed there to be a considerable divide among businesses, whereby 54% rated the intervention positively (Figure 8.15) yet 49% did not want it to be replicated again. This is

despite the majority of businesses recording no impact on footfall and revenue to their business (Figure 8.16). Economic theory states that people act with rational self-interest, opposed to change while living in the moment, reliant upon memories (Samson, 2014). This uncertainty appears to be a major factor for many retailers and the reason for such a divide. The businesses are swayed by their memories of past change in the environment leading to a dramatic fall in footfall so they are even more inclined to opt for continuation of the norm. Preferences for static interventions, such as unified frontages over more drastic changes can be understood as it provides minimal uncertainty, as all that changes is their store frontage. No current behaviours, for retailers or visitors, would be restricted as retailers fear visitors' preference to adjust rather than adapt, despite this being found to be a minimal percentage of visitors.

Studies have shown trialled pedestrianisation to be an effective method of increasing understanding and perceptions among stakeholders (Wooller, 2012). Lawlor (2013) however states that retailers require a time period of 12 months to adapt to and understand such an intervention. In order to undertake a road closure for more than 30 days would require planning permission and backing by all current retailers as it would constitute to a change in circumstances. After trialling a closure for 10 days, 51% of retailers were found to be less in favour, which is at odds with visitors who reacted more positively (Figure 8.6). Trialling the road closure in a more realistic manner without excessive activity and promotion, as was the case with the activity intervention, appears to have reduced interest and enthusiasm. This may have been because of businesses having false impressions, as shown by the dissatisfaction with the activity in comparison to the visitors (Figure 8.15 & Figure 8.6). The control businesses however were shown to react more positively having a similar viewpoint to visitors emphasising how retailers are impacted by the fear of personal uncertainty.

Despite 49% of businesses not wanting the intervention to be replicated and 31 (80%) having complaints, only 7 attended the post intervention meeting (Table 8.1) to determine whether it should happen again. When asked about trader meetings, only 7 regularly attended and 40% of businesses revealed that they would never attend (Figure 8.19) needing to prioritise their own business. This can be rationally understood due to limitations for SMEs operating on smaller budgets and timescales, a reason for why intervening in a secondary retail location differs to primary areas. The activity intervention was shown to generate involvement from others, with traders spontaneously interacting during the day. The closure however did not produce such interaction; it would appear that activity drove further activity.

Visitors have shown that they require improvement to secondary retail environments beyond the aesthetic but this can only be achieved through retailers adapting their offering. Governance

invests in a retail area in order to stimulate retailers to inhabit and connect their premises with the street creating a more diverse environment. In the long run it is possible that a retail collective may form that is willing to utilise a space and adapt to visitor demands beyond offering a retail service but this could take many years. Established businesses, reliant upon the drop-off trade would leave as they use the road to market themselves to vehicular traffic which they perceive to have a greater disposable income. In the short term the area would likely decline if chain businesses left forcing independent retailers to close as they cannot afford the instability and are reliant upon the footfall provided from the larger destination stores.

8.7 Key findings

The quality of space intervention was found to have a significant localised impact on visitor behaviour, extending movement through the area making the street more than a thoroughfare. Findings showed aesthetic enhancements to secondary retail streets is not sufficient as they need to increase visitors' opportunity to visit by providing additional benefits. The intervention undertaken only went partially towards this goal as retailers did not occupy the space with retail activity, which would have monetised the intervention thus satisfying many retailers' concerns. In certain retail environments traders may be willing to adapt as a group but if the stakeholders have developed a level of helplessness, where they opt for the default for fear of any uncertainty, they would require increased capability to alter their behaviour. In order for governance to invest and take risks they need to determine the willingness of the retailers to match their intentions and adapt their own practices.

In its current state, the case study like many secondary streets, is a retail park, where for particular businesses the on street parking is the areas sole advantage and the reason they remain open. This intervention showed that in the short term any drastic change to the environment such as pedestrianisation would upset the larger businesses and in turn cause upheaval to smaller businesses. Added to this the changing nature of retail, with the predicted fall in a third of retailers by 2025 (British Retail Consortium, 2016a), means that intervening in a secondary retail street with a community unwilling to adapt is a risky venture with limited returns.

Chapter 9 Conclusions

The aim of this research was to understand the impact of small-scale interventions on struggling secondary high streets and how this relates to stakeholders' perceptions and behaviours. Furthermore the study investigated whether undertaking such interventions assists in generating a collective approach among stakeholders for the regeneration of secondary retail areas. This chapter discusses the results in relation to the objectives outlined in section 1.1.1 and the implications of this work for both research and city centre planning practice alongside potential future work.

The study in chapter 4 found secondary retail streets to be struggling across a variety of demographics in the UK (Section 4.0, Figure 4.1). The identified problems they faced were poor connections with the retail core, isolation after a recentering of the city centre, tired aesthetic/streetscape and a lack of permeability. The research in Table 4.1 identified a range of approaches from local governance to regenerate these areas, including large-scale mixed-use projects, small-scale public realm enhancements and restricted planning regulations. This range of approaches highlights a lack of understanding and knowledge around secondary retail locations.

From reviewing literature a typology of small-scale urban interventions for secondary high streets was developed. Interventions which directly affect the environment can be subcategorised into three typologies; activity, attraction and quality of place. All three aim to enhance the area impacting how the public pass, relate and transact. They were tested through a one day community arts festival (activity), a city wide sculpture trail partially situated in the case study (attraction) and a road closure (quality of place).

Undertaking three small-scale urban interventions in a secondary retail street revealed that an activity or attraction intervention will have an immediate impact on visitor behaviour (Section 6.3.1, Figure 6.7). Be it through enhanced stimuli from the former or increased opportunity and motivation from the novelty of the latter. The quality of space intervention on the other hand had a more localised impact on visitors, extending movement through the area, lengthening rather than altering behaviour (Section 8.2.1, Figure 8.5). Both the attraction and quality of space interventions altered visitor engagement (Section 7.1.3 & 8.2.3, Figure 7.8 & 8.9) making them more open and attentive, treating the street with curiosity. The latter, through allowing visitors to claim the environment, had a greater impact compared to the attraction which did not provide significant appeal to alter perceptions and behaviour in the same manner and was shown to decline over time (Section 7.1.3, Figure 7.7). The activity intervention was found to have a modest short-term impact on businesses (Section 6.4.1, Figure 6.15) which was more than the others,

with the majority of traders recording no impact (Section 7.2.1 & 8.3.2, Figure 7.13 & 8.16). This being said the festival had a far greater influence on retailer wellbeing and desire to take ownership of the street (Section 6.4.3, Figure 6.19) a feat not replicated by the latter interventions, where businesses still perceived the retail environment as a constraint.

The baseline study revealed how retail environments were required to satisfy a multitude of needs (Section 5.2.1, Table 5.2). Visitors were concerned with active and spatial improvements (Section 5.2.2 & 5.2.3, Figure 5.20 & 5.21) but retailers were more concerned with static qualities such as parking or aesthetic improvements (Section 5.1.1 & 5.1.2, Figure 5.3 & 5.7). Businesses that perceived interventions to have a limited impact on the aesthetic were found to be less in favour of them. However both the attraction and quality of space intervention found that perceptions of the aesthetic had limited impact on visiting behaviour (Section 7.1.3 & 8.2.3, Table 7.2 & Figure 8.13). Habitual behaviours are not as easily altered as perceptions and static improvements, whilst enhancing motivation; do not increase a visitor's capability or motivation to visit a retail environment. After trialling three interventions, the retailers and visitors were still divided upon what was required to regenerate a secondary retail street (Section 8.5, Figure 8.24). The initial activity intervention showcased the potential impact of becoming car free positively altering 81% of businesses perceptions on pedestrianisation. The road closure, trialled a year later was found to impact retailers negatively with 51% less in favour, at odds with visitors who reacted far more positively. Out of the three interventions, the short term, high impact nature of the activity which demonstrated how the environment could be adapted, disproved perceived restrictions and had the most significant impact on altering traders' perceptions and behaviour. In hindsight however it created a false expectation to traders for interventions to follow. Trialling a realistic road closure, without the added stimuli of activity over a prolonged period of time did not increase understanding but instead increased caution despite adapting the environment (Section 8.2.3, Figure 8.11) and increasing patronage (Section 8.2.1, Figure 8.5). Almost all businesses recorded no impact (Section 8.3.2, Figure 8.16) with 54% rating it positively (Section 8.3.1, Figure 8.15), yet 49% did not want it to be trialled again, opting for a continuation of the norm for fear of the uncertainty. Businesses were not motivated to adapt their own behaviour in assisting with interventions or suiting visitor demands, instead their negative bias of helplessness constructed by past memories remained. The activity intervention has limitations in that the excessive levels of stimuli can create a stimulus overload and it requires a significant amount of planning. The other interventions required far less organisation yet still required significant assistance. If businesses do not adapt their behaviour from the opportunities provided by the interventions then the impact on visitors will be limited, whereas introducing activity to a retail

environment allows businesses to focus entirely on their business and not need to extend their retail offering.

The final objective was to develop recommendations on means to assist governance in inspiring change and ownership from secondary retail businesses to support sustainable intervention policies. The activity intervention showed how one can improve knowledge and understanding and assist in a shared vision among traders and governance through enhancing communications between stakeholders (Section 6.1, Figure 6.1). Traders stated they wished to take ownership and work alongside visitors, however the increased communications were not continued beyond the initial intervention and the behaviour change was found to not last. The following interventions were subsidised by governance providing enhanced opportunity for retailers to adapt their environment following the motivation of the festival intervention showing what was possible. Retailers however require enhanced capability to undertake change therefore part of regenerating a secondary retail street is to develop and support a communication strategy allowing partnerships to grow. However increasing retailers' capabilities to adapt through community partnership has its conflicts. Whilst in isolation stakeholder engagement increased understanding of different perceptions and behaviours, retailers were shown throughout all the interventions, to focus on the commercial aspect (Section 6.4.4 & 7.2.2, Figure 6.21 & Table 7.3). As such, post the festival (without continual support) the retailers reduced visitor involvement for fears that their goals did not line up and because of frictions over how they need to utilise them as a resource. This was illustrated by their ranking of stakeholder importance (Section 8.5, Figure 8.25) where they value trader and Council involvement. Trader involvement however is not straightforward and is a limitation when undertaking any interventions in a secondary retail environment as businesses are on limited budgets and timeframes. The festival was shown to generate spontaneous involvement from traders during the day whereby activity drove further activity; however 40% of retailers would never attend trader meetings, prioritising business or personal endeavours (Section 8.3.3, Figure 8.19). This can be understood, but if businesses are unwilling to change their behaviour it is difficult to suggest governance invest in reinvigorating retail spaces as for visitors to change their behaviours in the long term they require businesses to change. Therefore alongside developing a communication strategy to form relationships and enhance retailers' capability, city planners need to understand how adaptable secondary retail areas are to change. High streets need to be understood not only in terms of footfall, occupancy and satisfaction but also through retailer behaviour change.

Table 9.1 provides a summary of impacts tested and outcomes derived during the three interventions which have been discussed in the above section.

Table 9.1: Summary of testing for the three interventions and their outcomes.

	Activity intervention <i>festival</i>	Attraction intervention <i>sculpture trail</i>	Quality of place intervention <i>road closure</i>	Outcomes
Impact on visiting behaviour as a result of the intervention	55% of visitors visited as a result.	82% of visitors visited as a result.	32% of visitors visited as a result. However pedestrian concentration across the case study improved.	Activity and attraction interventions will have an immediate impact on visitor behaviour through enhanced stimuli or opportunity and are an effective means of introducing secondary areas to new consumers. A quality of place intervention however will change visiting behaviour on the micro-scale aiding movement through the space, lengthening rather than changing behaviour.
Impact on visitors perceptions, satisfaction and likelihood of visiting the case study	85% of visitors' perceptions were positively impacted. 93% rated the intervention positively. 86% of visitors' likelihood of visiting had been increased.	71% of visitors' perceptions were positively impacted. 99% rated the intervention positively. 45% of visitors' likelihood of visiting had been increased, which reduced over time.	98% of visitors' perceptions were positively impacted. 89% rated it positively. 60% of visitors' likelihood of visiting had been increased.	Habitual behaviours are not as easily altered as perceptions and retail areas need to invest beyond static improvements in order to increase a visitor's capability or opportunity to visit. This is of particular importance in a secondary retail environment where the current state is lacking in relation to its competition. The effects of any intervention that relies upon novelty will diminish over time as visitors are aware of their temporality.
Impact on visitors glancing at store frontages	N/A	Increased ratio of partial engagement by visitors from 16% to 38%.	Increased ratio of partial engagement by visitors from 16% to 36%.	Allowing visitors to claim the environment slowed down visitors and made them more mindful and engaged with stores despite there being no stimulus in store windows.
Impact on retailers' footfall, revenue, satisfaction and desire for replication	61% of retailers' footfall increased during the intervention & 31% stated long-term increases. 35% recorded an increase in revenue during & 23% stated long-term increases. 92% rated it positively. 100% wished for it to be replicated.	44% of retailers' footfall increased during the intervention & 92% stated no impact in the long-term. 97% recorded no impact in revenue during & 100% in the long-term. 67% rated it positively. 84% wanted it to be replicated.	10% of retailers' footfall increased during the intervention & 34% fell. In the long-term 92% stated no impact. 21% recorded a fall in revenue & 69% no impact during. In the long-term 97% stated no impact. 54% rated it positively. 51% wanted it to be replicated.	Secondary street retailers act with rational self-interest and have a preference for temporary intervention over drastic changes as they provide minimal uncertainty. SMEs have a short-term approach to business due to their nature valuing the impact on immediate footfall above all else, which is very different to primary businesses who can afford to plan longer term. Showing why retail needs to be considered on a micro-scale as opposed to the city centre level
Impact on retailers' wellbeing	96% of retailers stated an increase.	21% of retailers stated an increase.	28% of retailers stated an increase.	To galvanise retailer enthusiasm one needs to provide a high level of stimulus to show immediate short-term change to the retail environment as displayed with the stimulus overload during the festival.
Impact on retailers perceptions of the case study	69% of businesses stated an improvement.	28% of businesses stated an improvement.	69% of businesses stated an improvement.	Businesses in struggling areas have developed a learned sense of helplessness and require interventions that show that their environment can be adapted (such

	Activity intervention <i>festival</i>	Attraction intervention <i>sculpture trail</i>	Quality of place intervention <i>road closure</i>	Outcomes
				as the festival and road closure) to disprove perceived restrictions.
Impact on retailer behaviour during the intervention and its planning	Businesses participated with the intervention, selling wares or providing tasters on the street. Before the intervention, retailers conversed with non-retailers to discuss means of participation.	No businesses altered their retail offering to accommodate and appeal toward the new visitors.	No businesses participated with the intervention. Before the intervention 49% registered an interest in participating however as time progressed retailers rescinded their interest.	Activity drives further activity as it allows retailers to believe they can regain control of their environment. The activity in the festival reduced fears whereas a closed road with no activity was seen as a restriction not an opportunity. Providing businesses with enhanced opportunity, such as the extra visitors from the attraction or increased space from the road closure is not sufficient. In order for retailers to enact behaviour change they require enhanced capability through supervision.
Impact on retailer behaviour after the intervention	100% stated enhanced propensity to talk to each other. Retailers adapted their association rules to allow non-retailer membership.	31% stated enhanced propensity to talk to each other.	79% stated enhanced propensity to talk to each other.	Small-scale urban interventions are able to act as a catalyst to develop relationship among stakeholders.
Test for impact on visitors and retailers perceptions of pedestrianisation	92% of visitors wished for permanent partial pedestrianisation. 81% of retailers were more in favour as a result of the intervention.	N/A	76% of visitors wished for permanent pedestrianisation & 16% for temporary pedestrianisation. 33% of retailers were more in favour as a result of the intervention, while 51% were less in favour.	A short-term, high impact intervention can improve knowledge and assist in a shared vision among stakeholders. Trialling pedestrianisation in a more realistic manner (without added stimuli from activity) will increase caution from retailers.

Table 9.2 provides a summary of observed behaviour with the applied theory from individual, contextual and mixed approaches to understand the meaning and implications that have been reported throughout this thesis.

Table 9.2: Application of behaviour theory on interventions in a retail setting, where the key findings are highlighted.

Chapter	Stakeholder	Behaviour/Action observed	Theory	Impact on decision making for secondary retail areas
	Visitors	Footfall reduced when the shopping centre closed, reducing connectivity, but not when the shops themselves closed.	Adaptation	Visitors had no ability to adapt and as a result adjusted their retail route, therefore an area that provides connections may be providing benefits to the city even if economically it has limited impact as visitors will adjust if they are unable to easily adapt.
Baseline	Visitors	After a new primary shopping centre, changes to visiting behaviour took time to enact.	COM-B habit formation	Short-term interventions may not enact lasting change as they will not last long enough to change motivation from reflective to automatic, unless they permanently increase a visitors capability or opportunity, which is unlikely with a short term

Chapter	Stakeholder	Behaviour/Action observed	Theory	Impact on decision making for secondary retail areas
				intervention.
	Retailers	Placing restrictions on businesses through closures created a feeling of helplessness for businesses where they perceive themselves as having no control of their area.	Constraint	Governance have to consider implications for businesses when regenerating, if centres, or areas are removed/cleared to make way for redevelopment can businesses in the meantime survive waiting for regeneration whilst being constrained in their actions from their generated perceptions of helplessness.
	Retailers	A few businesses adjusted their opening hours to match cruise traffic to their benefit.	Adaptation	It is beneficial to gauge the level of current businesses that are willing to adapt. If retailers are unwilling and expect others to adapt to them then there is limited potential as retail is ever evolving, if however businesses are willing to adjust then it may be worth investing in the area.
	Retailers	Businesses were opposed to any changes to their default behaviour, such as change in hours or pedestrianisation.	Economic	Retailers, when uncertain, will opt for the norm explaining why many have not taken steps to change their environment even though they are struggling. Therefore assistance needs to be provided to reduce this uncertainty.
	Visitors	The activity intervention stimulated visitors' arousal which altered their visiting behaviour.	Arousal	Increasing arousal has a considerable impact on short term visiting behaviour, even in a competitive environment.
	Visitors	Advertising for the intervention had limited appeal, with most visitors noticing on the day.	Arousal	The arousal provided by sound and activity enhances the connections of a secondary street more so than heightening awareness of the area through increased knowledge.
Activity	Retailers	Retailers not directly engaged with the intervention lost businesses as a result of visitors ignoring them and focusing on the intervention.	Stimulus load	Visitors faced with a high level of stimulus, such as the intervention, have a tendency to ignore key environmental features such as shops. As a result whilst one may wish to create activity they should potentially temper the quantity and density to allow for retail activity to continue.
	Retailers	Despite retailers not recording economic gains many favoured the intervention and wished to assist similar events in the future.	Constraint	Trialling interventions which enforce change upon an area provide retailers with positive memories of change, broadening their mind-set.
	Retailers	Retailers that would be directly affected by partial pedestrianisation were more opposed.	Economic	When retailers are faced with uncertainty, individuals are going to opt for the default behaviour. Partial closure showed those not directly affected that it would not impact them but those who would be directly impacted required further proof to reduce their uncertainty and accept change.
	Retailers	Most changes in perceptions and behaviour, such as increased willingness to assist in organising were found to be short lived.	COM-B habit formation	Increased motivation may not lead to lasting habitual change, which requires an increase in opportunity or capability, therefore whilst providing a single burst of stimulus through an activity may improve wellbeing it will not support long lasting change which requires either individuals to provide assistance (increased capability) or financial subsidy (increased opportunity).

Chapter	Stakeholder	Behaviour/Action observed	Theory	Impact on decision making for secondary retail areas
Attraction	Visitors	Introducing an attraction into a retail setting brought new visitors to the area.	COM-B	An attraction intervention provides visitors an opportunity to visit the area, not to shop but to witness the attraction, and as a result also increases their motivation, two of the three components of behaviour.
	Visitors	The sheer quantity of attractions created an increased level of arousal, resulting in increased glancing at windows compared to other areas of the city which had isolated sculptures.	Arousal	In order to arouse visitors an attraction needs to have a connection with the retail environment.
	Visitors	Increased glancing at shop windows increased knowledge of the area.	Mindfulness	Slowing down visitors by increasing engagement can 'open their eyes' which can assist in breaking their default option. Furthermore conscious reflection has been shown to assist long term behaviour change.
	Visitors	Adding novelty to a retail environment pushes one to explore their environment further.	Novelty	A one-off event may be costly but not have significant long term impacts compared to a smaller, cheaper, longer lasting intervention.
	Retailers	Retailers acknowledged the presence of new visitors however stated that they were unable to utilise them as they were unwilling to shop because of the attraction.	Constraint	Retailers perceived new visitors as a further constraint to the environment, whereby any actions they took would have no effect. No trader altered their retail offering to target the new visitors witnessing the attraction as their helplessness restricted their action.
Quality of place	Visitors	Improving the quality of place had a lesser impact on attracting new visitors but increased pedestrian concentration across the case study.	Nudge & arousal	A quality of place intervention will have a more localised impact as it will create temptation on a micro-scale, only providing sufficient stimulation to prolong rather than change visiting behaviour.
	Visitors	Despite nothing being placed into shop windows, visitors were found to increase glancing at shop windows as a result of the road closure.	Mindfulness	A quality of place intervention enhances the connection between a retail unit and the street itself and as such heightens visitors' awareness making them more mindful of the retail setting.
	Visitors	A proportion of visitors were extremely dissatisfied with the loss of parking despite spaces available further up the street and a neighbouring car park.	Health Belief Model	In the short term when enacting any actual change to the environment there will be protests due to visitors focusing on what they lose as opposed to what they gain, particularly as people are averse to changes to the norm.
	Visitors	All visitors regardless of whether their likelihood of visiting was enhanced perceived the intervention to have improved the areas aesthetics.	COM-B	Aesthetics impact on a visitor's motivation to visit a retail environment however it does not affect their capability or motivation which is required for habitual change. This shows that whilst improving the aesthetic is a worthwhile first step, interventions need to go beyond this in order to change visitor behaviour in the long term.
	Retailers	Retailers were dissatisfied and concerned with signage impacting on visitors' capability/capacity to visit the area.	Stages of Change	Self-efficacy was shown to limit visitor engagement with the street surface, however behaviour change still took place and over an extended period of time visitors are likely to adapt to moderate factors, such as the signage or the lack of pavement change (material and height), which impinge their capability.

Chapter	Stakeholder	Behaviour/Action observed	Theory	Impact on decision making for secondary retail areas
	Retailers	After trialling the road closure which was favoured by visitors and increased patronage to less visited areas of the street 51% of retailers were opposed to the intervention whilst the other half were in favour, despite almost all registering no impact from the road closure.	Economic	Whilst no impact illustrated to a proportion of businesses that uncertainties around pedestrianisation were unfounded the lack of positive impact did not provide sufficient promise that such an intervention would be less risk averse than the continuation of the norm. Interventions which would constitute a change in circumstances for retailers require significant impact in order to alter perceptions; if they show business to remain the same traders will still perceive it as being a greater risk than the norm.

The key influences of behaviour theory on the findings in this report were those regarding the impact of habit formation from COM-B (highlighted in blue) and those regarding retailers' risk aversion and perceived helplessness from economic and constraint theory (highlighted in orange). The former is of considerable importance as it explains why one-off short-term events struggle to change visiting behaviour and provides two areas to target for altering retailers' behaviour; enhanced opportunity, such as financial assistance, or improved capabilities through providing physical assistance. Economic theory assists in understanding retailers as it states that people act with rational self-interest and are opposed to change, reliant upon memories for information, whilst living in the moment (Samson, 2014). This explains the reason for the divide among businesses and their reluctance to undertake change whilst unsatisfied with the norm. Constraint theory contributes further to this showing how perceived failure to control their environment develops a learned helplessness (Gifford, 2002). These theories combined illustrate why interventions are required to have a significant impact on the retail environment to alter traders' perceptions and behaviour.

9.1.1 Implications for research

There is a recognised need for academic study concerning secondary retail areas and SMEs within city centres (Hallsworth and Orchard, 2009). They have been found to act as fundamental hubs for local communities and a major contributor to local economies through nurturing local entrepreneurial innovation (Clarke and Banga, 2010; Hallsworth and Orchard, 2009; Quinn et al., 2013). While there has been much work on classifying retail centres (Andres Coca-Stefaniak, 2013; Quin, 2016), this study has shown the intricacy of intervening in a single street and the conflicts that arise. The case study was shown to have a number of specialist businesses that were not severely affected by the streets demise, no longer reliant upon footfall but acting as a destination utilising the road for that very purpose. For this reason many businesses were not responsive to the interventions as they did not require increased footfall and were satisfied with appealing to a

niche market. The needs of established businesses however do not match the needs of new businesses that require recognition to grow their business. Other secondary streets will differ and to determine the typology of a retail street would assist in determining what measures should be taken. In a primary retail street almost all shops are large chains however in secondary streets there is a greater mix of typologies and so a classification of secondary retail streets akin to those for entire retail centres, should be researched.

Research has documented how the majority of retail businesses are reluctant to provide financial and consumer based data (Comunian et al., 2016), whilst any accrued data is highly dependent upon a variety of actors and variables (Lawlor, 2013; Whitehead et al., 2006). This has been the case in this study which found many secondary retailers did not have systems in place for measuring footfall or even finances. For this reason the behaviour of retailers and visitors were investigated (see Table 9.2 for a list of applications within this study) and in the future the combined field of behavioural science and retail should be explored further. Behavioural theory is being promoted to assist in the development of interventions, whereby understanding how behaviour works one can better inform their intervention design (Michie et al., 2011; Rothman, 2009). More research however should focus on understanding behavioural types for stakeholders within a retail setting.

9.1.2 Implications for practice & recommendations

In urban design practice consultancies have a number of key performance indicators and across the field they observe change in visitor perceptions and behaviour, alongside occupancy, financial yields and businesses satisfaction (Andres Coca-Stefaniak, 2013; Charlton et al., 2013; DCLG 2014; GENECON, 2011; King, 2013). There is however no indicator that measures retailers' behaviour and willingness to adapt. This research has shown that by looking at visitors and businesses behaviour change alongside satisfaction there are a number of contrasts. If practice is able to begin to understand the typology of retail streets they may be able to enact sustainable change as they will have a greater understanding of retailer response. By undertaking small-scale interventions at a modest cost the research has been able to determine that the case study area in its current format requires enhanced capability to change and adapt to modern visitor needs.

Added to this, urban planning practices, when measuring the performance of an area, do not establish the type of business that the area supports. For example, the case study in this research has been found to support established destination businesses reliant upon niche traffic not requiring high levels of footfall. This restricts the area for new businesses that, by necessity, require footfall and so the question arises as to whether the area is supporting its main purpose

for the city. The retail sector is expected to shrink in the near future (British Retail Consortium, 2016a) and with the development of e-commerce many entrepreneurs are starting as either purely online or pop-up businesses (Evans, 2014). Do secondary retail streets need to remain as permanent city centre streets, or can they adapt to a semi-permanent form such as markets or pop-ups? Such a transformation would enable new businesses to test out the market with low upfront costs and temporary contracts allowing them to balance offline and online operations. Introducing semi-permanent novel businesses into established retail settings has been shown to be effective (DCLG 2012) and city centres could benefit from condensing their retail offering whilst diversifying their retail environments and providing new businesses easier entry into the market. The state of many secondary shopping centres built 20-30 years ago across the UK, as described in chapter 4, shows the pitfall of large scale investment in cities. City planners need to understand whether secondary areas are satisfying specific requirements, whether they are adaptable to change and if not how can they provide the benefits of secondary retail streets whilst remaining adaptable to the changing nature of retail and the diverse requirements of visitors.

9.1.3 Summary of conclusions

The study has shown that trialling interventions allows for governance to understand a retail environment and its capacity to adapt to investment. In the specific case study stakeholders were found to still be divided with visitors and the Council favouring pedestrianisation and the diversification of the environment while many retailers mind sets were shown not to change.

Retailers need to adapt their offering in order to appeal to visitors and much focus is on regenerating retail areas to allow businesses to inhabit and connect their premises with the street. For this case study, as a result of trialling interventions, it can be advised not to do this. While in the long run it is possible that a retail collective that is willing to adapt to visitor demands may form, however in the immediate, established businesses, reliant upon the drop-off trade would leave as they use the road to market themselves to vehicular traffic. Through chain businesses exiting the area, independent businesses would be forced to close as they are reliant upon the footfall provided by the larger destination businesses. For this particular case, new retail streets are being planned in close proximity to the case study and over time the area will become even more dependent upon destination traffic. Governance as a result needs to determine whether this is a viable use of city centre space or whether it should be rezoned but by enforcing a regeneration strategy that does not match the area is not an adaptable solution. This however may not be the case in other secondary retail environment, as past history and retail typology is a key determinant on retailers thinking and as a result, behaviour.

In conclusion, it appears necessary for small-scale urban interventions to be trialled within struggling secondary retail streets. The merits of such a scheme however should not be solely measured by impact on vacancies and footfall but on understanding the intricacies of the environment itself at the street level. Our aim should be centred on investigating retail environments capacity to adapt and discerning whether there is sufficient support for change and whether retailers require enhanced opportunities or capabilities to enact said change.

9.1.4 Future work

The results presented here are examining a single case study, and whilst in chapter 4 this was shown to be an applicable one, further investigation of alternate case studies is required. Researching an area already pedestrianised but still struggling would be revealing as a proportion of secondary retail streets are pedestrianised and without this divide over the importance of parking it would be valuable to determine whether small-scale urban interventions have a greater impact on changing behaviour and creating a shared vision. Along with extra case studies, refinement and validation to the method should be pursued to allow for generalisation and reproduction by city planners. Also detailed questions on concepts such as trader wellbeing and liveability should be included in surveys to increase understanding beyond retailer contentment and their ability to talk to each other. In addition the nature of the retail experience should be studied in greater depth to fully comprehend how these spaces provide social and leisure benefits to all sectors of society. In particular, high streets are of importance to marginalised and under-represented groups where for example 51% of visitors to London high streets are unemployed (LSE Cities, 2017). As retail is adapting and being rezoned into sports facilities, services and housing it would be worthwhile to consider how this impact particular groups as one needs to make sure that retail areas still provide a sufficient experience for the impoverished or mentally ill.

The initial intervention involved a variety of stakeholders, while the latter where focused on retailers taking ownership with increased opportunity provided by governance. Future work should investigate whether prolonged stakeholder assistance, providing enhanced capability promotes lasting behavioural changes to retailers and is a worthwhile investment as opposed to subsidised intervention. While engagement was found to be a constraint, an alternate approach may prove to be a more sustainable method for generating a collective approach. In addition, further research into vacant retail premises would be advised. This is not only in terms of tracking down and communicating with landlords but also in usage and flexibility of vacant store as the divide between supply and demand grows.

Chapter 9 Conclusions

Alongside this, further work should be undertaken in understanding and comparing the behaviour of new or specialist retailers alongside chain, concession and franchise businesses. This work has looked at secondary retail as a whole and whilst visitor responses have had a general consensus retailers have been divided. As secondary retail streets are supposed to assist specialist and new businesses work should be done to fully understand their needs and then further evidence can be provided as to whether they require permanent streets to conduct business or whether semi-permanent secondary streets, as alluded to in section 9.1.2, are more suitable. Additionally research should be undertaken to understand the impact of retailer demographics such as age, nationality and education on behaviour as this would provide greater clarity on retailer types.

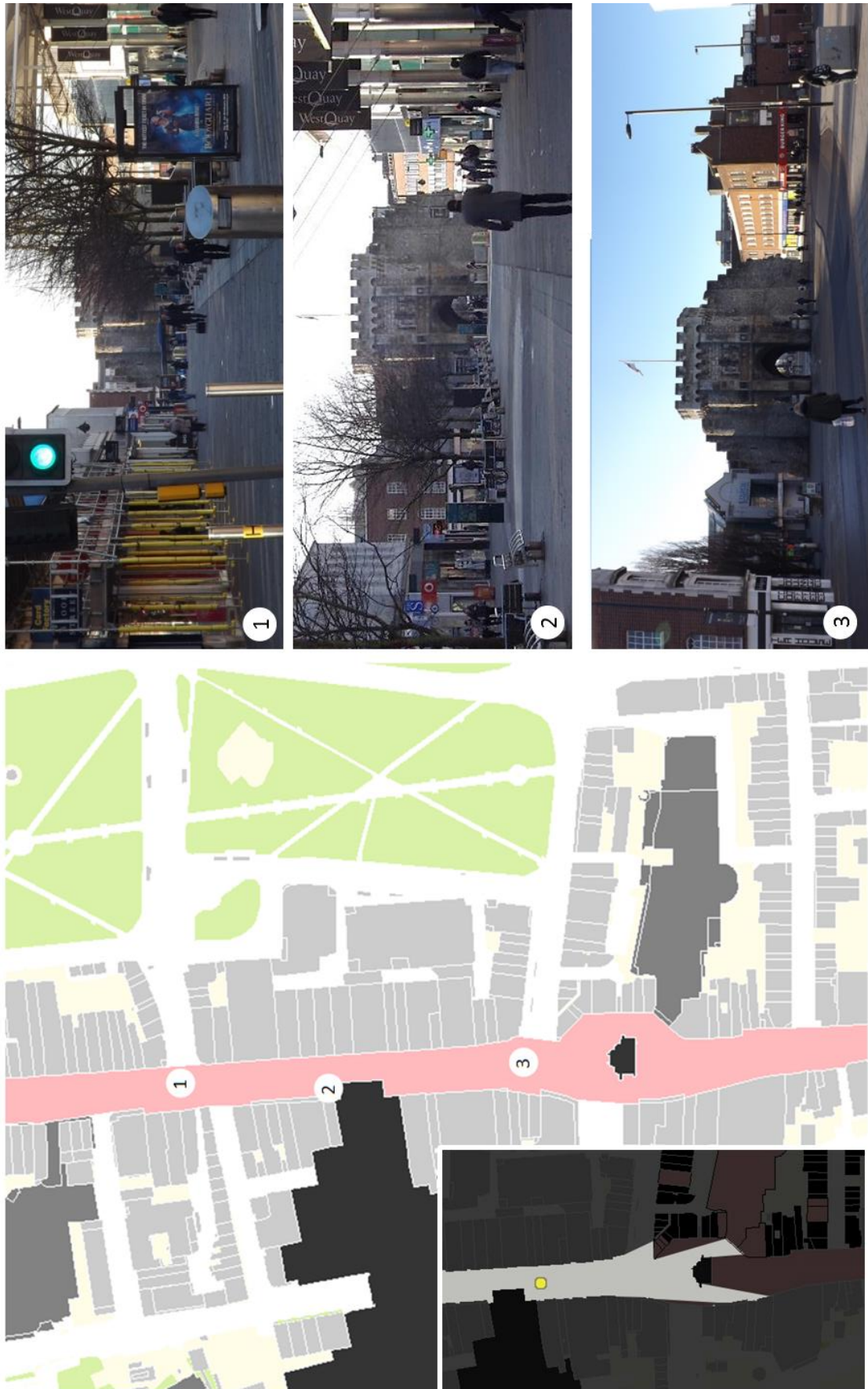
Lastly, concerning the case study reported on in this thesis extra studies could be conducted to observe and report on the impact from future events. Firstly, how the future developments, specifically the redevelopment running parallel to the case study (see Figure 4.23 in section 4.1.1 on page 73), impact the case study. Secondly, the thesis has not considered air quality and this is likely to be the next disruptor to the retail environments as cities are establishing Clean Air Zones. The case study will fall within Southampton's zone whereby vehicles will be charged to enter and this will directly impact on retailers that have been shown to be reliant upon drop-off visitors. Will the introduction of the scheme assist in promoting pedestrianisation or will it lead to the area's collapse?

Publications produced from this thesis

The results described in the thesis have been used in the following publications, reports and presentations;

- “Aspirations of retailers and visitors towards the regeneration of declining streets”, accepted for publication in the *International Journal of Future Cities and Environment* (see Appendix P).
- “Case study on how community community-led festivals act as a mechanism of change for perceptions and behaviours in secondary high streets”, currently in review for the *Local Economy* journal.
- Paper and presentation of ‘Aspirations of retailers and visitors towards the regeneration of declining streets’ at the 16th *International Conference on Sustainable Energy Technologies*.
- “East Streets Arts Festival Key Findings Report” for Southampton City Council (see Appendix I).

Appendix A Views compromised by the Bargate



Appendix B City Centre Action Plan

(Harris, 2015)



Map 4: New & existing retail areas



Map 5: Retail circuit



Map 6: Night time economy



Map 15: City centre quarters & major development zones

Appendix C Typology of Southampton City Centre

Date of observational study: 02/02/2015

	Shopping Centre		Primary Retail					
	West Quay		Marlands		High Street (North)		Above Bar Street	
Adult								
Banks & services	1%	1			15%	5	15%	5
Bookmakers							3%	1
Books, gifts & stationary	8%	8	6%	3	6%	2	6%	2
Bridal								
Charities			2%	1			3%	1
Clothing & footwear	35%	37	26%	16	32%	11	12%	4
Craft			4%	2			3%	1
Dentistry								
Fancy dress								
Flowers								
Food & groceries			6%	3			3%	1
Gaming (slots)							6%	2
General merchandiser (99p)			2%	1	3%	1		
Hair			4%	2			3%	1
Health & beauty	6%	6	9%	5	12%	4	6%	2
Hobby			2%	1				
Household & furniture goods	1%	1	2%	1			3%	1
Jewellery	11%	11	6%	3			3%	1
Music								
Other	1%	1	4%	2			3%	1
Restaurants & cafes	25%	26	7%	4	9%	3	21%	7
Sport	1%	1						
Tattoos & piercings			2%	1				
Technology & electrical	10%	10	9%	5	21%	7	3%	1
Tobacconists			2%	1				
Toy	2%	2	4%	2				
Travel	1%	1	4%	2	3%	1	6%	2

	Secondary Retail				Tertiary Retail
	High Street (South)	Hannover Buildings	East Street	Queensway	
Adult		5% 1			
Banks & services	18% 7	15% 3	5% 2		
Bookmakers	5% 2	5% 1	3% 1		
Books, gifts & stationary	3% 1		8% 3		
Bridal			3% 1	7% 1	
Charities	3% 1		8% 3	13% 2	
Clothing & footwear	3% 1			13% 2	
Craft					
Dentistry					
Fancy dress					
Flowers			3% 1		
Food & groceries	10% 4	5% 1	5% 2	7% 1	
Gaming (slots)	3% 1				
General merchandiser (99p)	3% 1		3% 1		
Hair	3% 1	15% 3	11% 4	7% 1	
Health & beauty	5% 2		14% 5	7% 1	
Hobby		5% 1	5% 2	7% 1	
Household & furniture goods	3% 1	10% 2	3% 1	7% 1	
Jewellery	3% 1	5% 1			
Music					
Other	3% 1			7% 1	
Restaurants & cafes	28% 11	15% 3	24% 9	27% 4	
Sport		5% 1	3% 1		
Tattoos & piercings	5% 2				
Technology & electrical	5% 2	10% 2			
Tobacconists		5% 1	3% 1		
Toy					
Travel					

Appendix D Southern Bargate Business Survey

Survey

Southern Bargate Business Survey

All responses in this survey will be kept strictly confidential in accordance with the Data Protection Act 1998. Responses to these questions will allow us to improve the urban fabric and liveability of the Southern Bargate region.

Please tick the following boxes to state your consent to participate in this survey and have your responses recorded.

I consent to participate ☐

I consent to be voice recorded ☐

1. Effects of Urban Interventions

This section will ask some questions on how urban interventions are perceived by business owners

Question 1.

How satisfied are you with the current public spaces? I.e. to what extent do you feel they meet your needs?

	Very dissatisfied	Dissatisfied	Neither satisfied or dissatisfied	Satisfied	Very satisfied
Bargate area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
East Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secondary retail streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Main high street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of parking provisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street layout (Outside your business)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street furniture (benches, bins etc. outside your business)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2.

How would you rank the following parameters in terms of impact on your trade?

Please rank the following options from 1 to 5 where 1 contributes the most.

Accessibility	<input type="radio"/>
Available bus times	<input type="radio"/>
Available car parking spaces & times	<input type="radio"/>
Quality of space	<input type="radio"/>
Surrounding shops/businesses	<input type="radio"/>

Question 3.

Rate the effect of recent urban interventions and civic events on your business?

	Very negative	Negative	Neither negative or positive	Positive	Very positive
Opening of West Quay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Redevelopment of Holyrood Place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closure of Bargate shopping centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opening of Ikea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Southampton FC Premiership status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christmas Markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Southampton Boat Show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Southampton Sky Ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Southampton Race for Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go! Rhino art trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Let's Rock Southampton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 4.

What effect do you think these interventions will/would have on your business?

	Very negative	Negative	Neither negative or positive	Positive	Very positive
Opening of Morrison's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opening of Watermark West Quay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Redevelopment of Old Town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Royal Pier development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Market marquees in Houndwell Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovative shop front/shutter designs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved links to the football stadium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solent University lecture buildings in the Southern sector of Bargate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 5.

How would you rank these proposed interventions in terms of importance to your business? *Where 1 contributes the most*

- Pedestrianizing the entire QE2 mile ☐
- Pedestrianizing your street ☐
- Alterations to the bus network ☐
- Park and ride drop off on the street ☐
- Reoccupation/reuse of vacant stores ☐
- Creation of views to the sea/iconic buildings ☐
- Introduction of small scale open spaces ☐
- Changes to the quality of buildings ☐

Question 6.

How would you rank these interventions to increase foot traffic to your store? *Where 1 contributes the most*

- Cost of alternatives ☐
- Cleanliness ☐
- Street legibility ☐
- Lighting ☐
- Street furniture ☐
- Traffic ☐
- Greenspace ☐
- Active streets (shops/cafes) ☐
- Other

Question 7.

Would you consider changing your opening hours to match peak foot traffic hours?

Yes ☐

No ☐

If so which of these options would you be willing to enact (tick all that apply)

Close during the day ☐

Open later ☐

Open earlier ☐

Question 8.

Which one of these descriptions do you think best describes your region?

- Cultural Quarter ☐
- Station Quarter ☐
- Western Gateway ☐
- Old Town ☐
- Holyrood / Queens Park ☐

- Ocean Village ☐
- Central Parks ☐
- St Marys ☐
- Solent University ☐
- Heart of the City (Central Shopping Area) ☐
- N/A ☐

Observing the attached map do you think Southampton's quarters are fully defined and representative of the actual areas?

	Yes	No
Defined	<input type="radio"/>	<input type="radio"/>
Representative	<input type="radio"/>	<input type="radio"/>



Appendix D

Question 9.

Do you find that the parks around Southampton invite more people to your store?

Yes ☐
No ☐

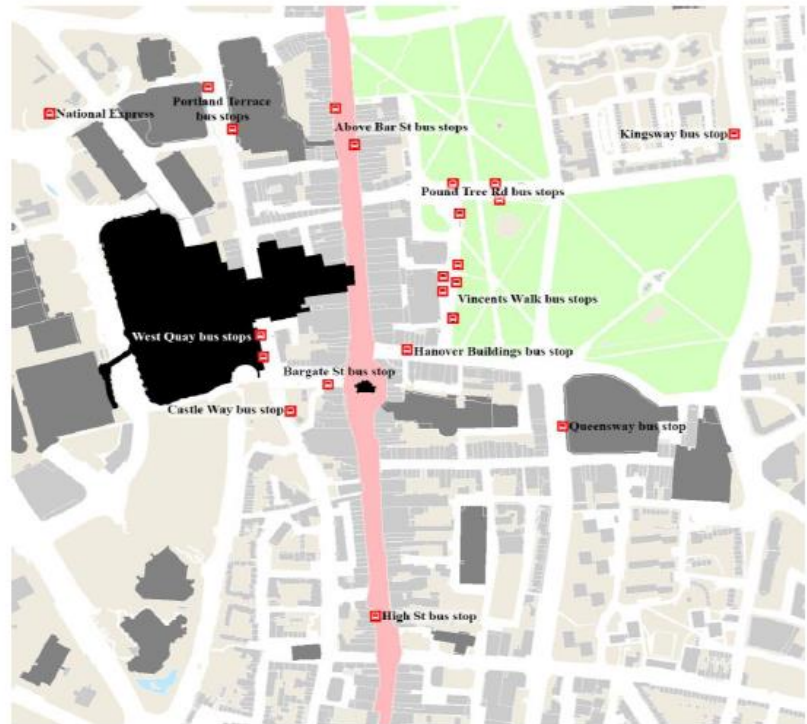
Comment

Question 10.

Please observe the attached map and in your opinion rank which bus stops contribute to attracting people to your store?

Where 1 contributes the most.

Hanover Buildings bus stop ☐
Bargate St bus stops ☐
Castle Way bus stop ☐
West Quay bus stops ☐
Portland Terrace bus stops ☐
Above Bar St bus stops ☐
Pound Tree Rd bus stops ☐
Vincent Walk bus stops ☐
Queensway bus stop ☐
High St bus stop ☐
Kingsway bus stop ☐
National Express ☐



Question 11.

Please observe the attached map and comment on which car parks you feel contribute to your stores footfall and explain why this is.

Question 12.

How do you find the current parking charges and times at your current location? Please select one of the options

	Very high	High	Acceptable	Low	Very low
Parking charges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very long	Long	Acceptable	Short	Very short
Parking times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 13.

The current cycle route is shown in the attached image; do you find the cycle routes successful?

Yes

No

What changes would you propose if any?
Please draw on the map where you would add cycling routes.

Appendix D

Question 14.

How do you find the current supply of taxi ranks in the local area?

	Excessive	Adequate	Inadequate
Taxi Ranks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Evidence on the effect of West Quay

This section will ask some questions on the effects on your business from West Quay

Question 1.

Was your business active before the opening of West Quay?

Yes ☐
No ☐ *If no please skip to question 5*

Question 2.

How did you find the opening of West Quay affected certain factors of your business? *If possible please comment on the scale of change*

	Large decrease	Decrease	No change	Increase	Large increase
Footfall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer expenditure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

Question 3.

How quickly did these factors take effect?

	Very gradual (months)	Gradual (a month)	Suddenly (within a week)	Very suddenly (over night)
Footfall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 4.

Did the introduction of West Quay have any effect on your patrons demographic? (Tick those appropriate)

	Large decrease	Decrease	No change	Increase	Large increase
Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle aged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior citizens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 5.

What do you think drives current town planning in Southampton? *Please rank the following options from 1 to 5, where 1 contributes the most.*

Bus networks ☐
Independent retailers ☐
Local markets ☐
Parking ☐
West Quay ☐

Appendix D

Question 6.

Have you/are you planning to move into West Quay or West Quay Watermark? Please select the primary reason

Yes ☐

Increased footfall
Modern facilities
Closer to parking/transport
Other

☐
☐
☐

No ☐

Cost
Prefer being on the high street
Less control over retail unit
Other

☐
☐
☐

Question 7.

Do you have any further comments on how West Quay has affected your business?

Question 8.

What is the size of your business?

Micro (1-9 employees)
Small (10-49 employees)
Medium (50-249 employees)
Large (250+ employees)

☐
☐
☐
☐

Question 9.

How long has your business been trading in its current locale?

Less than 3 months
3-12 months
1-2 years
More than 2 years

☐
☐
☐
☐

Question 10.

On average what is your weekly revenue & footfall? Once more your responses will be anonymous

Footfall

Revenue

Question 11.

Do you have any other comments to add?

Thank you very much for taking the time to answer the questionnaire.

Your responses will help us to improve the urban fabric and liveability of your place of work.

Appendix E Southern Bargate Visitor Survey

Survey

Southern Bargate visitor feedback survey



This anonymous survey aims to understand the perception of the current state of the Southern Bargate sector and how you perceive potential changes to the retail district. Your responses would be valuable in providing the City Council data into how the area is perceived and used and what interventions would be favoured by the public.

Question 1. Visiting Frequency

On average, how often do you visit the following areas a month? *Please state if you do not know where it is.*

	Never	Once a month	Twice a month	Three times a month	Four or more times a month	I don't know where it is
East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Main high street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bargate area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hannover Buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
East Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2. Satisfaction

How satisfied are you with the following localities currently? *i.e. to what extent do you feel they meet your needs.*

	Very dissatisfied	Dissatisfied	Neither satisfied or dissatisfied	Satisfied	Very satisfied
East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bargate area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
East Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hannover Buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Main high street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3. Visiting purpose

What was the reason for you visiting your current locale?

Eating & drinking
Entertainment
Meeting friends

☐
☐
☐

Public transportation transfer
Shopping
Strolling/window shopping

☐
☐
☐

Other

Question 4. Opening times

Would you be in favour of stores opening later than the typical 5pm on a weekday or on a Sunday?

Weekday
Yes ☐ No ☐

Sunday
Yes ☐ No ☐

Question 5. Knowledge of area

Did you know there was an Old Town in Southampton?

Yes ☐ No ☐

Did you know there was a speciality shopping district?

Yes ☐ No ☐

Question 6. Shopping environment

How important are the following factors when visiting stores in the city centre?

	Not at all important	Unimportant	Neutral	Important	Very important
Ability to stroll in open	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility to buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available car parking & times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural & social activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surrounding shops & businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 7. Intervention preferences

How important are the following interventions in terms of improving the retail environment?

	Not at all important	Unimportant	Neutral	Important	Very important
Active streets (shops/cafes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awnings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building refurbishments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrianisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reoccupation/reuse of vacant stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 8. Perception of sector

Which qualities do you think apply to the Southern Bargate retail sector? (please tick all that apply)

Accessible ☐

Attractive ☐

Clean ☐

Comfortable ☐

Distinctive ☐

Functional ☐

Inclusive ☐

Robust ☐

Safe & secure ☐

Viable ☐

Local shopping area ☐Qualities taken from (Carmona, M., De Magalhães, C. & Hammond, L., 2008. *Public Space: The Management Dimension*, London: Routledge).

Question 9. Demographic

What is your age?

18-29 ☐30-49 ☐50-64 ☐65+ ☐

Employment status?

Employed; Full-time ☐

Employed; Part-time ☐

Retired ☐

Unemployed ☐

Student ☐

Other ☐

Postcode?

Thank you very much for taking the time to answer the questionnaire.

Your responses will help us to improve the urban fabric and liveability of the Southern Bargate sector.

Appendix F Breakdown of Potential Costs for Alternate Activity Interventions

If kept as a community event with an event organiser (300hrs at £35/hr) and no assistants as the businesses would provide assistance the cost would be estimated at approximately £13,000 (Table 9.3). If traders organised and managed the intervention themselves alongside the community the cost would be approximately £2,500 (Table 9.4). If the intervention were to be repeated as a commercial event the cost of hiring an organiser would rise to £55/hr and the assistants would increase to £20/hr with an estimated cost of £26,000 (Table 9.5). If businesses were to organise the event themselves but have it be commercial and not work alongside the community the cost would be approximately £6,500 however the time involved would be considerable (Table 9.6).

Table 9.3: Estimated costs for a community event professionally organised.

Community event organiser	£10,500
Road closure application to Balfour Beatty	
Drawing up the road closure plan	£1,000
Road closure –person & signs on the day	
City Council payment for loss of parking revenue	£200
City Council 7A legal costs	£302
Search fees	£57
Sound engineers	£60
Cable ramps	£42
Workshop materials	£84
Insurance	£331
Parking costs	£64
Website costs	£100
Printing/publicity costs	£130
TOTAL	£12,870

Table 9.4: Estimated costs for a community event organised by the community & retailers.

Road closure application to Balfour Beatty	
Drawing up the road closure plan	£1,000
Road closure –person & signs on the day	
City Council payment for loss of parking revenue	£200
City Council 7A legal costs	£302
Search fees	£57
Sound engineers	£60
Cable ramps	£42
Workshop materials	£84
Insurance	£331

Parking costs	£64
Website costs	£100
Printing/publicity costs	£130

TOTAL	£2,370
--------------	---------------

Table 9.5: Estimated costs for a corporate event professionally organised.

Planning/organising the event	Event organiser	£16,500
	Assistants	£3,000
Legal fees	Road closure application to Balfour Beatty	
	Drawing up the road closure plan	£1,000
	Road closure – person & signs on the day	
	City Council payment for loss of parking revenue	£200
	City Council 7A legal costs	£302
	Search fees	£57
Publicity	Insurance	£331
	Design of poster & flyer	£100
	Printing of poster & flyer	£130
	Website	£100
	Advertising (Facebook, Daily Echo, Discover Southampton)	£120
Travel costs	Travel expenses on the day	£30
	General travel expenses	£34
Music & Poetry	Sound engineers	£60
	Stage hire	£40
	PA system (music)	£200
	PA system (poetry)	£100
	Cable ramps	£42
	45 minute musician session x5	£240
	20 minute poetry session x3	£150
	Café table x8	£36
	Café chair x24	£48
	Large gazebo	£150
Workshops	Gazebo	£100
	Information point	£10
	Magician	£400
	Walk around actor	£200
	Face painter	£100
	Sisha lounge furniture	£15
	Arts & crafts workshop	£100
	Gazebo x3	£300
	Table x12	£60
	Large bean bag cushion seating	£25
Art	Chairs x30	£41
	Materials	£84
Art	Artist displays on store windows x5	£400

Appendix F

	Artist on the day	£210
	Art utensils (chalks)	£5
Pocket park	Water feature	£10
	Painting and wood hire	£10
	Play equipment hire (hula hoops etc.)	£15
	Wooden pallets x20	£25
	Artificial grass	£50
	Sand	£5
General	First aid presence (2 people)	£300
	Food for acts on the day	£100
	Bunting (100m)	£10
	Banners	£50
	Portable toilet hire	£450
	Setting up and taking down the event	-
TOTAL		£26,045

Table 9.6: Estimated costs for a corporate event organised by the businesses.

Legal fees	Road closure application to Balfour Beatty	
	Drawing up the road closure plan	£1,000
	Road closure – person & signs on the day	
	City Council payment for loss of parking revenue	£200
	City Council 7A legal costs	£302
	Search fees	£57
	Insurance	£331
Publicity	Design of poster & flyer	£100
	Printing of poster & flyer	£130
	Website	£100
	Advertising (Facebook, Daily Echo, Discover Southampton)	£120
Travel costs	Travel expenses on the day	£30
	General travel expenses	£34
Music & Poetry	Sound engineers	£60
	Stage hire	£40
	PA system (music)	£200
	PA system (poetry)	£100
	Cable ramps	£42
	45 minute musician session x5	£240
	20 minute poetry session x3	£150
	Café table x8	£36
	Café chair x24	£48
	Large gazebo	£150
	Gazebo	£100
Workshops	Information point	£10

Appendix F

	Magician	£400.00
	Walk around actor	£200.00
	Face painter	£100.00
	Sisha lounge furniture	£15
	Arts & crafts workshop	£100
	Gazebo x3	£300
	Table x12	£60
	Large bean bag cushion seating	£25
	Chairs x30	£41
	Materials	£84
Art	Artist displays on store windows x5	£400
	Artist on the day	£210
	Art utensils (chalks)	£5
Pocket park	Water feature	£10
	Painting and wood hire	£10
	Play equipment hire (hula hoops etc.)	£15
	Wooden pallets x20	£25
	Artificial grass	£50
	Sand	£5
General	First aid presence (2 people)	£300
	Food for acts on the day	£100
	Bunting (100m)	£10
	Banners	£50
	Portable toilet hire	£450
	Setting up and taking down the event	-
TOTAL		£6,545

Appendix G East Street Arts Festival Visitor Survey

Survey

East Street Arts Festival feedback survey

This anonymous survey aims to understand the impact of the East Street Arts Festival and what its impact is on you, the visitor. Your responses would be valuable in providing the City Council data into how the area is perceived and used and what interventions would be favoured by the public.



Question 1.

Would you have visited East Street today if the event was not on?

Yes ☐ No ☐ Possibly ☐

How did you find out about the event?

Facebook/website ☐ Poster/flyer ☐ Radio ☐ Newspaper ☐ Word of mouth/traders ☐

Question 2.

How would you rate the East Streets Arts Festival?

Very Poor	Poor	Neither good or poor	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the following elements of the event?

	Very Poor	Poor	Neither good or poor	Good	Very good
Workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music & poetry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pocket park (benches, water, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3.

Would you like this to be an annual event?

Yes ☐ No ☐

Question 4.

Has this intervention altered your perception of the East Street sector?

Yes, greatly ☐ Yes, slightly ☐ No ☐

Does this intervention increase the likelihood of you visiting the East Street sector?

Yes, greatly ☐ Yes, slightly ☐ No ☐

Question 5.

Do you think this section of East Street should be pedestrianised?

Yes ☐ No ☐

Question 6.

Would you like there to be regular art displays?

Yes ☐ No ☐

Question 7.

What is your age?

18-29 ☐ 30-49 ☐ 50-64 ☐ 65+ ☐

Employment status?

Employed; Full-time ☐ Unemployed ☐
Employed; Part-time ☐ Student ☐
Retired ☐ Other ☐

Postcode?

Gender

Thank you very much for taking the time to answer the questionnaire.

Your responses will help us to improve the urban fabric and liveability of the Southern Bargate sector.

UNIVERSITY OF
Southampton

Appendix H East Street Arts Festival Business Survey

Survey

East Street Arts Festival business feedback survey

All responses in this survey will be kept strictly confidential in accordance with the Data Protection Act 1998. Responses to these questions will allow us to improve the urban fabric and liveability of the Southern Barge region.

Please tick the following box to state your consent to participate in this survey.

I consent to participate ☐

UNIVERSITY OF
Southampton

Question 1.

How would you rate the East Streets Arts Festival?

Very Negative	Negative	Neither negative or positive	Positive	Very positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the following elements of the event?

	Very Negative	Negative	Neither negative or positive	Positive	Very positive
Workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music & poetry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pocket park (benches, water, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2.

Would you like this to become an annual event?

Yes ☐ No ☐

Would you be prepared to help organise and support it?

Yes ☐ No ☐

Question 3.

Do you think the intervention altered visitors perception of the East Street sector?

yes, greatly ☐ Moderately ☐ No ☐

if yes, how

Has the intervention altered your own perception of the East Street sector?

Yes, greatly ☐ Moderately ☐ No ☐

Has the intervention altered the liveability of the street? (have traders begun to talk to each other more)

Yes, greatly ☐ Moderately ☐ No ☐

Question 4.

How did you find the East Street Arts Festival affected certain factors of your business?

	Large decrease	Decrease	No impact	Increase	Large increase
Footfall on the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue on the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footfall after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of the sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trader wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Were there any other knock-on effects to your business following the event?

Question 5.

Do you think this section of East Street should be pedestrianised?

yes ☐ No ☐

Did the event alter your perception of pedestrianisation?

Yes ☐ No ☐

Would you like there to be regular art displays in the window?

Yes ☐ No ☐

Question 7.

What is the size of your business?

Micro ☐ Small ☐ Medium ☐ Large ☐

How long has your business been trading in its current locale?

Less than 3 months ☐ 3-12 months ☐ 1-2 years ☐ More than 2 years ☐

Where on East Street is your store positioned?

East of Back of the Walls ☐ West of Back of the Walls ☐

Thank you very much for taking the time to answer the questionnaire.

Your responses will help us to improve the urban fabric and liveability of the Southern Barge sector.

Appendix I East Street Arts Festival Key Findings Report

UNIVERSITY OF
Southampton

East Street Arts Festival report Key Findings



Prepared by
P.A.D Turner
A.S. Bahaj
D. Teli

Sustainable Energy Research Group
www.energy.soton.ac.uk

February 2016



Authors:

Philip Turner, AbuBakr Bahaj and Despoina Teli

The Sustainable Energy Research Group (SERG) aims to promote and undertake fundamental and applied research related to the efficient use of energy in the built environment. This is alongside pre-industrial development in the areas of renewable energy technologies. SERG undertakes research in core areas of energy, specifically in Cities and Infrastructure, Energy and Behaviour, Energy and Buildings and Renewable Energy (Solar Photovoltaics and Marine Energy).

Contact details: serg@soton.ac.uk, www.energy.soton.ac.uk

© Serg, University of Southampton 2016

Sustainable Energy Research Group (SERG)  UNIVERSITY OF
Southampton

Executive Summary

The East Street Arts Festival occurred as a result of a collaboration of local business traders, Council officers, community supporters, artists and University researchers. It was a free to attend event held from 10:00 to 17:00 on 26th September incorporating live music and poetry, art displays, a pocket park and workshops. The event cost under £1,400, but it must be noted that there were some considerable savings and no acts, volunteers or organisers were financially compensated for their time. The true cost of the event would be circa £30,000, however if it were to be kept as a community event, primarily organised by businesses, it could be replicated for under £5,000.

This summary report assesses the current state of the Southern Bargate retail sector, specifically East Street and the festival. It discerns whether such an intervention is a viable means of reinvigorating a struggling secondary retail sector where currently 42% of retail units are vacant.

Initial business and visitor surveys were conducted from April to September 2015 and revealed numerous findings. Visitors and businesses were highly dissatisfied with the Bargate Area, with it being seen to act as a barrier. Interventions that concerned the reuse of vacant stores and public space/pedestrianisation were favoured by visitors and businesses, whilst car parking and surrounding shops were also favoured by businesses but not visitors. Traders cited the recent closures of the shopping centres in Southern Bargate to have had the largest negative effect on their businesses, cutting them off from the city centre. Perceptions of East Street are very negative with 47% of visitors deeming it to be unsatisfactory, reflected in the number of respondents who never visited East Street (28%) compared to the precinct (3%).

The festival attracted over 8,000 visitors, with only 20% of those surveyed stating that they would have visited East Street if the event was not on. All visitors wanted it to become an annual event with many stating their perceptions had been altered as a result, 53% moderately and 32% greatly. Whilst the likelihood of people visiting East Street also increased, with 48% moderately influenced and 38% greatly influenced, those aged 18-29 (the age group most likely to never visit the sector) were greatly affected. The preponderance of visitors (92%) wished for the eastern section of East Street to be pedestrianized on a permanent basis, while nearly all visitors (97%) were in favour of regular art displays in the sector.

All businesses wanted it to become an annual event, with 50% thinking it to have been very positive, whilst the majority (77%) would be prepared to help organise and support the event if it were to be repeated. All businesses thought the festival had improved visitors' awareness and perception of the sector with many perceiving the event to have had a large impact (42% & 46% respectively). Traders were largely in favour (77%) of pedestrianizing the eastern section of East Street, with 81% of traders expressing that the event had altered their perceptions of pedestrianisation. Over half of the businesses stated that the event had greatly influenced the liveability of the street, increasing their propensity to talk to each other. While 96% perceived trader wellbeing to have increased as a result of the event.

It can be concluded that street activities and urban interventions have a unique role in altering perceptions of an area which can help generate footfall and income for traders. Whilst the hosting of such an event most importantly increases trader welfare and positive traders are far more likely to invest time and energy in taking responsibility for their environment and become less reliant on local governance for change.

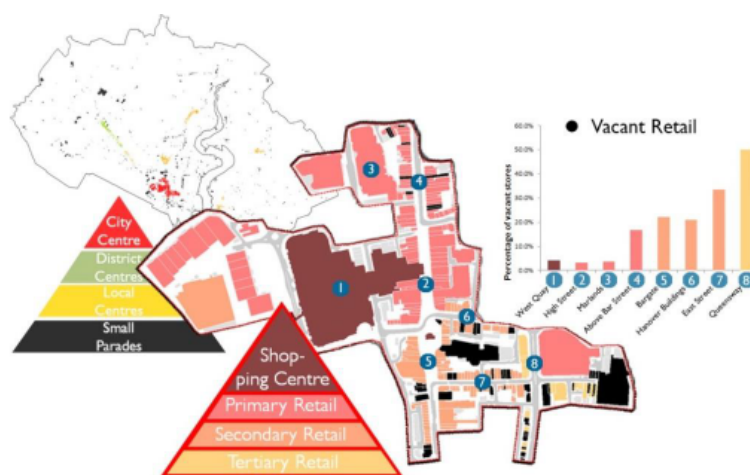
Please note that there is a full report, entitled East Street Arts Festival Key Findings Report, which can be read alongside this summary report which includes detailed information and statistics on the findings from the event.



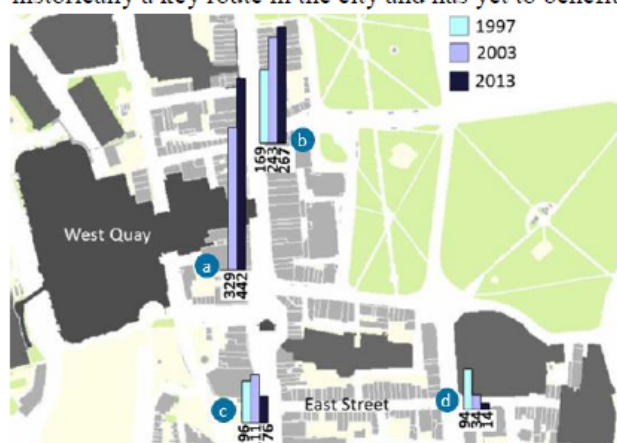
This report will investigate the effect of the East Street Arts Festival held on 26th September 2015, indicating whether such an intervention is a viable means of reinvigorating a struggling secondary retail sector.

History & problems of East Street

East Street⁽⁷⁾ is situated to the south east of the city's main retail core, West Quay⁽¹⁾ and due east of Above Bar Street^(2&4), East Bargate and the High Street⁽³⁾. It is a secondary retail street populated by a number of small development blocks and some larger single-footprint buildings, including Debenhams department store, the closed Bargate Centre and the derelict site of the former East Street Centre. The majority of stores are independent (56%) with a mixture of heritage buildings alongside more modern developments. The region has two main roles within the city, foremost as a "connecting element" of the commercially successful West Quay with either St Mary's, Oxford Street or the waterfront. These connections are currently in need of regeneration as the sector is disconnected from pedestrians, blocked by the two decommissioned shopping centres. It is also a designated area for small traders and new business who require affordable rents.



Southampton was the first UK city to begin a city-centre retail-led regeneration scheme, establishing a transformation from 1980s out-of-town developments to inner city renewal (Lowe 2005a). The new West Quay shopping centre, opened in September 2000, and although studies concluded that the shopping centre has enabled the city to maintain its position as the leading commercial centre on the South coast (Lowe 2005b; Lowe 2007). It was also found that secondary retail zones, such as East Street, were disadvantaged by the development, resulting in the need for additional alternate regeneration due to spatial isolation from the re-centring of the city (Hatherley 2010; Hallsworth & Orchard 2009). This was followed by the global financial crisis in 2007 which constricted consumer confidence resulting in a reduction in footfall and a restriction of retail routines alongside the emergence and evolution of online shopping (Wrigley & Lambiri 2015). This isolation was further exaggerated in 2013 with the closure of both the Bargate and East Street Shopping Centre. This series of events have been commonly touted as a perfect storm of circumstance for an area which was historically a key route in the city and has yet to benefit from recent regeneration spending.



Pedestrian flow counts, undertaken by Pedestrian Market Research Services (PMS) for the City Council (2004) reveal the stark difference in footfall in primary positions on Above Bar Street^(a&b) to that either end of East Street. Interest in the eastern end of East Street^(d) has been in continual decline however footfall south of the Bargate^(c) has reduced in recent times and is continuing to fall. Vacancy rates in the sector have remained high, observational studies in February 2016 found 30% of stores on East Street were vacant.

Neighbourhood Plan

The businesses in East Street and Queensway form an East Gate Traders Association, led by Adrian Ford, are currently involved in a neighbourhood plan, whereby they were granted £20,000 from the City Council to investigate the plausibility of such a scheme. A final recommendation report was prepared (Feria Urbanism 2015) which included ten actions for businesses to embark upon to understand the level of support for the plan and enact short-term change. One of those tasks was to hold a temporary street event, while another three were to enhance the pedestrian environment, green spaces and shop fronts, vacant or occupied. All of which were enacted through the hosting of a late summer arts festival.

Initial investigations into East Street Businesses

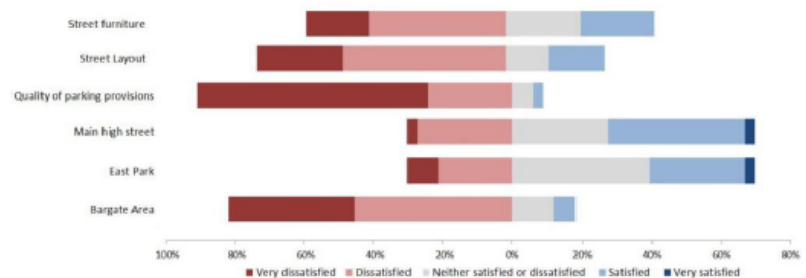


Two surveys were undertaken before the festival, to understand the perception and influence of urban interventions and change in the city on entrepreneurs and visitors. The sample region for the business survey covered 104 stores (68 of which were occupied) across East Bargate⁽¹⁾, High Street⁽²⁾, East Street⁽³⁾, Queensway⁽⁴⁾ and Hanover Buildings⁽⁵⁾, whereby 23 stores participated in interviews whilst 10 conducted the online survey, resulting in a 48% response rate.

The closure of the two shopping centres, in particular Bargate⁽⁶⁾, had a negative effect on the majority of businesses (90%) whilst West Quay had far less impact. This said of those surveyed that witnessed the opening of West Quay nearly all stated losses in revenue and footfall as a result.

The street area around the Bargate monument is perceived as highly unsatisfactory and seen to act as a barrier for visitors.

Many businesses rank available car parking and surroundings shop/businesses as the most important urban factors for trade. Permeability and accessibility was also seen as a major problem with a lack of connection to the city parks and St Marys due to the closed shopping arcades and preferences for vehicular movement over pedestrians resulting in businesses feeling isolated.



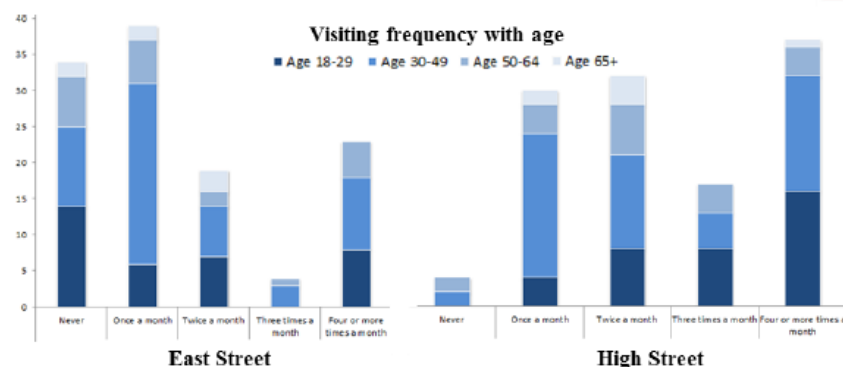
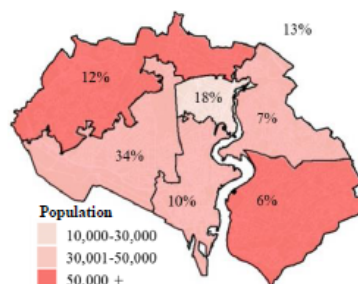
Retailers prioritised interventions that increased vibrancy such as reoccupation/reuse of vacant stores, pedestrianisation and active streets, whereas broader, larger scale interventions were favoured less. Specifically businesses were concerned with the impact of closed shops/shutters.

Many traders (64%) were willing to keep their business open beyond the traditional 5pm closing time, however a considerable number were not willing for fear of the impact on their lifestyle.

The sector is currently undefined with traders divided on whether it is within the *Heart of the City* or *Old Town*, with most (80%) perceiving the quarters to be unrepresentative. Perceptions are very negative "*forgotten*" and "*slum*", however many interviewees discussed the value of the sectors' heritage.

Initial investigation into East Street Visitors

A visitor survey was also undertaken over a number of days across the City Centre streets and was completed by 120 visitors. Postcode data showed the concentration of visitors, where there was a lack of visits from those residing east of the River Itchen (6% & 7%).



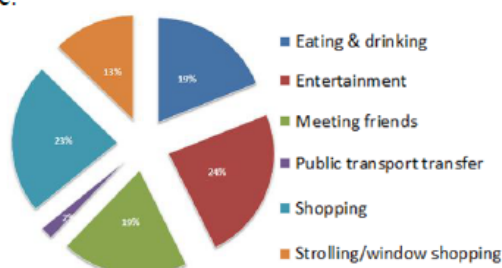
A high number of visitors never visited East Street (28%) compared to the High Street (3%). Visitors aged 18-29 had a high propensity to visit the precinct four or more times a month (44%) whilst being far more likely to never visit the secondary street (39%).

East Street was however found to act as a local hub, with 80% of those residing in SO14 visiting two or more times a month.

East Street and the Bargate area was perceived as unsatisfactory by many (47% & 54% respectively), however of those that were satisfied with the areas, a large proportion (41%) only visited once or less a month.

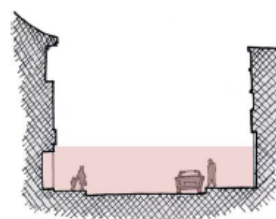
Visitors are habitual with the percentage of pedestrian movements through the East Street sector consistent regardless of the number of people. Personal footfall studies found 27% of people at the intersection between East Street and High Street entering the secondary street whilst the concentration of pedestrians down East Street reduces at a constant rate.

The reasons for visiting a retail environment are varied with only 23% visiting the city centre for shopping, opposed to entertainment (24%), eating and drinking (19%) and meeting friends (19%).



Visitors, in contrast to businesses, thought the area was accessible, local and functional, but felt it was lacking in comfort, robustness and attractiveness.

Visitors' preferred urban interventions were the reuse of vacant stores and the introduction of green space, pedestrianisation and active streets. Awnings, building refurbishments and lighting were of least importance, showing eye level, street based interventions to be of most importance.



The majority of visitors (85%) wanted stores to open later on a weekday, whilst footfall from 5pm-6pm was found to be 30-70% greater than from 10am-11am. This said, only 42% wished for stores to extend Sunday operating hours.

Visitors thought open public space, green space and cultural/social activities were of more importance than available car parking and times and surrounding shops/businesses, elements which traders thought were of upmost importance.



East Street Arts Festival

The East Street Arts Festival was a free to attend event held from 10:00 to 17:00 including live music and poetry, workshops, art displays and a pocket park formed of recycled planting. It took place in the middle section of the street between the junctions with Back of the Walls and Queensway. Consideration was given to hosting the event across the entire street however costs and complexity resulted in a partial road closure.

The festival took place on the road, thus not prohibiting everyday use and feedback from businesses and visitors found the event to be very satisfactory with no one element more important than the others.

The final cost of the event was £1,392.52, but it must be noted that there were some considerable savings and no acts, volunteers or organisers were financially compensated for their time. The initial plan was for the event to be primarily run and organised by the traders but was instead a result of a collaboration of people with Council officers, artists, community supporters and University researchers contributing to the planning and enacting of the festival. The true cost of such an event, would be circa £30,000, however if it were to be kept as a community event, the cost falls dramatically. If businesses can organise the event themselves during rainy days and meeting, then with a little assistance on some of the overbearing costs, it could be replicated for under £5,000.

COSTS

Road closure application to Balfour Beatty	
Drawing up the road closure plan	£110.00
Road closure –person & signs on the day	
City Council payment for loss of parking revenue	£113.00
City Council 7A legal costs	£302.00
Search fees	£57.00
Sound engineers	£60.00
Cable ramps	£42.00
Workshop materials	£83.60
Insurance	£330.72
Parking costs	£64.00
Website costs	£100.00
Printing/publicity costs	£130.20
TOTAL	£1,392.52
Southampton City Council costs	£646

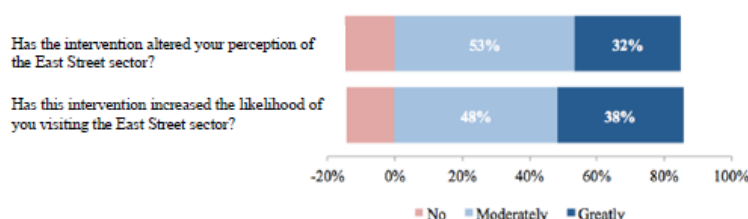
Visitor Survey

During the event a visitor survey was undertaken by Philip Turner at the entrance to the event, and with assistance from the City Council, surveyed 120 people.

The festival attracted over 8,000 visitors, with only 20% of those surveyed stating that they would have visited East Street if the event was not on. The majority of visitors (50%) discovered the event through word of mouth or walking past, but a large number (40%) learnt of the event through e-marketing on Facebook and Discover Southampton.

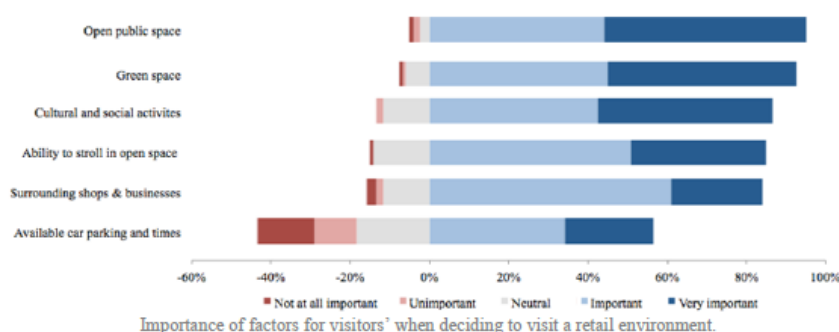


All visitors wanted the event to become an annual event with nearly all visitors perceiving the event to be either good or very good (56% and 36% respectively).



Visitors thought the festival had altered their perceptions of East Street, 53% moderately and 32% greatly. Those aged 50-64 and 30-49 were most greatly influenced in terms of perception. The likelihood of people visiting East

Street also increased, with 48% moderately influences and 38% greatly influenced. Many aged 18-29 (42%) were greatly influenced by the event in terms of likelihood of visiting the sector showing the event is an effective means of targeting an underserved market with a high propensity for making instant purchases (NRFFoundation 2014).



The preponderance of visitors (92%) wished for the eastern section of East Street to be pedestrianized on a permanent basis, while nearly all visitors (97%) were in favour of regular art displays in the sector. This is in agreement with the

earlier survey which showed a clear desire from visitors to improve the public realm within the sector as open public space and pedestrianisation were considered important factors.

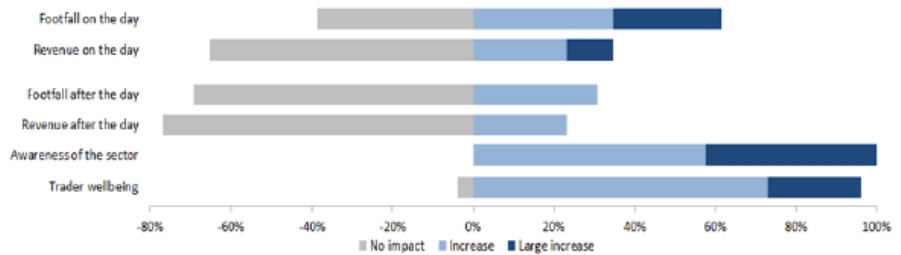
Four A1 sheets with blank plans and elevations of the sector were provided at the entrance to the festival to encouragement engagement with visitors about what interventions they wish to be implemented. The comments on the drawings (see references for an example) illustrated that the public wanted to bring fun back to the street, through the removal of cars and the introduction of activity, colour and atmosphere.

Business Survey

Three weeks after the festival 26 businesses on East Street were surveyed to establish the full effect of the intervention on retailers in terms of economic and social benefits. Nearly all businesses thought the festival had been beneficial (42% positive and 50% very positive). This being said there were considerably fewer businesses west of the event that were very satisfied (33%) as they were not able to interact with the event.

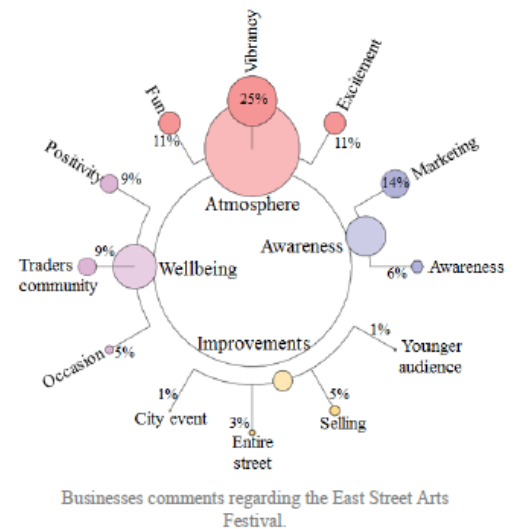
All businesses wanted it to become an annual event, whilst most (77%) would be prepared to help organise and support the event if it were to be repeated.

The economic benefits of the event were limited with many (65%) stating revenue on the day had remained the same, whilst 77% saw no change in the long run. Store footfall on the day was more beneficial with 61% seeing increased levels, after the event however footfall had only increased for 31% of businesses.



All businesses thought the festival had improved visitors' awareness and perception of the sector with many perceiving the event to have had a large impact (42% & 46% respectively). Whilst a number of businesses (65%) felt their own perceptions of the sector had been moderately altered.

Over half of the businesses stated that the event had greatly influenced the liveability of the street, increasing their propensity to talk to each other. While 96% thought trader wellbeing had been increased as a result of the event. Traders who feel positive are far more empowered to invest time, energy and longer term commitment into their street and thus not become reliant on the City Council to enact change.



Traders were largely in favour (77%) of pedestrianizing the eastern section of East Street, with 81% of traders expressing that the event had altered their perceptions of pedestrianisation. The businesses that would be directly affected by a road closure were less in favour than those on the western side (71% compared to 83%).

The majority of businesses (93%) were keen for regular art displays across store frontages, although a number would only want a limited amount of artwork so as not to distract from merchandise.



It can be concluded that street activities such as the East Street Arts Festival have a unique role in altering perceptions of an area which can help generate footfall and income for traders. Whilst the hosting of such an event most importantly increases trader welfare, and positive traders are far more likely to invest time and energy in taking responsibility for their environment and become less reliant on local governance for change. The hosting of this intervention has built up a body of knowledge and expertise and this dynamic should be built upon in the near future.

Future recommendations and opportunities



Attempt alternate urban interventions, such as a farmers market, which would incorporate an element of selling, whilst still emphasising the fun and spirit of an event. Alternatively it would be useful to trial longer lasting interventions such as awnings or art on vacant store frontages. Any interventions should attempt to help adjust the perception of the sector from the views previously discussed.



Incorporate the entirety of East Street, this could be through hoisting bunting across the entirety of the street, to help prevent visitors rushing past the western businesses or increased levels of art on store frontages



Further interventions need to be guided and more reliant on traders' conversations and inputs. There was much consultation with specific businesses when organising the event but the majority (including those which most financially benefitted) declined to get actively involved, whilst certain traders that sacrificed time and effort realised little to no financial benefits. This being said the support was given to help build confidence and it is likely that a certain degree of handholding will be required to help businesses act for themselves.



Embrace the local community further, as the area is used by the local residents and this notion could be strengthened further through the inclusion of key members of the local community. This would also have the added benefit of lifting the responsibility of organising interventions by increasing the East Gate Community.



Continue to develop relationships with lots of people with particular recognition for the role of students. With two Universities in the city there is a large pool of highly skilled enthusiastic individuals, in the Bargate ward 30% of the population are students, and the East Street sector could create opportunities to showcase their work in public.

There is an opportunity to create a template/guide educating retailers on ways to organise and manage a community event at a relatively low cost. There is current support for hosting an event provided by the City Council and numerous event guides, there is however a lack of information specifically aimed at retailers with regards to enlivening the street.



Car park data in the area (on street parking & Eastgate MSCP) would allow for analysis to be undertaken on the effect of recent events such as the closure of the two malls. Analysis on how parking facilities are used would help validate whether businesses are correct in assuming that the loss of parking is the main reason for the areas recent demise. Store occupancy data alongside rental and rates statistics would also provide the opportunity to fully chart the trial and tribulations of the sector and determine the future of the sector, whether it is viable to proceed as it is or drastic change (store typology, building use etc.) is required.



References

Feria Urbanism, 2015. East Street & Queensway Neighbourhood Plan Recommendations Report.

Hallsworth, A. & Orchard, J., 2009. Retail regeneration in Southampton: seeking the bigger picture. *Journal of Place Management and Development*, 2(2), pp.140–153.

Hatherley, O., 2010. Southampton Terminus City. In *A Guide to the New Ruins of Great Britain*. London: Verso, pp. 1–46.

Lowe, M., 2007. Rethinking Southampton and town centre futures. *International Journal of Retail & Distribution Management*, 35(8), pp.639–646.

Lowe, M., 2005a. Revitalising inner city retail? The impact of the West Quay development on Southampton. *International Journal of Retail & Distribution Management*, 33(9), pp.658–668.

Lowe, M., 2005b. The regional shopping centre in the inner city: A study of retail-led urban regeneration. *Urban Studies*, 42(3), pp.449–470.

NRFFoundation, 2014. *Across the Ages: Generational Impact on Spending*,

Southampton City Council, 2004. *Southampton City Centre Health Check*,

Wrigley, N. & Lambiri, D., 2015. British High Streets : from Crisis to Recovery ? A Comprehensive Review of the Evidence British High Streets : from Crisis to Recovery ?



Elevation of East Street annotated by the public (original drawing supplied by Feria Urbanism).

Appendix J Application for Sculptures in the Case Study



1. East of Back of the Walls

Positioned against the medieval walls, it would entice people to venture down East Street and would not provide any obstacle to pedestrian movement. Furthermore the opposite wall has the potential for artwork to be adorned.



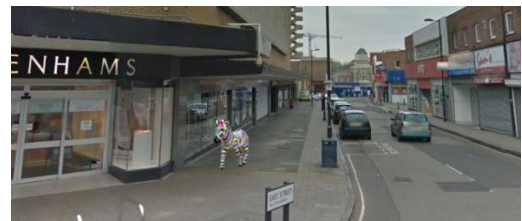
2. By Pack N' Send

On the corner connecting East Street with Queensway there is space to position a Zebra without blocking movement. The pavement is far wider at this intersection and the ident by the entrance to Pack N Send would further aid movement. The positioning of the Zebra would also not effect traffic as vehicles need a clear range of sight to the right.



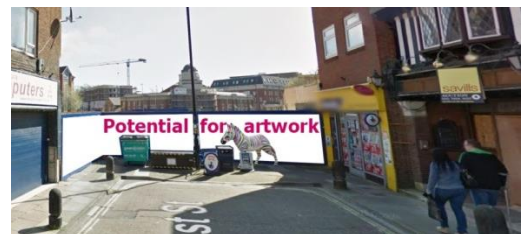
3. By Debenhams

The pavement by Debenhams is far wider than in East Street and Debenhams have blanked out window panes so the Zebra would not be blocking movement or views into Debenhams windows.



4. Eastern end of East Street

The bottom of East Street would provide a suitable plot to place a Zebra without fear of obstructing pedestrian movement. Whilst the area is not very aesthetic the boards for the East Street shopping centre development would provide potential for artwork.



Appendix K East Street Zany Zebra Visitor Survey

Survey

East Street Zany Zebra intervention visitor survey

This anonymous survey aims to understand the impact of the Zany Zebras recently installed in East Street and what their impact is on you, the visitor. Your responses would be valuable in providing the City Council data into how the area is perceived and used and what interventions would be favoured by the public.

Question 1.

Did you notice the zebras installed in stores across East Street? Yes ☐ No ☐

Would you have visited East Street today if the zebras were not in place?
Yes ☐ No ☐ Possibly ☐

Has visiting East Street as part of the 'Zany Zebra trial' increased your knowledge of East Street?
Yes, greatly ☐ Moderately ☐ No ☐

When did you last visit East Street?

Question 2.

How would you rate the zebras location and quantity in East Street?

	Very positive	Positive	Neither positive or negative	Negative	Very negative
Location of the zebras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What's your overall impression of having zebras in East Street?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3.

Have the zebras altered your perception of the aesthetic of East Street sector?
Yes, greatly ☐ Moderately ☐ No ☐

Have the zebras increased the likelihood of you visiting the East Street sector?
Yes, greatly ☐ Moderately ☐ No ☐

Have the zebras increased the likelihood of you visiting the zebra area of East Street?
Yes, greatly ☐ Moderately ☐ No ☐

Question 4.

Did you attend the East Street Arts Festival?
Yes ☐ No ☐

If yes, please state whether the zebras or festival had the greater impact on your perceptions of the sector and likelihood of visiting?

	Zebras, greatly	Zebras, moderately	Neither zebras or festival	Festival, moderately	Festival, greatly
General perceptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likelihood of visiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 6.

Did you notice the lights installed on the lampposts in East Street?
Yes ☐ No ☐

Question 7.

What would make you visit East Street?
(What do you think it needs)

Question 8.

What is your age?
18-29 ☐ 30-49 ☐ 50-64 ☐ 65+ ☐

Employment status?
Employed; Full-time ☐ Unemployed ☐ Retired ☐
Employed; Part-time ☐ Student ☐ Other ☐

Postcode? Gender

For the surveyor to complete

Number of weeks zebras have been in East Street weeks

Thank you very much for taking the time to answer the questionnaire.

Your responses will help us to improve the urban fabric and liveability of the Southern Bargate sector.

Appendix L East Street Zany Zebra & Road Closure Business Survey

Survey

East Street business survey

This anonymous survey aims to understand the impact of the pedestrianisation and Marwell Zany Zebras schemes recently implemented in East Street. Your responses will be valuable in providing the City Council data into the impacts of the interventions and how they were perceived, helping guide the regeneration of the area.

Question 1.

How would you rate the impact on your business of the Zany Zebra, pedestrianisation and street lighting interventions in East Street?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Marwell Zany Zebras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrianisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christmas lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you wish for any of these interventions to be replicated in the future?

	More than once a year	Annually	No replication
Marwell Zany Zebras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrianisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2.

How would you rate the following impact factors of the Marwell Zany Zebra intervention?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Visitors perceptions of East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic of East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors glancing at shopfront	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has the intervention altered your own perception of East Street?

Yes, notably ☐

Moderately ☐

No ☐

Has the intervention altered the amount traders talk to each other?

Yes, notably ☐

Moderately ☐

No ☐

How did you find the Marwell Zany Zebras affected certain factors of your business?

	Large increase	Increase	No impact	Decrease	Large decrease
Footfall during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footfall after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of the sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likelihood of people revisiting East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bring new visitors to East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trader wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you have any issues/complaints with the Marwell Zany Zebras?

Yes ☐

No ☐

If yes, please state:

Question 3.

How would you rate the following impact factors of the pedestrianisation intervention?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Visitors perceptions of East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic of East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors glancing at shopfront	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the following elements of the pedestrianisation?

	Did not notice	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Table football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has the intervention altered your own perception of East Street?

Yes, notably ☐

Moderately ☐

No ☐

Has the intervention altered the amount traders talk to each other?

Yes, notably ☐

Moderately ☐

No ☐

Did the road closure alter your perception of pedestrianisation?

More in favour ☐

No change ☐

Less in favour ☐

If the road were closed permanently, would you utilise the pedestrian environment to sell/promote your business?

Yes, all the time ☐

Yes, sometimes ☐

No, never ☐

How did you find the road closure affected certain factors of your business?

	Large increase	Increase	No impact	Decrease	Large decrease
Footfall during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footfall after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of the sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likelihood of people revisiting East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bring new visitors to East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trader wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you have any issues/complaints with the road closure?

Yes ☐

No ☐

If yes, please state:

Question 4.

How do you find East Street to be performing currently?

How do you foresee the future of East Street in its current state?

What visitor base should East Street be targeted toward most? (please tick only one)

City centre visitors

☐

General public

☐

Students

☐

Local community

☐

Short stay visitor

☐

Other

☐

Question 5.

How do you rate these intervention?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Digital skills training for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase connections with the city centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing campaign for East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Markets on the street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrianisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rates reduction for new businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailer community engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Redevelop and unify retail frontages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Start-up community services/groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student markets & student café	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What would you wish to see happen on East Street?

Rate the following qualities of the East Street retail environment?

	Very positively	Positive	Neither positive nor negative	Negatively	Very negatively
Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distinctive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Functional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inclusive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe & Secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If a retail unit is vacant would you wish for it to be occupied with any activity or have regulations restricting certain usage?

Occupied with any activity

☐

Regulations restricting usage

☐

Question 6

Do you attend the Eastgate Business Association meetings?

Regularly attend

☐

Occasionally attend

☐

Do not attend

☐

If you do not attend, please state why

What would make you attend?

Increased trader involvement

☐

City Council involvement

☐

Greater budget

☐

Other

☐

Question 7.

Rank the importance of the following stakeholders in redeveloping East Street?

City Council

☐

Students

☐

Traders

☐

Local community

☐

How would you rate your relationship with the City Council regarding East Street?

Very positive

☐

Positive

☐

Neither positive nor negative

☐

Negative

☐

Very negative

☐

How would you rate your ability to communicate ideas/concerns regarding East Street to the City Council?

Very easy

☐

Easy

☐

Neither easy nor difficult

☐

Difficult

☐

Very difficult

☐

Question 8.

What is the size of your business?

Micro (1-9 employees)

☐

Small (10-49)

☐

Medium (50-249)

☐

Large (250+)

☐

How long has your business been trading in its current locale?

Less than 3 months

☐

3-12 months

☐

1-2 years

☐

More than 2 years

☐

Who does your business target?

City centre visitors

☐

General public

☐

Students

☐

Local community

☐

Short stay visitor

☐

Other

☐

What are your businesses future plans for the next five years?

Where on East Street is your store positioned?

East of Back of the Walls

☐

West of Back of the Walls

☐

Thank you very much for taking the time to answer the questionnaire.

Your responses will help us to improve the urban fabric and liveability of the Southern Bargate sector.

Appendix M East Street Road Closure Visitor Survey

Survey

East Street road closure intervention visitor survey		Date:																																																												
<p>This anonymous survey aims to understand the impact of the road closure recently implemented in East Street and what the impact is on you, the visitor. Your responses would be valuable in providing the City Council data into how the area is perceived and used and what interventions would be favoured by the public.</p>																																																														
<p>Question 1.</p> <p>Would you visit East Street today if the road closure was not in place? Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Has the road closure had an impact on your walking experience, and if so how?</p> <p style="margin-left: 40px;">No change <input type="checkbox"/> Altered route <input type="checkbox"/> Reduced noise <input type="checkbox"/> Slowed down pace <input type="checkbox"/> Improved air quality <input type="checkbox"/></p> <p style="margin-left: 40px;">Other <input type="text"/></p> <p>Has the road closure altered your knowledge of East Street? Yes, greatly <input type="checkbox"/> Moderately <input type="checkbox"/> No <input type="checkbox"/></p> <p>Did you notice the road closure from the High Street? Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>When did you last visit East Street? <input style="width: 150px;" type="text"/></p>																																																														
<p>Question 2.</p> <p>How would you rate the following factors of the road closure in East Street?</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #e6f2ff;"> <th></th> <th>Very positive</th> <th>Positive</th> <th>Neither positive or negative</th> <th>Negative</th> <th>Very negative</th> </tr> </thead> <tbody> <tr> <td style="text-align: left;">Location of the closure</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td style="text-align: left;">Activities in the street</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td style="text-align: left;">Street furniture</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td style="text-align: left;">Overall impression of closure</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>				Very positive	Positive	Neither positive or negative	Negative	Very negative	Location of the closure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Activities in the street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Street furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overall impression of closure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																														
	Very positive	Positive	Neither positive or negative	Negative	Very negative																																																									
Location of the closure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Activities in the street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Street furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Overall impression of closure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
<p>Question 3.</p> <p>Has the road closure had an effect on your perception of the aesthetic of East Street and the likelihood of you visiting?</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #e6f2ff;"> <th></th> <th>Yes</th> <th>Moderately</th> <th>No</th> </tr> </thead> <tbody> <tr> <td style="text-align: left;">Perception of the aesthetic</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td style="text-align: left;">Likelihood of visiting East Street</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td style="text-align: left;">Likelihood of visiting closed area</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>				Yes	Moderately	No	Perception of the aesthetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likelihood of visiting East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likelihood of visiting closed area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																												
	Yes	Moderately	No																																																											
Perception of the aesthetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																											
Likelihood of visiting East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																											
Likelihood of visiting closed area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																											
<p>Question 4.</p> <p>Does the road closure effect the following <i>qualities</i> of the East Street retail environment?</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #e6f2ff;"> <th></th> <th>Very positively</th> <th>Positive</th> <th>No change</th> <th>Negatively</th> <th>Very negatively</th> </tr> </thead> <tbody> <tr><td style="text-align: left;">Accessible</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Attractive</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Clean</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Comfortable</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Distinctive</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Functional</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Inclusive</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Safe & Secure</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> <tr><td style="text-align: left;">Viable</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr> </tbody> </table>				Very positively	Positive	No change	Negatively	Very negatively	Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Distinctive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Functional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inclusive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safe & Secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Viable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Very positively	Positive	No change	Negatively	Very negatively																																																									
Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Distinctive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Functional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Inclusive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Safe & Secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
Viable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																									
<p>Question 5.</p> <p>Did you attend the East Street Arts Festival? Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Did you observe the Marwell Zany Zebras installed across East Street? Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes to either, please state whether the road closure, zebras or festival had the greater impact on your perceptions of the sector and likelihood of visiting?</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #e6f2ff;"> <th></th> <th>Road closure</th> <th>Arts Festival</th> <th>Marwells Zany Zebras</th> <th>None</th> </tr> </thead> <tbody> <tr> <td style="text-align: left;">General perceptions</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td style="text-align: left;">Likelihood of visiting</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>				Road closure	Arts Festival	Marwells Zany Zebras	None	General perceptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likelihood of visiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																													
	Road closure	Arts Festival	Marwells Zany Zebras	None																																																										
General perceptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																										
Likelihood of visiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																										
<p>Question 6.</p> <p>Which of the following pedestrianisation options would you prefer for East Street?</p> <p style="margin-left: 40px;">Not trialled again <input type="checkbox"/> Temporary <input type="checkbox"/> Permanent <input type="checkbox"/></p> <p>If you wish to see further pedestrianisation, would you favour the entire road or the current section being closed?</p> <p style="margin-left: 40px;">Entire road <input type="checkbox"/> Current section <input type="checkbox"/></p>																																																														
<p>Question 7. (Please leave blank if you prefer not to answer)</p> <p>What is your age? 18-29 <input type="checkbox"/> 30-49 <input type="checkbox"/> 50-64 <input type="checkbox"/> 65+ <input type="checkbox"/></p> <p>Employment status?</p> <p style="margin-left: 40px;">Employed; Full-time <input type="checkbox"/> Unemployed <input type="checkbox"/> Retired <input type="checkbox"/></p> <p style="margin-left: 40px;">Employed; Part-time <input type="checkbox"/> Student <input type="checkbox"/> Other <input type="checkbox"/></p> <p>Postcode? (first half) <input style="width: 100px;" type="text"/> Gender <input style="width: 100px;" type="text"/></p>																																																														

Thank you very much for taking the time to answer the questionnaire. Your responses help us improve the urban fabric & liveability of East Street

Appendix N Retailers' Complaints with the Quality of Place Intervention

The following table details retailers' specific complaints with the intervention which were compiled to create Table 8.5.

Poorly executed	Good idea but poorly executed	2
	Closure was a surprise and confusing	1
	Made the street seem worse	2
No activity	No events	4
	Confused as signage said events and there was no activity. All the signs made the road look closed and reduced traffic	3
	Signage and lack of trader involvement in events was frustrating	2
	Lack of events, should've been in the summer, lost parking and poor signage	1
Looked like it was closed to the public	Signage made the road look closed	5
	Road looked closed from the High Street	2
	Signage was poor and lack of correspondence with SCC	1
Loss of parking and car access	Lack of parking	1
	No events and lost parking bays	1
	Need the road to market to vehicular traffic	1
	Road is best feature & signage poorly worded, closed not pedestrianised	1
	Street is for cars, better as a road, only pedestrianised for one-off big events	1
	Short term closure with no activity seemed strange and was annoying for the loss of parking.	1
Other	Whole road should be closed	1
	Needed more involvement between traders, community and the Council	1
	Felt unsafe in the evening	1
	No marketing	1

Appendix O Control Survey

Survey

Southern Bargate business survey

This anonymous survey aims to understand the impact of the East Street Arts Festival, pedestrianisation and Marwell Zany Zebras schemes recently implemented in East Street. Your responses will be valuable in providing the City Council data into the impacts of the interventions and how they were perceived, helping guide the regeneration of the area.

Question 1.

How would you rate the impact on your business of the Arts Festival, Zany Zebra, pedestrianisation and street lighting interventions in East Street?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
East Street Arts Festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marwell Zany Zebras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrianisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christmas lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you wish for any of these interventions to be replicated in the future?

	More than once a year	Annually	No replication
East Street Arts Festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marwell Zany Zebras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrianisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2.

How would you rate the following impact factors of the East Street Arts Festival intervention on Hannover Buildings?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Visitors perceptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bring new visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likelihood of people revisiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors glancing at shopfront	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has the intervention altered your own perception of Hannover Buildings?

Yes, notably ☐ Moderately ☐ No ☐

Has the intervention altered the amount traders talk to each other?

Yes, notably ☐ Moderately ☐ No ☐

How did you find the East Street Arts Festival affected certain factors of your business?

	Large increase	Increase	No impact	Decrease	Large decrease
Footfall during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footfall after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of the sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trader wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you have any issues/complaints with the East Street Arts Festival?

Yes ☐ No ☐

If yes, please state:

Question 3.

How would you rate the following impact factors of the Marwell Zany Zebra intervention on Hannover Buildings?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Visitors perceptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bring new visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likelihood of people revisiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors glancing at shopfront	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has the intervention altered your own perception of Hannover Buildings?

Yes, notably ☐ Moderately ☐ No ☐

Has the intervention altered the amount traders talk to each other?

Yes, notably ☐ Moderately ☐ No ☐

How did you find the Marwell Zany Zebras affected certain factors of your business?

	Large increase	Increase	No impact	Decrease	Large decrease
Footfall during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footfall after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of the sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trader wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you have any issues/complaints with the Marwell Zany Zebras?

Yes ☐ No ☐

If yes, please state:

Question 4.

How would you rate the following impact factors of the pedestrianisation intervention on Hannover Buildings?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Visitors perceptions of East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic of East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bring new visitors to East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likelihood of people revisiting East Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors glancing at shopfront	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix O

How would you rate the following elements of the pedestrianisation?

	Did not notice	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Table football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has the intervention altered your own perception of Hannover Buildings?

Yes, notably

☐

Moderately

☐

No

☐

Has the intervention altered the amount traders talk to each other?

Yes, notably

☐

Moderately

☐

No

☐

Did the road closure alter your perception of pedestrianisation?

More in favour

☐

No change

☐

Less in favour

☐

How did you find the road closure affected certain factors of your business?

	Large increase	Increase	No impact	Decrease	Large decrease
Footfall during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footfall after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue after the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of the sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trader wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you have any issues/complaints with the road closure?

Yes

☐

No

☐

If yes, please state:

Question 5.

How do you find your street to be performing currently?

How do you foresee the future of your street in its current state?

What visitor base should your street be targeted toward most? (please tick only one)

City centre visitors

☐

General public

☐

Students

☐

Local community

☐

Short stay visitor

☐

Other

☐

Question 6.

How do you rate these intervention?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
Digital skills training for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase connections with the city centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing campaign for Hannover Buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Markets on the street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrianisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rates reduction for new businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailer community engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Redevelop and unify retail frontages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Start-up community services/groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student markets & student café	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What would you wish to see happen on your street?

Rate the following qualities of the Hannover retail environment?

	Very positively	Positive	Neither positive nor negative	Negatively	Very negatively
Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distinctive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Functional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inclusive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe & Secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If a retail unit is vacant would you wish for it to be occupied with any activity or have regulations restricting certain usage?

Occupied with any activity

☐

Regulations restricting usage

☐

Question 7.

Do you attend the Eastgate Business Association meetings?

Regularly attend

☐

Occasionally attend

☐

Do not attend

☐

If you do not attend, please state why

What would make you attend?

Increased trader involvement

☐

City Council involvement

☐

Greater budget

☐

Other

☐

Appendix O

Question 8.

Rank the importance of the following stakeholders in redeveloping your street?

City Council ☐ Students ☐ Traders ☐ Local community ☐

How would you rate your relationship with the City Council regarding your street?

Very positive ☐ Positive ☐ Neither positive nor negative ☐ Negative ☐ Very negative ☐

How would you rate your ability to communicate ideas/concerns regarding your street to the City Council?

Very easy ☐ Easy ☐ Neither easy nor difficult ☐ Difficult ☐ Very difficult ☐

Question 9.

What is the size of your business? Micro (1-9 employees) ☐ Small (10-49) ☐ Medium (50-249) ☐ Large (250+) ☐

How long has your business been trading in its current locale?

Less than 3 months ☐ 3-12 months ☐ 1-2 years ☐ More than 2 years ☐

Who does your business target?

City centre visitors ☐ General public ☐ Students ☐ Local community ☐ Short stay visitor ☐ Other ☐

What are your businesses future plans for the next five years?

Thank you very much for taking the time to answer the questionnaire.

Your responses will help us to improve the urban fabric and liveability of the Southern Bargate sector.

UNIVERSITY OF
Southampton

Appendix P Future Cities and Environment paper

Future Cities and Environment

Turner, P. et al. 2018. Aspirations of Retailers and Visitors Towards the Regeneration of Declining Streets in Cities. *Future Cities and Environment*, 4(1): 14, 1–12, DOI: <https://doi.org/10.5334/fce.45>

CASE STUDIES

Aspirations of Retailers and Visitors Towards the Regeneration of Declining Streets in Cities

Philip Turner*, AbuBakr Bahaj* and Despoina Teli†

City Centre retail spaces are integral to the sustainability of cities, and within this hierarchy secondary shopping streets, which act as hubs for local communities and businesses, have become isolated. There is now a recognised need for academic studies to reverse these trends in these areas, especially in a UK context. This work analysed and compared stakeholders' perceptions of urban interventions in a declining secondary retail area in Southampton. The investigation was based on interviews and surveys of stakeholders, as well as observational studies enhanced through analysis of secondary data.

This paper presents the outcomes of such investigations addressing the perceptions and behaviours of retailers and visitors, focusing on where these are aligned or divided. The overall results reveal that retailers are more concerned with 'static' improvements, such as parking provisions or building façade improvements, while visitors are concerned with active and spatial improvements, with street level interventions being the most important. The results also show that (a) whilst retailers may believe that they understand what visitors require; they differ greatly and (b) many aspirations of retailers are costly or dependant on other businesses' intentions. Visitor's desires: include the reuse of vacant stores and creation of public space, which are far more viable, and can be enacted by governance. Such options should be trialled as a means to educate and improve understanding of less traditional interventions. The paper also provides input on ways to make these failing areas more sustainable through a shared vision and wide applicability.

Keywords: Retail; Regeneration; Sustainability; Cities; Public space

1. Introduction

Cities have been described as transaction machines enabling human interaction (Stonor, 2011) with city centre retail spaces an integral part of the socio-economic fabric, acting as a centre of creativity allowing local communities to pass, relate and transact (Granger, 2010; Griffiths, 2015). Research has proven that city centre viability is essential to the sustainability of cities (Ozuduru et al., 2014), and retailers' economic and cultural role within a city requires study at multiple scales, from various theoretical viewpoints (Wrigley and Lowe, 2002).

The aim of this study is to examine how businesses and visitors perceive secondary retail areas and actual and potential interventions, beginning to understand how stakeholders compare and contrast and what impacts their perceptions have upon their behaviour. The paper adds to the ongoing literature on the regeneration of

the UK retail environment by providing insights into the complexity and diversity of secondary retail and how this affects implementing sustainable regeneration.

Secondary retail locations have been defined as either; town centre fringe retail streets on the periphery of major town centres, urban district centres within large towns/cities or local centres which are the retail streets of small towns and villages (Hillier Parker, 2000; Tym, 2000). It is necessary to distinguish between these types of secondary shopping areas as they each have distinct issues that merit independent investigation (Tym, 2000). This research is specifically looking at peripheral streets in town centres where the hierarchical terms 'primary retail areas' and 'secondary retail areas' are used to distinguish between types of retailers present, pedestrian flows, size of retail units and rental values (Baldock et al., 2004). Primary retail areas are characterised by having a high representation of national retailers, larger units and high pedestrian flow and rental values. Secondary retail areas differ in that they are defined as having relatively small retail units and are predominantly occupied by independent retailers with low pedestrian flow and rental values. This definition concurs with definitions used in planning documentation which further state that secondary retail areas are within walking distance of primary retail areas

* Energy and Climate Change Division, Sustainable Energy Research Group (www.energy.soton.ac.uk), Faculty of Engineering and the Environment, University of Southampton, Southampton, UK

† Division of Building Services, Department of Architecture and Civil Engineering, Chalmers University of Technology, Göteborg, SE

Corresponding author: Philip Turner (padt1g09@soton.ac.uk)

(200–300 metres) and provide greater opportunities for a diversity of uses (GVA, 2015; Harris, 2015). It has been noted that the terminology 'secondary retail areas' can often make one think that they are inferior but its usage is solely to recognise the different role such an area provides, as they contribute a multitude of benefits to the community and liveability of the city (Baldock et al., 2004; Clarke and Banga, 2010).

Secondary retail areas, with a wide diversity of outlets, play a significant role in the local community providing a vibrant public and street culture compared to the more regulated primary areas (Millington and Ntounis, 2017). They often act as a hub, meeting the needs of local, disadvantaged and socially excluded communities, and those with limited finances or mobility, reflecting place-based diversity (Clarke and Banga, 2010; Findlay and Sparks, 2012; Quinn et al., 2013). Small enterprises aid the growth of entrepreneurs who contribute to improving the quality of life for those supporting their profits (Bhale and Bhale, 2013). They are a notable contributor to local and regional economies when compared to primary retail areas (Calderwood and Davies, 2012; Quinn et al., 2013), a significant source of local entrepreneurial innovation (Jones and Evans, 2008; Quinn et al., 2013) and are a breeding place for innovation and the development of niche, specialist retailing allowing for a wider diversity tailored to local needs (Hallsworth and Orchard, 2009). Furthermore, employment opportunities are greater in secondary retail areas, where on a sale-for-sale basis small to medium enterprises (SMEs) employ more staff (Wheeler, 2007).

The UK retail market has had a long-established characteristic of being subject to sequential periods of change (Parker et al., 2017; Schiller, 2001). Over the previous decades retail has been, and still is, undergoing a period of transformation, with key changes including the growth of out-of-city and inner-city developments and the rise of 'convenience culture' (Hart et al., 2013; Peel and Parker, 2017; Thomas et al., 2004). Following the 2008 economic crisis and the emergence of e-commerce, consumers are fundamentally different to how they were pre-recession (Slaughter and Grigore, 2015). Town centre consumers have re-evaluated the economic and social costs associated with retail (Wrigley and Lambiri, 2015) with an increased interest in experiences and co-consumption (Lindblom and Lindblom, 2017). As a result of these changes, the numbers employed in retail and shops in the city centre have been in decline, with predictions of 900,000 fewer retail jobs by 2025, approximately a third of the 3,022,000 employed in retail in 2014 (British Retail Consortium, 2016). Added to this a focus on town centres and 'new' spaces has led to a changing 'centre of gravity' isolating peripheral secondary streets (Baldock et al., 2004) leading some areas to become disconnected and derelict (Millington and Ntounis, 2017). Studies have shown that secondary areas do not follow the same trends as primary areas, with a different capacity to accommodate change (Findlay and Sparks, 2012). SMEs have less responsive measures available to combat the changing market compared to larger firms which can invest (in technology or training) and reduce costs by improving efficiencies, so

this evolution is likely to be of particular importance to secondary retail (British Retail Consortium, 2016).

There are a number of key performance indicators (KPIs) used to measure city centre retail performance, such as the National Planning Policy Guidance (DCLG, 2014), Understanding High Street Performance Report (GENECON, 2011), and Colliers International (2013). Whilst these vary, they often focus on four key KPIs; footfall, consumer and business satisfaction, diversity of business establishments and economic activity (Lawlor, 2013). These current methods for determining the KPIs consider the retail core as a whole rather than its constituent parts and whilst they produce generalized statistics, there is little recorded regarding the perceptions of stakeholders. Added to this, research has looked to classify retail centres, where Coca-Stefanki (2013) created a Town Centre Classification Matrix which determined city 'personality' types. This was dependent upon the visitors they aim to attract (local, regional, national or international) and their equity focus (be that economic profit or social capital), meaning a centre could range from community-focused to specialist. An alternative approach by Quin (2016) classified towns upon their change in footfall during the year classifying centres as either holiday, convenience/community, speciality or comparison. These methods have strong merits and are useful tools for governance however different sectors within a centre are distinct and can be categorised in the same fashion. Studying a particular area of retail will increase the understanding of how the various stakeholders perceive and react to interventions determining where there is a shared vision and understanding.

While there has been much research into city centres (Kärholm et al., 2012; Lawlor, 2013; Thompson et al., 2015), there is a recognised need for academic studies which report on retail change in secondary areas (Hallsworth and Orchard, 2009). Specifically, local context data is required to understand how spatial and economic factors affect SME retailers within city centres (Findlay and Sparks, 2012). This work seeks to contribute to the development of knowledge on prioritising success in secondary and tertiary retail districts, providing understanding of their place in the city, particularly with regard to inner city developments and changes in retail. The work explores approaches, which may become valuable for the regeneration of city centres across the UK through addressing underused sectors.

The paper proceeds by first describing the case study for the work highlighting the problems facing secondary retail, followed by the methodology and findings of the visitor and business surveys. It concludes by describing the differences in stakeholder perceptions providing inputs on ways to improve the sustainability of secondary retail areas through a shared approach.

2. Case Study

The case study (Figure 1) is situated in the centre of the City of Southampton as whilst relatively small in comparison to other major cities, shares many elemental characteristics with other cities and was one of the first UK cities

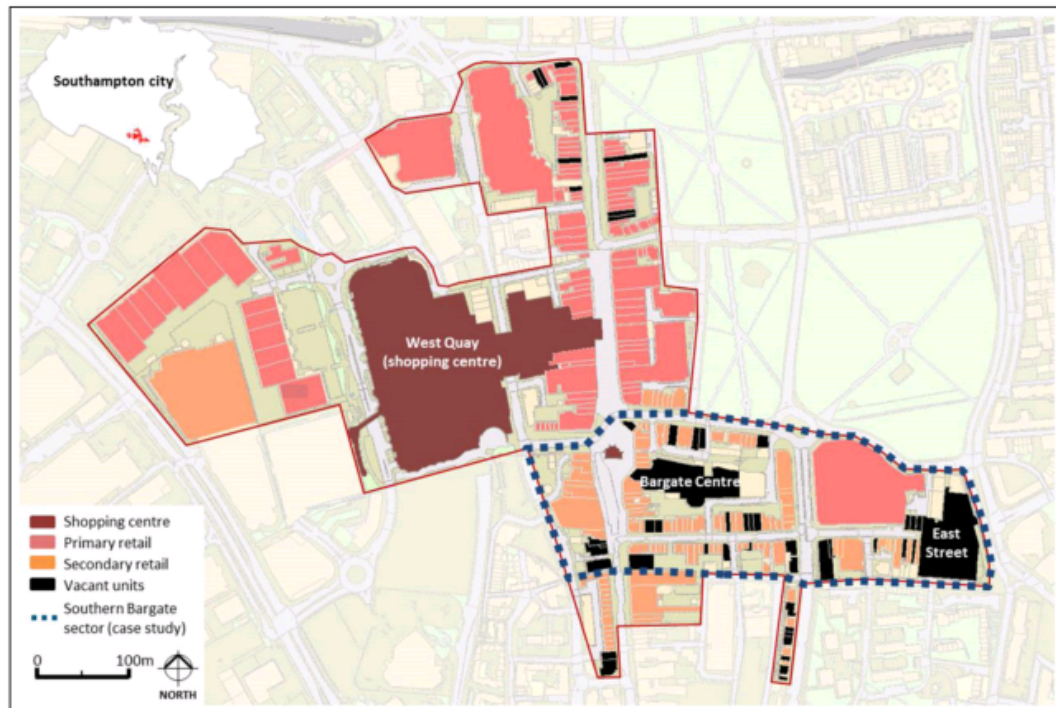


Figure 1: Location of case study in Southampton city centre with vacancies (April 2015).

to experience a city centre retail-led regeneration scheme (Hallsworth and Orchard, 2009). The city established the transformation from 1980s out-of-town developments to inner city renewal with the opening of a major city centre shopping centre, West Quay, in September 2000. It was the largest of its type at the time (74,500 m²), recentring the retail core which was previously linear in nature reflecting an American “dumb-bell” form spanning north to south across a traditional high street (Husain, 1981). A study by Lowe determined that on balance the introduction of a new shopping centre had been a positive force for change, enabling further urban redevelopment/regeneration projects (2007). Alternate research however identified that SME retailers were disadvantaged, concluding that the city should become more proactive in locating areas which require additional and alternative regeneration (Hallsworth and Orchard, 2009).

The area investigated for this study is the Southern Bargate sector, a collection of secondary retail streets situated to the south, east of the city centre. The allocation of primary and secondary retail areas as shown in **Figure 1** is in accordance with the distribution outlined in the Southampton City Centre Action Plan (2015). The area is currently architecturally and aesthetically unappealing, with the urban form defined by a number of small development blocks, and some larger single-footprint buildings. This historically significant area (previously the centre of the city) is supposed to provide a connection between the retail core and the southern waterfront however the closure of two shopping centres (Bargate

Centre & East Street) has led to the area being further disconnected and isolated. The city has a clear divide in primary and secondary retail sectors in the centre with levels of pedestrian flow and occupancy being far lower in the case study sector (Feria Urbanism, 2015; Harris, 2015). The factors outlined; recentred retail core, poor connections, tired aesthetics, and reduced levels of footfall and occupancy are represented in similar areas across the UK (GVA, 2015; Shepherd, 2013).

3. Methodology

The study utilised quantitative and qualitative methods; involving primary research in the form of surveys with city centre consumers (referred to as visitors) and interviews with retailers, observational studies and analysis of secondary data, such as GIS data sets, methods in line with similar studies (Cachinho, 2014; Findlay and Sparks, 2012; Ozuduru et al., 2014).

Face-to-face surveys and interviews were conducted to discern traders and visitors behaviour, views on the sector's current state and the perception and influence of urban interventions and change in the city. Multiple survey methods were trialled for businesses including drop-off, internet and phone surveys, with the first two being most convenient for both parties. Under trial however both forms had minimal responses, even following numerous trips to the retailers to remind them to complete it. Phone surveys also yielded low response rates with many retailers not picking up the phone and those that did were not prepared to answer questions over the phone, instead

asking the researcher to personally visit the store to conduct an interview. For these reasons the surveys were personally conducted in individual shops, with retailers being interviewed in-between serving customers. The visitor surveys were conducted following the business interviews and were condensed to enhance the likelihood of uptake and to retain participants' interest and not adversely affect responses. They were undertaken individually face-to-face with the researcher on the street to ensure full comprehension and to minimise social bias responses. The interviews and surveys were composed of a mix of direct, factual questions and subjective ranking/selection questions designed to prompt opinions from the participants. Many questions measured responses on an interval level, using the likert scaling method on a 1–5 disagree-agree response scale, allowing participants to remain neutral whilst providing sufficient detail on the degree to which they agreed or disagreed with individual responses. Numerous retail studies have based their findings on surveys, using bottom-up data collection (Kärholm et al., 2012; Ozuduru et al., 2014; Thompson et al., 2015) valuing the specific knowledge of local respondents, many of whom have been present for many years.

A census of retail was undertaken to record data on store location, typology and occupancy as well as the size of the business. This involved a research personnel walking the streets of the city centre area across multiple days to ensure all businesses, including those that are part-time, were recorded. Alongside this urban morphology analysis was conducted using GIS data sets to analyse the urban form, understanding building footprints, door encounter rates and pedestrian priority surface coverage. Pedestrian flow (quantity of people moving one way through an area/virtual gate in a set time) was recorded through manual observations across multiple zones in the city. The footfall study was undertaken over a four week period in September with recordings taken across ten time periods from 8 am to 6 pm on weekdays and weekends. Footfall in retail areas is under a constant state of flux, highly dependable upon factors such as weather, day of the week and time of the year (Turner et al., 2011) and the recordings were to provide a guide on visitors preferred shopping hours.

In-depth interviews with retailers were undertaken in April 2015, sampling 33 out of 68 businesses in the Southern Bargate sector. The retail census was also undertaken in April 2015 alongside the urban morphology

analysis. The visitor survey was undertaken over a number of days in September 2015, sampling 120 visitors across the full breadth of the external city centre streets. The range of respondents were similar in age and employment demographic to Southampton census data (ONS, 2011). The sample sizes may appear limited; however they are sufficient in comparison to similar studies which have interviewed relatively few participants, such as 11–20 businesses and 20–44 consumers, stating difficulties in establishing contact with respondents. (Andres Coca-stefaniak et al., 2010; Kärholm et al., 2012; Thompson et al., 2015; Wagner et al., 2005). A study in Turkey assumed the number of visitors that should be surveyed for a study to be significant was in proportion to the span of the street. They concluded that one should survey approximately 87 visitors per km of street (Ozuduru et al., 2014). The external retail streets in the city centre measure 1.4 km in length which would require 120 participants. As the key for this work is to understand differences in stakeholders' perceptions of actual and proposed interventions a snapshot survey was deemed suitable, with the findings providing a solid indication of the general consensus. Before any survey studies commenced, they obtained ethics approval from the University's Ethic committee and were authorized by the City Council.

4. Results

Results from the retail census (**Table 1**) show secondary streets to have a far greater percentage of vacant retail units (30%) compared to primary areas (8%). There is a noticeable difference in the percentage of pedestrian priority surface areas, primary areas were found to have a large percentage of area prioritized to walking (85%) whereas secondary areas had more space for vehicular access. One street in the sector only had 46% of surfaces designated for pedestrian usage. Sizes of retail units in the case study were smaller than other sectors with only 26% of units larger than 200 m², compared to the shopping centre and primary areas (which were each 44%). Further differences were noted in the ratio of independents to chain stores, the shopping centre unsurprisingly is dominated with national chains while secondary areas have far more independent stores (47%). This all being said the door encounter rate (average distance for a pedestrian to pass-by a doorway) is similar across sectors so there is similar density of activity. Store typologies across the retail hierarchy differed, particularly in the percentage

Table 1: Census of retail units in Southampton city centre (April 2015).

	Shopping Centre	Primary Retail	Secondary retail	Tertiary retail
% of vacant retail units	2%	8%	30%	25%
% of independent stores (1–2 stores)	1%	23%	47%	56%
% of large sized shops (≥200 m ²)	44%	44%	26%	23%
% of pedestrian priority surface	100%	85%	67%	45%
Door encounter rate (m)	7.2	7.4	7.6	12.7

of clothing and footwear outlets, which comprises the majority of businesses within Southampton's shopping centre (32%) and only 9% of secondary locations.

The reasons for vacancies were vast with the restriction in unit size being a common cause of concern for secondary areas not meeting modern retailer's needs (Duffy, 2015; Shepherd, 2013). Distance from the retail core appeared to correlate somewhat with levels of vacancies, indicating that visitor's retail route is possibly curtailed at edges of the city centre or impacted by the inferior pedestrian environment. Distance from the centre also related to the amount of pedestrian priority surfaces with southern and northern sections disconnected by wide roads in contrast to the pedestrianised centre. The difference in store typology is a nationwide concern with shopping centres focusing on clothing and footwear, as revealed by further retail censuses undertaken at Basingstoke's Festival Place and Birmingham's Bullring¹ (35% and 42% respectively). Restaurants and cafes are the second largest usage of units within shopping centres, which further reflects how the retail experience is more than the traditional concept of simply going somewhere to get something and the increasing trend of collaborative consumption (Lindblom and Lindblom, 2017).

Only 16 stores surveyed experienced the opening of West Quay, 50% of these experienced a large decrease in revenue, whilst 44% recorded a large decline in footfall. When asked how quickly changes in footfall and revenue occurred 45% indicated that it took one month while 40% indicated the effect was very gradual (months).

4.1. Visiting frequency

The primary high street (Above Bar) in the city centre was, as expected, the most widely visited sector within the City Centre with the majority of visitors surveyed (72%) frequenting the area two or more times a month whilst 31% visited 4 or more times. Very few of those asked (3%) never visited the precinct, a considerably low figure compared to the 30% of visitors who never visited secondary

streets. This said 80% of those surveyed who resided in the local postcode (SO14), visited secondary streets two or more times a month. **Figure 2** presents the cross-analysis of visiting frequencies to a secondary street and the high street with age group. It shows that there is a large proportion of 18–29 year olds who never visit a secondary retail area but none that never visit the high street, with very few (11%) only visiting once a month. The 18–29 bracket are most likely to visit the precinct four times a month (44%), while those aged 30–49 (depicted as the key target consumer by the Southern Bargate traders) have similar visiting frequencies for the two sectors, likely visiting the entirety of the city centre on their retail excursions.

Visitors were also asked to select the reason for their visit to the city centre and the findings revealed that retail sectors are not only places of transaction, but of pleasure and social engagement. Entertainment was the chief reason for visiting followed by shopping and then eating & drinking along with meeting friends. Shopping was only the reason for visiting for 40% of respondents whilst 11% were there for strolling/window browsing. The majority of visitors (85%) were found to favour stores opening later than 5 pm on a weekday, which seems logical when one considers that pedestrian flow in secondary areas was 30–70% higher from 5–6 pm (a time when the majority of stores in the sector are closed) than that from 10–11 am. When surveyed, 64% of businesses were willing to open later, this was however dependant on others following suit. Retailers opposed to altering traditional operating hours stated in interviews that they were not willing to compromise their current lifestyle.

4.2. Influence of urban factors

Participants were asked to rank five urban factor in terms of importance for the area, **Figure 3** shows that retailers ranked surrounding shops/businesses and available car parking as the most important factors to consider in a retail environment. Visitors (**Figure 4**) on the other hand

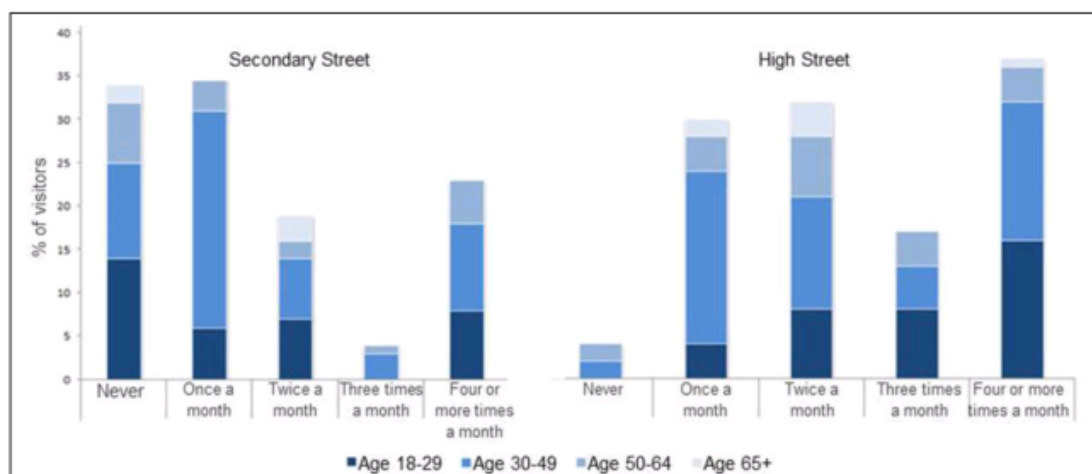


Figure 2: Distribution of the age of visitors visiting a secondary street and the high street.

did not perceive these factors to be overly important, with almost half of those surveyed (43%) not perceiving available car parking and times as important when deciding whether or not to visit a retail sector. Surrounding shops and businesses were considered to be of more importance, but notably only 23% thought them to be very important. Conversely, other factors such as open public space, green space and cultural and social activities had a far greater percentage of visitors perceiving them as very important (51%, 48% and 44% respectively). These results further support the suggestion that retail is an experience rather than mere transaction with visitors wishing to enjoy and experience retail spaces.

Visitors were asked to specify which qualities they perceived the secondary retail area to have (Figure 5), and they predominantly found it to be ‘accessible’ and a ‘local shopping area’ (63% and 57% respectively). This is interesting when one considers that Figure 3 shows businesses ranked accessibility as one of the more important factors impacting on trade, above quality of space. Visitors did not perceive the area to be distinctive, attractive or comfortable. Of particular significance is that only 17% of people considered the sector to be viable and 10% robust, indicating that many people do not envisage this sector as an integral element of the retail circuit but instead a historical edifice, managing to survive rather than flourish.

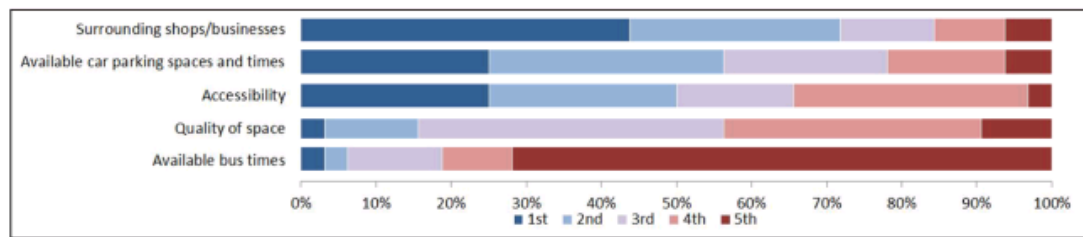


Figure 3: Ranking of impact from urban factors.

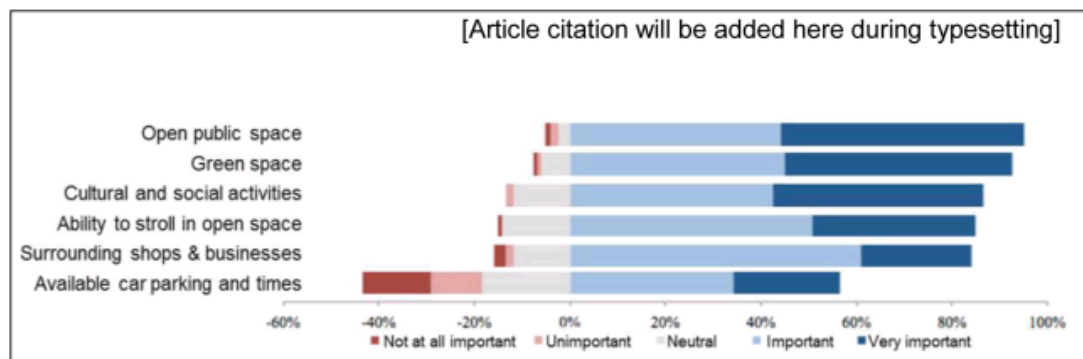


Figure 4: Importance of factors for visitors' when deciding to visit a retail environment.

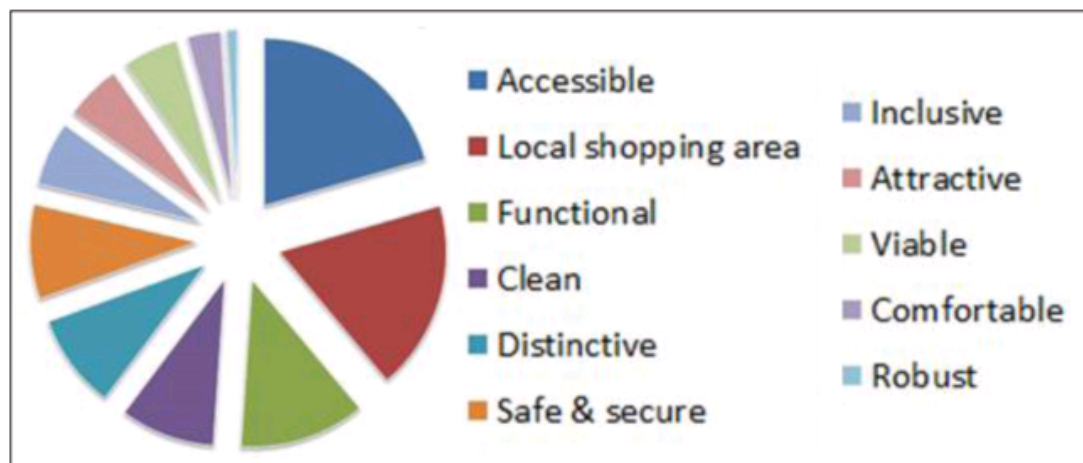


Figure 5: Visitors' perception of the Southern Bargate sector.

4.3. Urban interventions

Retailers were asked to rank a number of interventions regarding their potential impact on their business, **Figure 6** shows that the reoccupation of vacant stores was prioritised with over 60% ranking it as the most important potential intervention for their business. When asked whether they would wish for vacant retail units to be occupied with any activity or have regulations restricting certain usage, 40% wished for restrictions while 60% were in favour of a mixed-usage approach. Retailers also showed a preference for improvements to the quality of place, with pedestrianisation and quality of buildings ranked highly. Broad interventions however, such as creation of views to the sea and iconic buildings, were ranked relatively poorly. During interviews retailers were asked if the road were to be closed permanently would they utilise

the pedestrian environment and only 18% thought they would. Many (46%) said they would on occasions; however 36% said they never would.

The results above concur with **Figure 7** showing active streets (shops/cafes) to be businesses preferred intervention to attract footfall. Greenspace was also thought of highly, with participants explaining how they would like to see trees planted down the streets as had been undertaken in primary areas.

When visitors were asked which interventions were perceived to be most important, the results shown in **Figure 8** reveals that 63% of respondents considered reoccupation or reuse of vacant stores to be very significant, agreeing with the perception of business owners. The visitors' perceptions in **Figure 5** showed relatively low importance given to surrounding shops and businesses revealing that

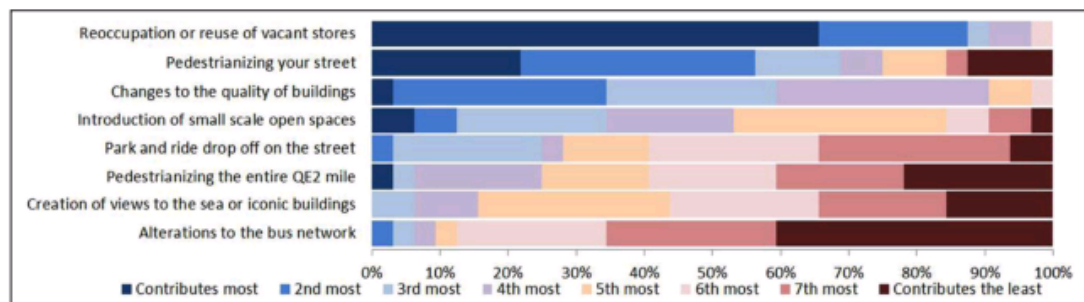


Figure 6: Ranking of proposed interventions importance to local businesses.

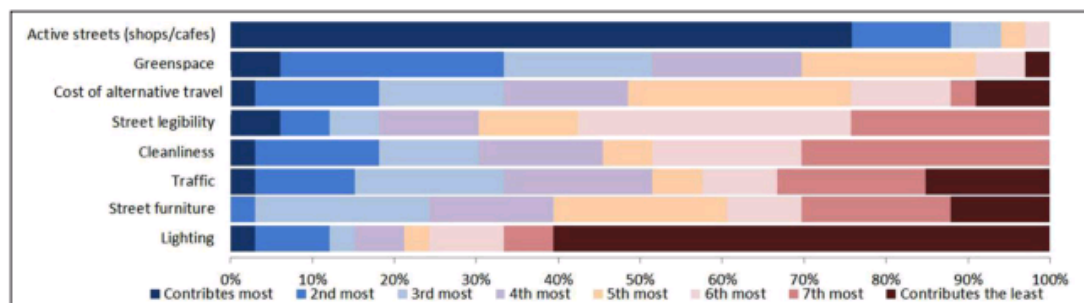


Figure 7: Ranking of interventions to increase foot traffic to local businesses.

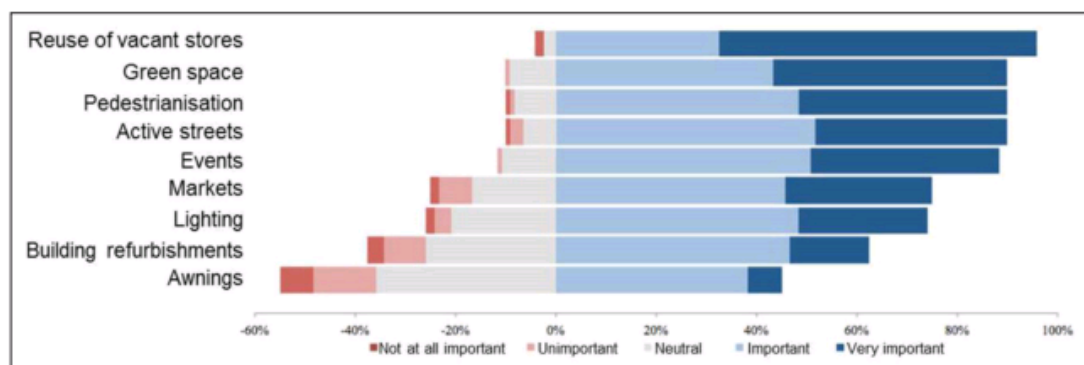


Figure 8: Visitors' perceived importance of proposed interventions.

vacancies are of far greater concern than shop types, as visitors wish for retail units to be occupied with limited concern given to the store itself. Pedestrianisation was also highly perceived by visitors, as with retailers, with 90% thinking it important. Further similarities between the two were found with visitors giving importance to active streets and markets (90% and 75% respectively). Not many visitors perceived the case study to be attractive, but relatively few considered traditional aesthetic improvements such as awnings and building refurbishments to be important interventions.

Retailers were asked if they attended business association meetings, with only 6 (18%) recording regular attendance, whilst 20 (60%) stated that they had never attended a meeting with 7 stating they attended on occasions. Those that did not attend were asked the reason why and **Table 2** reveals a range of barriers, with many stating that personal objectives (business or leisure) came before the collective. Two businesses revealed that they did not need to go as they were doing well and not reliant upon footfall, while 3 businesses felt they should not attend as it was more efficient to have a few businesses undertake all decisions on behalf of others. When asked what would make them attend meetings, 28% stated that increased involvement from the City Council would have an effect, whereas 40% stated that they would not become involved regardless.

Over half (56%) of retailers ranked traders as the most important stakeholders for regenerating a secondary retail area, however 45% of those businesses had never attended a business association meeting. The city council were considered of high importance by many however the fact that more businesses selected traders shows that they wish to be self-reliant and have confidence in themselves to do so.

5. Discussion

5.1. Evolving retail environment

The results of visitors' reasons for frequenting retail environments is in agreement with previous research which found that many people visited such areas for non-retail purposes (LSE Cities, 2017; Ozuduru et al., 2014; Stocchi et al., 2016). This multitude of needs (entertainment, dining and socialising) begins to establish the reason for reduced

usage of secondary streets as many of these areas, such as the case study do not cater for the diverse requirements of the post-recession consumer. The findings from visitors preferred urban interventions confirm studies that have shown that 'going to the shops' is no longer purely about retail (CBRE, 2015; Padilla and Eastlick, 2009). Streets are now required to provide a wider customer experience and support social and community (Griffiths et al., 2008; Grimsey, 2012).

The majority of businesses (85%) stated that major changes to the retail core took a month or more to alter visitor behaviour. This in accordance with the model of habit formation put forward by Michie et al. (2014) where it takes time for motivation to alter from predominantly reflective to automatic. This would indicate that any temporary periodical experiential interventions such as festivals and community events may not have lasting impacts due to visitors' entrenched perceptions and routines. For lasting behaviour change there needs to be continual occupation and usage of the space, something that would be costly for governance to support and so should be lead by retailers.

5.2. Divide in perceptions of retailers and visitors

For high streets to become more viable they need to adapt to the current and future demands of visitors, however local retailers have been found to be opposed to the notion that change is required (Millington and Ntounis, 2017). The findings revealed that retailers are primarily concerned with static factors of the retail environment such as parking provisions or building facades (**Figures 3 and 6**), in contrast to visitors preference for special and social interventions (**Figures 4 and 8**). Many traders interviewed believed they understood what visitors wanted citing that they talked to members of the public in their shops. Those individuals however have a specific mind-set compared to those shopping on the street or those who do not visit secondary retail areas. This conflict where retailers favour interventions that 'nudge' visitors into retail areas were of least importance to visitors and are considered in behavioural research as limited. Architectonic nudges, which encourage people to alter their movement through temptation, have limited impact in an environment with intense market competition (Warde, 2014), such as a retail area.

Table 2: Retailers reasons for not attending business association meetings.

Reasons for not attending	No. of businesses
Busy after work	9
Open late in the evening	5
Traders have no power to enact change	3
Let a few focus on the future of the street	3
Business is destination, does not require footfall	2
Focused on my business, not the retail community	2
No time as working on my business	2
Did not know there was an association	1

This divide in retailers and visitors was also expressed through retailers perceiving changes to the quality of buildings and travel (be it access or parking) as more important than active ones which were favoured by visitors. Many retailers commented during interviews how they experienced little change in footfall when the stores in the nearby Bargate Centre closed, but when the site itself shutdown there was an immediate drop in footfall, showing the impact of connections regardless of their quality. Retailers are heavily influenced by their past and this needs to be considered when intervening as perceived restrictions imposed by an environment can limit behaviour (Speller, 2006). This can create a feeling of helplessness whereby one perceives themselves as having no control of their area (Gifford, 2002).

In addition businesses perceived car parking to be inadequate and considered accessibility to be lacking, in contrast to visitors (**Figure 5**). This once again highlights the divide as visitors are likely to focus on how accessible streets are from their home, whereas businesses will consider a smaller scale, such as ease of access from the high street. Visitors did not perceive parking to be as important as traders, indicating either that parking in the city centre as a whole (once more, traders have a smaller scale of interest compared to visitors) is sufficient, or that parking as a concept is not overly important, relying on alternative forms of mobility. Furthermore, the ease of parking ones vehicle is not a reason in itself to go somewhere, if a place is sufficiently significant then people will travel. Cross-tabulation of visiting frequency and importance of factors for visitors found that those who perceived available car parking and times as very important were far more likely to rarely visit secondary areas than primary areas (67% compared to 37%). This however was only 23% of visitors surveyed, and city centre areas should move beyond drop-off visitors and focus on the majority that wished for open public spaces and activity (**Figure 4**). This misunderstanding of the general retail consumer was present in interviews where retailers stated that they targeted older visitors, believing them to have a greater potential income and thus being of most influence to their revenue. The findings in **Figure 2** however suggest that the 18–29 demographic needs to be targeted due to their propensity for regular repeated custom in primary areas. This concurs with research which has shown those aged 18–29 (Generation Y) are more willing to make impulse purchases (NRF Foundation, 2014).

5.3. Divide in perceptions of retailers

The complexity in the relationships and differing perceptions and behaviours of stakeholders goes beyond the divide between retailers and visitors as the traders themselves are also split. It is interesting to note that a number of specialist businesses have not been severely affected by the areas poor condition. Secondary areas are described as providing enhanced opportunities for new businesses (GVA, 2015; Harris, 2015) however established retailers in the case study were found to only require limited footfall. Businesses had relocated to the area because they only wanted to target specific customers, acting as a destination. Retailers situ-

ated in streets with less than 50% pedestrian priority surfaces were found to rank pedestrianisation lower than those in pedestrianised areas as they perceived the road to be an asset for drive-by purchases. Store type was also a varying factor, with charities opposed to pedestrianisation as they required vehicular drop-offs, whilst cafés and restaurants were found to favour such a scheme. Retailers were shown to be mixed over whether to utilise a pedestrianised area and this would allow a free opportunity to strengthen the link between their environment, creating a living space to meet visitor needs (Gehl et al., 2006; Machado et al., 2013). If however they are unwilling to occupy the space and create this connection, the merit of such a scheme is diminished. This unwillingness to change was also shown by the 36% of traders unwilling to alter trading hours (something 85% of visitors were in favour of). This can be understood with independents less flexible and often operated by a single individual (British Retail Consortium, 2016), however one must consider that those participating in the survey were predominantly more enthusiastic traders, willing to spend time on regenerating the sector and so if altering trading hours were to be pursued it is likely that a greater percentage would not follow suit. If a large proportion of retailers were not to undertake the initiative there would be an increase in closed businesses, making the area appear less desirable. These findings revealed that a large proportion of retailers were opposed to any changes to their default behaviour. Economic theory states that people act with rational self-interest, opposed to change while living in the moment, reliant upon memories (Samson, 2014). This uncertainty appears to be a major factor, with many retailers swayed by memories of past changes to the environment leading to falls in footfall. Subsequently they are more inclined to opt for a continuation of the norm, where no current behaviours for retailers and most importantly visitors are restricted, as they perceive that consumers have a preference to adjust rather than adapt, as they have witnessed this in the past. This fear of uncertainty can also explain why retailers ranked larger scale interventions poorly and preferred static interventions over active and spatial improvements (**Figures 3 and 6**).

This divide in retailers was further emphasised by 40% wishing to restrict vacant retail usage which gives a reason for why these areas remain the same as there are two fundamentally different population groups. Despite prioritising interventions for vacant stores (**Figures 3 and 6**) many retailers wished to pursue the default, even though they had stated it not to be working. The divide in retailers wishing to attend trader association meetings is also a concern as it has been reported that improved communication among stakeholders allows a retail area to better respond to visitors (Machado et al., 2013; Medway et al., 2000). Difficulty in attending meetings can be understood due to limitation for SMEs with previous research showing that many traders find it difficult to collaborate with each other due to financial and time constraints (Hall, 2015; LSE Cities, 2017) however the finding that 40% would never attend regardless of incentives is troubling as Hall (2015) states, business associations are places where retailers are able to engage in change.

Interviews found retailers to be highly dissatisfied, however this has not prompted grassroots action, instead many have become opposed to drastic change. This fear of uncertainty can be understood, but if businesses are unwilling to change their behaviour it is difficult to suggest governance invest in reinvigorating retail spaces as for consumers to change their visiting behaviour they require retailers to change. Secondary areas need to promote adaptability and flexible mixed-use of space and research from the HS2020 project in Market Rasen (Theodoridis et al., 2017, p. 386) has shown that without stakeholders agreement on the regeneration approach any change implemented will be short-lived. To develop a shared understanding of regeneration, and to promote organic change and take pressure away from top-down methods secondary areas need to be understood at an individual scale to understand the perceptions and behaviours of those occupying the space.

6. Conclusions

While there has been much work on classifying retail centres (Andres Coca-Stefaniak, 2013; Quin, 2016), this study has shown the conflicts that arise within. Other secondary streets will differ and to determine the typology of a retail street would assist in determining what measures should be taken. In a primary retail street almost all shops are large chains, however in secondary streets there is a greater mix of typologies and so a classification of secondary retail streets akin to those for entire retail centres, should be researched further. Added to this, there is currently no key performance indicator that measures retailers' behaviour and willingness to adapt. If practice is able to understand the specific dynamics of the retail area they may be able to enact sustainable change as they will have a greater understanding of retailer response.

This study has shown the challenges of engaging with retailers and visitors and the complexity of undertaking interventions in the interest of all parties. Visitors have shown that they require improvement to secondary retail environments beyond the aesthetic but this can only be achieved through retailers adapting their offering. Governance invests in a retail area in order to stimulate retailers to inhabit and connect their premises with the street creating a more diverse environment. In certain environments traders may be willing to adapt as a group but if the stakeholders have developed a level of helplessness an alternate approach is required. The implementation of temporary small-scale interventions, trialling schemes such as pedestrianisation, would educate and broaden retailers. If stakeholders see how their environment can be adapted they may have an increased desire to take ownership of the street and become more willing to adapt assisting in a more collaborative approach to the regeneration of secondary areas.

Enforcing a regeneration strategy that does not match the area is not an adaptable solution, whereby past history and retail typology are key determinants on retailers thinking and as a result, behaviour. Portas (2011) stated that one cannot and should not endeavour to save every retail street and before intervening, one needs to

determine whether secondary areas are satisfying specific requirements and are adaptable to the changing nature of retail and the diverse requirements of visitors. By determining the capacities and perceptions of stakeholders one can discern the appropriateness of interventions understanding whether a secondary area requires enhanced opportunities or capabilities to enact and support sustainable regeneration.

Note

¹ Censuses of the two shopping centres were undertaken in April 2015 and they were used for comparison as they were the largest inner-city shopping centres to follow West Quay with Basingstoke's Festival Place (93,903 m²) opening in October 2002 and then Birmingham's Bullring (115,200 m²) opening in September 2003.

Acknowledgements

This work is part of the activities of the Energy and Climate Change Division and the Sustainable Energy Research Group at the University of Southampton (www.energy.soton.ac.uk). It is also supported by EPSRC under grants: EP/J017698/1, Transforming the Engineering of Cities to Deliver Societal and Planetary Wellbeing, EP/N010779/1, City-Wide Analysis to Propel Cities towards Resource Efficiency and Better Wellbeing and EP/K012347/1, International Centre for Infrastructure Futures (ICIF).

Competing Interests

The authors have no competing interests to declare.

References

- Baldock, J, Mason, E and Wright, C. 2004. *The Role and Vitality of Secondary shopping – a New Direction*. London: National Retail Planning Forum.
- Bhale, S and Bhale, S. 2013. Entrepreneurship development at a small scale: a key to sustainable economic development. In: McIntyre, JR, Ivanaj, S and Ivanaj, V (eds.), *Strategies for Sustainable Technologies and Innovations*, 168–185. Cheltenham: Edward Elgar Publishing Limited. DOI: <https://doi.org/10.4337/9781781006832.00019>
- British Retail Consortium. 2016. *Retail 2020: Fewer but Better Jobs*, February 2016. London.
- Cachinho, H. 2014. Consumerscapes and the resilience assessment of urban retail systems. *Cities*, 36(1): 131–144.
- Calderwood, E and Davies, K. 2012. The trading profiles of community retail enterprises. *International Journal of Retail & Distribution Management*, 40(8): 592–606. DOI: <https://doi.org/10.1108/09590551211245407>
- CBRE. 2015. *Food & Beverage in a shopping centre: Is it a food lover's delight or a take away?* EMEA Research.
- Clarke, I and Banga, S. 2010. The economic and social role of small stores: a review of UK evidence. *The International Review of Retail, Distribution and Consumer Research*, 20(2): 187–215. DOI: <https://doi.org/10.1080/09593961003701783>

- Coca-Stefaniak, JA, Parker, C and Rees, P.** 2010. Localisation as a marketing strategy for small retailers. *International Journal of Retail and Distribution Management*, 38(9): 677–697. DOI: <https://doi.org/10.1108/09590551011062439>
- Coca-Stefanki, JA.** 2013. *Successful Town Centres – Developing effective strategies*. London.
- Colliers International.** 2013. *Beyond Retail: Redefining the shape and purpose of town centres*, November 2013. London: Distressed Town Centre Property Taskforce.
- DCLG.** 2014. *National Planning Policy Framework*, March 2012. London.
- Duffy, B.** 2015. *Guildford Retail and Leisure Study Update 2014*. Carter Jonas LLP.
- Feria Urbanism.** 2015. *East Street & Queensway Neighbourhood Plan Recommendations Report*. Southampton.
- Findlay, A and Sparks, L.** 2012. Far From the 'Magic of the Mall': Retail (change) in 'Other Places'. *Scottish Geographical Journal*, 128(1): 24–41. DOI: <https://doi.org/10.1080/14702541.2012.677058>
- Gehl, J, Kaefer, LJ and Reigstad, S.** 2006. Close encounters with buildings. *Urban Design International*, 11(1): 29–47. DOI: <https://doi.org/10.1057/palgrave.udi.9000162>
- Genecon.** 2011. *Department for Business, Innovation and Skills: Understanding High Street Performance*, December 2011. Leeds: Author.
- Gifford, R.** 2002. *Environmental Psychology: Principles and Practice*. 3rd ed. Canada: Optimal Books.
- Granger, R.** 2010. What now for urban regeneration? *Urban Design and Planning*, 163(1): 9–16. DOI: <https://doi.org/10.1680/udap.2010.163.1.9>
- Griffiths, S.** 2015. The High Street as a Morphological Event. In: Vaughan, L (ed.). *Suburban Urbanites: Suburbs and the Life of the High Street*, 32–50. London: UCL Press.
- Griffiths, S, Vaughan, LS, Haklay, MM and Jones, CE.** 2008. The Sustainable Suburban High Street: A Review of Themes and Approaches. *Geography Compass*, 2(10): 1–34. DOI: <https://doi.org/10.1111/j.1749-8198.2008.00117.x>
- Grimsey, B.** 2012. *Sold out*. Croydon: Filament Publishing.
- GVA.** 2015. *Wiltshire Core Strategy Retail Review*.
- Hall, SM.** 2015. Migrant Urbanisms: Ordinary Cities and Everyday Resistance. *Sociology*, 49(5): 853–869. DOI: <https://doi.org/10.1177/0038038515586680>
- Hallsworth, A and Orchard, J.** 2009. Retail regeneration in Southampton: seeking the bigger picture. *Journal of Place Management and Development*, 2(2): 140–153. DOI: <https://doi.org/10.1108/17538330910975874>
- Harris, M.** 2015. *Planning Southampton City Centre City Centre Action Plan*. Southampton.
- Hart, C, Stachow, G and Cadogan, JW.** 2013. Conceptualising town centre image and the customer experience. *Journal of Marketing Management*, 29(15–16): 1753–1781. DOI: <https://doi.org/10.1080/0267257X.2013.800900>
- Hillier Parker, CB.** 2000. *Secondary Shopping- Town centre dynamics a research scoping paper*. London: The National Retail Planning Forum.
- Husain, MS.** 1981. Structural and spatial changes in retailing. In: Mason, C and Witherick, M (eds.), *Dimensions of change in a growth area: Southampton since 1960*, 101–120. Aldershot: Gower Publishing.
- Jones, P and Evans, J.** 2008. *Urban Regeneration in the UK: Theory and Practice*. 1st edition. London: Sage Publishing.
- Kärrholm, M, Nylund, K and Prieto De La Fuente, P.** 2012. Spatial resilience and urban planning: Addressing the interdependence of urban retail areas. *Cities*, 36(1): 121–130.
- Lawlor, E.** 2013. *The pedestrian pound: The business case for better streets and places*. London: Living Streets.
- Lindblom, A and Lindblom, T.** 2017. De-ownership orientation and collaborative consumption during turbulent economic times. *International Journal of Consumer Studies*, 41(4): 431–438. DOI: <https://doi.org/10.1111/ijcs.12336>
- Lowe, M.** 2007. Rethinking Southampton and town centre futures. *International Journal of Retail & Distribution Management*, 35(8): 639–646. DOI: <https://doi.org/10.1108/09590550710758621>
- LSE Cities.** 2017. *High Streets for All*. London: Greater London Authority.
- Machado, CA, Bielecki, J, Montero Jalil, D and Walt, N.** 2013. *High Street Magnifiers*. London.
- Medway, D, Warnaby, G, Bennison, D and Alexander, A.** 2000. Reasons for retailers' involvement in town centre management. *International Journal of Retail & Distribution Management*, 28(8): 368–378. DOI: <https://doi.org/10.1108/09590550010337436>
- Michie, S, West, R, Campbell, R, Brown, J and Gainforth, H.** 2014. *ABC Of Behaviour Change Theories – An Essential Resource for Researchers and Practitioners*. Silverback Publishing.
- Millington, S and Ntounis, N.** 2017. Repositioning the high street: evidence and reflection from the UK. *Journal of Place Management and Development*, 10(4): 364–379. DOI: <https://doi.org/10.1108/JPM-D-2017-0077>
- Office for National Statistics.** 2011. *2011 Census for England and Wales*.
- Ozuduru, B, Varol, C and Ercoskun, OY.** 2014. Do shopping centres abate the resilience of shopping streets? The co-existence of both shopping venues in Ankara, Turkey. *Cities*, 36(1): 145–157.
- Padilla, C and Eastlick, MA.** 2009. Exploring urban retailing and CBD revitalization strategies. *International Journal of Retail & Distribution Management*, 37(1): 7–23. DOI: <https://doi.org/10.1108/09590550910927135>
- Parker, C, Ntounis, N, Millington, S, Quin, S and Castillo-Villar, FR.** 2017. Improving the vitality and viability of the UK high street by 2020: identifying

- priorities and a framework for action. *Journal of Place Management and Development*, 10(4): 310–348. DOI: <https://doi.org/10.1108/JPM-D-03-2017-0032>
- Peel, D and Parker, C.** 2017. Planning and governance issues in the restructuring of the high street. *Journal of Place Management and Development*, 10(4): 404–418. DOI: <https://doi.org/10.1108/JPM-D-01-2017-0008>
- Portas, M.** 2011. *The Portas Review: An independent review into the future of our high streets*. London: Department for Business, Innovation and Skills.
- Quin, S.** 2016. *Sustainable High Streets*. Available at: <http://www.insidegovernment.co.uk/uploads/2016/10/simonquin.pdf> (Accessed 15/05/2017).
- Quinn, B, McKittrick, L, McAdam, R and Brennan, M.** 2013. Innovation in small-scale retailing: A future research agenda. *International Journal of Entrepreneurship and Innovation*, 14(2): 81–93. DOI: <https://doi.org/10.5367/ijei.2013.0111>
- Samson, A.** 2014. *The Behavioural Economics Guide 2014*. Available at: <http://www.behavioraleconomics.com> (accessed 17 March 2017).
- Schiller, R.** 2001. *The Dynamics of Property Location: Value and the Factors Which Drive the Location of Shops, Offices and Other Land Uses*. London: Spon Press. DOI: <https://doi.org/10.4324/9780203278505>
- Shepherd, R.** 2013. *Middlesbrough Retail Capacity Update*, January 2013. Manchester: WYG Planning & Environment.
- Slaughter, S and Grigore, G.** 2015. Exploring the Post-Recession Experiences of the ‘Cocooning’ Consumer: The Importance of Core Values and Rituals. *Journal of Promotional Communications*, 1(1): 242–257.
- Speller, G.** 2006. A Place of my Own. *Green Places*, 26(1): 18–20.
- Stocchi, L, Hart, C and Haji, I.** 2016. Understanding the town centre customer experience (TCCE). *Journal of Marketing Management*, 32(17–18): 1562–1587. DOI: <https://doi.org/10.1080/0267257X.2016.1242510>
- Stonor, T.** 2011. The City as a transaction machine: The effects of space on social, economic & environmental production [PowerPoint presentation]. *KTH School of Architecture 8th December 2011*. Available at: http://www.slideboom.com/presentations/459168/Tim-Stonor_The-city-as-a-transaction-machine (Accessed: 20/05/2017).
- Theodoridis, C, Ntounis, N and Pal, J.** 2017. How to reinvent the High Street: evidence from the HS2020. *Journal of Place Management and Development*, 10(4): 380–391. DOI: <https://doi.org/10.1108/JPM-D-03-2017-0031>
- Thomas, CJ, Bromley, RDF and Tallon, AR.** 2004. Retail parks revisited: A growing competitive threat to traditional shopping centres? *Environment and Planning*, 36(4): 647–666. DOI: <https://doi.org/10.1068/a3683>
- Thompson, J, Benson, M and McDonagh, P.** 2015. The social and economic impact of improving a town centre: The case of Rotherham. *Local Economy*, 30(2): 231–248. DOI: <https://doi.org/10.1177/0269094215574025>
- Turner, S, Singh, R, Quinn, P and Allat, T.** 2011. Benefits of new and improved pedestrian facilities – before and after studies, May 2011. Wellington: NZ Transport Agency.
- Tym, R.** 2000. *Secondary Shopping: Retail Capacity and Need – A Scoping Paper*. London: National Retail Planning Forum.
- Wagner, BA, Fillis, I and Johansson, U.** 2005. An exploratory study of SME local sourcing and supplier development in the grocery retail sector. *International Journal of Retail & Distribution Management*, 33(10): 716–734. DOI: <https://doi.org/10.1108/09590550510622272>
- Warde, A.** 2014. *Focus: budge up nudge – policy fashions and the demise of an intervention*. Available at: <http://discoversociety.org/2014/09/02/focus-budge-up-nudge-policy-fashions-and-the-demise-of-an-intervention/> (accessed 14 March 2017).
- Wheeler, I.** 2007. *Retail location and skills development*. London: Skillsmart Retail Ltd.
- Wrigley, N and Lambiri, D.** 2015. *British High Streets: from Crisis to Recovery? A Comprehensive Review of the Evidence*, March 2015. Southampton: Economic & Social Research Council.
- Wrigley, N and Lowe, M.** 2002. *Reading Retail: A Geographical Perspective on Retailing and Consumption Spaces*. London: Arnold.

How to cite this article: Turner, P, Bahaj, A and Teli, D. 2018. Aspirations of Retailers and Visitors Towards the Regeneration of Declining Streets in Cities. *Future Cities and Environment*, 4(1): 14, 1–12, DOI: <https://doi.org/10.5334/fce.45>


Submitted: 21 March 2018

Accepted: 01 June 2018

Published: 15 June 2018

Copyright: © 2018 The Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC-BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited. See <http://creativecommons.org/licenses/by/4.0/>.

U[*Future Cities and Environment*, is a peer-reviewed open access journal published by Ubiquity Press.

OPEN ACCESS 

Appendix Q Two tailed hypothesis test example

This is the two tailed hypothesis test regarding businesses and consumers ranking of the importance of car parking which is determining whether there is sufficient evidence at the $\alpha=0.05$ level to conclude that the two populations differ significantly with respect to their opinions.

Businesses	Visitors
$n_1 = 33$	$n_2 = 120$
$y_1 = 19$ (<i>said very important</i>)	$y_2 = 28$ (<i>said very important</i>)
$\hat{p}_1 = \frac{19}{33} = 0.576$	$\hat{p}_2 = \frac{28}{120} = 0.233$

If p_1 is the proportion of businesses who value parking as very important and p_2 the proportion of visitors who value parking as very important we test the null hypothesis:

$$H_0: p_1 = p_2$$

Against the alternative hypothesis:

$$H_A: p_1 \neq p_2$$

The overall sample proportion is

$$\hat{p} = \frac{19 + 28}{33 + 120} = \frac{47}{153} = 0.307$$

$$SE = \sqrt{(.307 \times (1 - .307))\left(\frac{1}{33} + \frac{1}{120}\right)} = 0.091$$

$$Z = \frac{.576 - .233}{.091} = 3.783$$

Reject the null hypothesis (H_0) if $Z \geq 1.96$ or if $Z \leq -1.96$ therefore we clearly reject H_0 , since 3.783 is much greater than 1.96.

The P-value approach:

$$P = 2 \times P(Z > 3.78) = 2(0.00008) = 0.00016$$

The P-value is less than 0.001 and so because $P < 0.001 \leq \alpha = 0.05$, we reject the null hypothesis

In conclusion there is sufficient evidence at the 0.05 level to conclude that the two populations significantly differ with respect to their opinions concerning the importance of car parking.

Glossary of Terms

Decisional balance	The outcome of a personal judgement of the benefits and constraints of a behaviour (Armitage et al., 2004).
Dichotomous question	A question that only has two possible responses, such as 'yes' or 'no' (Donnelly et al., 2015).
Door encounter rate	The average distance for a pedestrian to pass-by a doorway (Palaiologou, 2015).
Generation Y	Refers to those born from 1981 to the early 200s and is considered to be the generation most shaped by the advent of technology (Howe and Strauss, 2000).
High street	The focal point within a town or city for businesses, in particular, retailers. Within the thesis when in lower case it will refer to the primary retail street, whilst in upper case it will refer to a street name.
Mean façade length	The average retail facing elevation of retail units in a given area (Vaughan, 2015).
Recentred retail core	The term refers to a retail centre which has been re-focused from the introduction of new primary retail units, often in the form of a shopping centre.
Retail coverage	The ratio of ground, street-facing elevation dedicated to retail (Palaiologou, 2015).
Self-efficacy	The capacity/capability of a person to undertake the new behaviour (Bandura, 1985).
Showrooming	A type of consumer that views a product in a store and then purchases online (Wolny and Charoensuksai, 2014).
Webrooming	A type of consumer that researches a product online and purchases it in store (Wolny and Charoensuksai, 2014).

List of References

- Van Aalst, I. and Melik, R. van. (2012), "City festivals and urban development: does place matter?", *European Urban and Regional Studies*, Vol. 19 No. 2, pp. 195–206.
- Acorn. (2013), "Acorn - The smarter consumer classification | CACI", available at: <http://acorn.caci.co.uk/> (accessed 5 June 2015).
- Adams, R. (2016), "Multi-million pound plans to transform Bargate Centre in Southampton revealed", *Daily Echo*, 20 May.
- Adlard, H. (2001), "The 'need' for retail development", *Journal of Planning and Environmental Law*, Vol. May, pp. 522–534.
- Aghostin-sangar, V. (2007), *Human Behaviour in Public Spaces, Bachelor of Planning*, University of New South Wales.
- Ajzen, I. (1985), "From intentions to actions: A theory of planned behaviour", *Kuhl J. & Beckman, J. (Eds.) Action-Control: From Cognition to Behaviour.*, Springer, Heidelberg, Germany.
- Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, Vol. 50, pp. 179–211.
- Ajzen, I. and Madden, T.J. (1986), "Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control", *Journal of Experimental Social Psychology*, Vol. 22 No. 5, pp. 453–474.
- Akbar, A. (2005), "London Ete on top of the world as it becomes best tourist attraction", *The Independent*, 17 March.
- Albada, A., Ausems, M.G.E.M., Bensing, J.M. and van Dulmen, S. (2009), "Tailored information about cancer risk and screening: A systematic review", *Patient Education and Counseling*, Vol. 77 No. 2, pp. 155–171.
- Alexander, K.E., Brijnath, B. and Mazza, D. (2014), "Barriers and enablers to delivery of the Healthy Kids Check: an analysis informed by the Theoretical Domains Framework and COM-B model.", *Implementation Science : IS*, Vol. 9 No. 1, pp. 60–72.
- All-Party Parliamentary Small Shops Group. (2006), *High Street Britain: 2015*, London.

List of References

- Almaas, I.H. (2013), "Nudges for a better architecture", *Architecture Norway*, available at: <http://www.architecturenorway.no/questions/cities-sustainability/nudge> (accessed 15 March 2017).
- Ammerman, A.S., Lindquist, C.H., Lohr, K.N., Hersey, J., Achterberg, C., Bara-Nowski, T., Evans, A., et al. (2002), "The Efficacy of Behavioral Interventions to Modify Dietary Fat and Fruit and Vegetable Intake: A Review of the Evidence", *Medical Consultant Preventive Medicine*, Vol. 35 No. 1, pp. 25–41.
- Anderson, J. (2014), *Liverpool City Centre Main Retail Area Review*, Liverpool.
- Anderson, K.J., Revelle, W. and Lynch, M.J. (1989), "Caffeine, impulsivity, and memory scanning: A comparison of two explanations for the Yerkes-Dodson Effect", *Motivation and Emotion*, Vol. 13 No. 1, pp. 1–20.
- Andover Advertiser. (2014), "New Shops opening their doors in town", Andover, 11 May.
- Andres Coca-Stefaniak, J. (2013), *Successful Town Centres – Developing Effective Strategies*, London.
- Andres Coca-Stefaniak, J., Parker, C. and Rees, P. (2010), "Localisation as a marketing strategy for small retailers", *International Journal of Retail and Distribution Management*, Vol. 38 No. 9, pp. 677–697.
- Appleyard, D. and Lintell, M. (1972), *The Environmental Quality of Streets*, Department of City and Regional Planning, Berkeley.
- Arcodia, C. and Whitford, M. (2006), "Festival Attendance and the Development of Social Capital", *Journal of Convention & Event Tourism*, Vol. 8 No. 2, pp. 37–41.
- Armitage, C.J. and Conner, M. (2001), "Efficacy of the Theory of Planned Behaviour: a meta-analytic review", *British Journal of Social Psychology*, Vol. 72, pp. 491–499.
- Armitage, C.J., Sheeran, P., Conner, M. and Arden, M.. (2004), "Stages of change or changes of stage? Predicting transitions in transtheoretical model stages in relation to healthy food choice", *Journal of Consulting and Clinical Psychology*, Vol. 72 No. 3, pp. 491–499.
- Bailey, C., Miles, S. and Stark, P. (2004), "Culture-led urban regeneration and the revitalisation of identities in Newcastle, Gateshead and the North East of England", *International Journal of Cultural Policy*, Vol. 10 No. 1, pp. 47–65.

List of References

- Baker, R.G. V and Wood, S. (2010), "Towards robust development of retail planning policy: Maintaining the viability and vitality of main street shopping precincts", *Geographical Research*, Vol. 48 No. 1, pp. 65–74.
- Baldock, J., Mason, E. and Wright, C. (2004), *The Role and Vitality of Secondary Shopping – A New Direction*, London.
- Bandura, A. (1985), *Social Foundations of Thought and Action: A Social Cognitive Theory*, Pearson.
- Barford, V. (2014), "The rise, fall and rise of the mini-supermarket", *BBC*, 17 January.
- Barker, F., Atkins, L., Lusignan, S. De and de Lusignan, S. (2016), "Applying the COM-B behaviour model and behaviour change wheel to develop an intervention to improve hearing-aid use in adult auditory rehabilitation", *International Journal of Audiology*, Vol. 2027 No. March, pp. 1–9.
- Barker, P. (1999), "Non-Plan Revisited : Or the Real Way Cities Grow : The Tenth Reyner Banham Memorial Lecture", *Journal of Design History*, Vol. 12 No. 2, pp. 95–110.
- Bates, J. and Leibling, D. (2012), *Spaced Out Perspectives on Parking Policy*, London.
- Bauer, D., Brandle, N., Seer, S., Ray, M. and Kitazawa, K. (2009), "Measurement of Pedestrian Movements: A Comparative Study on Various Existing Systems", *Pedestrian Behavior: Models, Data Collection and Applications: Models, Data Collection and Applications*, Emerald Group Publishing Limited.
- BBC News. (2015), "Spinnaker Tower celebrates ten year anniversary", *BBC News*, available at: <http://www.bbc.co.uk/news/uk-england-hampshire-34541525> (accessed 7 June 2017).
- Becker, M.H. (1974), *The Health Belief Model and Personal Health Behavior*, Slack.
- Begg, I. (2002), *Urban Competitiveness: Policies for Dynamic Cities*, Policy Press.
- Bell, D., Corsten, D. and Knox, G. (2010), "From Point of Purchase to Path to Purchase: How Preshopping Factors Drive Unplanned Buying", *Journal of Marketing*, Vol. 75 No. 1, pp. 31–45.
- Bell, P., Greene, T., Fisher, J. and Baum, A. (1996), *Environmental Psychology*, 4th Editio., Harcourt Brace College Publishers, Sydney.
- Berglund, B., Berglund, U., Engen, T. and Lindvall, T. (1971), "The effect of adaptation on odor detection", *Perception & Psychophysics*, Vol. 9 No. 5, pp. 435–438.

List of References

- Berman, B. and Evans, J. (2009), *Retail Management: A Strategic Approach*, Pearson.
- Bhale, S. and Bhale, S. (2013), "'Entrepreneurship development at a small scale: a key to sustainable economic development' in J.R. McIntyre, S. Ivanaj and V. Ivanaj (eds)", in Edward Elgar Publishing Ltd (Ed.), *Strategies for Sustainable Technologies and Innovations*, Cheltenham, pp. 168–185.
- Bhattarai, N., Prevost, a T., Wright, A.J., Charlton, J., Rudisill, C. and Gulliford, M.C. (2013), "Effectiveness of interventions to promote healthy diet in primary care: systematic review and meta-analysis of randomised controlled trials.", *BMC Public Health*, Vol. 13 No. 4, p. 1203.
- Birmingham City Council. (2013), *Birmingham City Centre Retail Assessment*, Birmingham.
- Biswas, D. (2009), "The effects of option framing on consumer choices: Making decisions in rational versus experiential processing modes", *Journal of Consumer Behaviour*, Vol. 8, pp. 284–299.
- Blackwell, R., Miniard, P. and Engel, J. (2006), *Consumer Behaviour*, 10th Editi., South-Western College Publisher.
- Boer, R. (2014), "Nudging: Can Reform Make a Better Society? A Response to Charles Mathewes and Christina McRorie", *Politicaltheology*, available at: <http://www.politicaltheology.com/blog/nudging-can-reform-make-a-better-society/>.
- Boyle, D. (2014), "In Britain, like the US, the out-of-town shopping giants are dying", *The Guardian*, 22 June.
- Branson, C., Duffy, B., Perry, C. and Wellings, D. (2012), "Acceptable Behaviour? Public opinion on behaviour change policy", *Social Research Institute, Ipsos MORI*.
- Brebner, J. (1982), *Environmental Psychology in Building Design*, Applied Science Publishers, London.
- Brilliant Brighton. (2012), *Brighton Business Improvement District Health Check*, Brighton.
- Bristol City Council. (2013), *Bristol City Centre Retail Study*.
- Bristol City Council. (2015), *Bristol Central Area Plan*.
- British Retail Consortium. (2016a), *Retail 2020 : Fewer but Better Jobs*.
- British Retail Consortium. (2016b), *BRC-Springboard Footfall and Vacancies Monitor*.

List of References

- Brixton Blog. (2011), "Brixton Village - price rises and rent hikes", available at: <http://www.brixtonblog.com/debate-brixton-village-price-rises-and-rent-hikes/1665> (accessed 9 July 2015).
- Bruff, G. (2009), *Resilient Retail ? Supporting the High Street through Recession and Renaissance : Learning in Barnsley*, Barnsley.
- De Bruyn, A. and Lilien, G.L. (2008), "A multi-stage model of word-of-mouth influence through viral marketing", *International Journal of Research in Marketing*, Vol. 25 No. 3, pp. 151–163.
- Buchanan, P., Heuman, D. and Buchanan, C. (2004), "Measuring the benefits of pedestrian improvements", *Walk21-V Cities for People, The Fifth International Conference on Walking in the 21st Century, Denmark*.
- Bunzeck, N. and Düzel, E. (2006), "Absolute Coding of Stimulus Novelty in the Human Substantia Nigra/VTA", *Neuron*, Vol. 51 No. 3, pp. 369–379.
- Burden, D. and Litman, T. (2011), "America needs complete streets", *ITE Journal (Institute of Transportation Engineers)*, Vol. 81 No. 4, pp. 36–43.
- Burt, S., Sparks, L. and Teller, C. (2010), "Retailing in the United Kingdom - A synopsis", *European Retail Research*, Vol. 44 No. January, pp. 173–194.
- Butland, B., Jebb, S., Kopelman, P., McPherson, K., Thomas, S., Mardell, J. and Parry, V. (2007), *Foresight Tackling Obesities: Future Choices – Project Report*, Government Office for Science, available at: https://doi.org/https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/287937/07-1184x-tackling-obesities-future-choices-report.pdf.
- Cachinho, H. (2014), "Consumerscapes and the resilience assessment of urban retail systems", *Cities*, Elsevier Ltd, Vol. 36, pp. 131–144.
- Caduff, D. and Timpf, S. (2008), "On the assessment of landmark salience for human navigation", *Cognitive Processing*, Vol. 9 No. 4, pp. 249–267.
- Calderwood, E. and Davies, K. (2012), "The trading profiles of community retail enterprises", *International Journal of Retail & Distribution Management*, Vol. 40 No. 8, pp. 592–606.
- Camerer, C. (1999), "Behavioral economics: Reunifying psychology and economics", *Proceedings of the National Academy of Sciences*, Vol. 96 No. 19, pp. 10575–10577.

List of References

- Camerer, C., Issacharoff, S., Loewenstein, G., O'Donoghue, T. and Rabin, M. (2003), "Regulation for conservatives: Behavioural economics and the case for 'asymmetric paternalism'", *University of Pennsylvania Law Review*, Vol. 151, pp. 1211–1254.
- Campbell, M., Fitzpatrick, R., Haines, A., Kinmonth, A.L., Sandercock, P., Spiegelhalter, D. and Tyrer, P. (2000), "Framework for design and evaluation of complex interventions to improve health Framework for trials of complex interventions", *British Medical Journal*, Vol. 321 No. 7262, pp. 694–6.
- Canter, D. (1977), *The Psychology of Place*, The Architectural Press, London.
- Canter, D. and Stringer, P. (1975), *Environmental Interaction: Psychological Approaches to Our Physical Surroundings*, Surrey University Press, London.
- Carmona, M., De Magalhaes, C. and Hammond, L. (2008), *Public Space: The Management Dimension*, Routledge, London.
- CBRE. (2015), *Food & Beverage in a Shopping Centre*.
- Central Bedfordshire Council. (2011), *Biggleswade Town Centre Adopted Strategy & Masterplan*, Bedfordshire.
- Centre for Cities. (2007), *Cities Outlook 2008*, London.
- Centre for Retail Research. (2017), *Online Retailing: Britain, Europe, US and Canada 2017*, Newark.
- Chan, Y.Y.Y. and Ngai, E.W.T. (2011), "Conceptualising electronic word of mouth activity: An input-process-output perspective", *Marketing Intelligence & Planning*, Vol. 29 No. 5, pp. 488–516.
- Charlton, M., Pyrke, A., Shapland, A., Delaney, A. and Burnaby, A. (2013), *Beyond Retail: Redefining the Shape and Purpose of Town Centres*.
- Chatterton, T. (2011), *An Introduction to Thinking about 'energy Behaviour': A Multi-Model Approach*, Department for Energy and Climate Change.
- Cheltenham Borough Council. (2006), *Cheltenham Retail & Leisure Study*.
- Christmas, S. (2009), *Nine Big Questions about Behaviour Change*.
- City Council of Swansea. (2016), *Swasea Central Area: Regeneration Framework*, Swansea.

List of References

- Clark, G. (2010), "Human nature, the environment, and behaviour: explaining the scope and geographical scale of financial decision-making", *Geografiska Annaler: Series B, Human Geography*, Vol. 92 No. 2, pp. 159–173.
- Clark, P. (2014), "Millennial MBAs Are Selfish, Hard to Please, and In a Hurry", *Bloomberg*, 16 March.
- Clarke, I. and Banga, S. (2010), "The economic and social role of small stores: a review of UK evidence", *The International Review of Retail, Distribution and Consumer Research*, Vol. 20 No. 2, pp. 187–215.
- Clune, S. (2010), "Inverting the solution into the problem: Design, Practice theory and behavioural change for sustainability", in Lou, Y. (Ed.), *Cumulus 2010 Shanghai: Young Creators for Better City & Better Life*, College of Design and Innovation Tongji University, Shanghai, pp. 25–31.
- Colliers. (2003), *Belfast Metropolitan Area Plan - Retail Sector Study*, Belfast, available at: <https://doi.org/10.1007/s13398-014-0173-7.2>.
- Colliers. (2015), *Midsummer Retail Report 2015*.
- Colliers International. (2012), *Great Britain Retail, Autumn 2012*.
- Colliers International. (2014), "Research & Forecast Report: UK National Retail Barometer Summer 2014."
- Collis, R. (2010), *The New Encyclopedia of Brighton*, Brighton & Hove Publishers.
- Comission for Architecture and the Built Environment. (2007), *Paved with Gold The Real Value of Good Street Design Design Better Streets*, available at: <https://doi.org/1-84633-018-1>.
- Comunian, R. (2015), "Festivals as Communities of Practice: Learning by doing and knowledge networks among artists", in Newbold, C., Maughan, C., Jordan, J. and Bianchi, F. (Eds.), *Focus on Festivals: Contemporary European Case Studies and Perspectives*, Goodfellow Publishers, Oxford, pp. 53–65.
- Comunian, R., Fraser-Ward, L. and Jacobi, S. (2016), "Festivals on the High Street: revitalising business and communities in the Uk", in Jordan, J. and Newbold, C. (Eds.), *Focus on World Festivals: Contemporary Case Studies and Perspectives*, Goodfellow Publishers.
- Connell, J. (2015), "Morrisons closes in West End", *Edinburgh Evening News*, Edinburgh, 19 March.

List of References

- Court, D., Elzinga, D., Mulder, S. and Vetvik, O.J. (2009), "The consumer decision journey", *McKinsey Quarterly*, No. June, pp. 96–107.
- Craig, P., Dieppe, P., Macintyre, S., Mitchie, S., Nazareth, I. and Petticrew, M. (2008), "Developing and evaluating complex interventions: the new Medical research council guidance", *BMJ*, Vol. 337, available at: <https://doi.org/10.1136/bmj.a1655>.
- Crawley, J. (2017), "Why are there so many empty shops in the centre of Bath?", *Bath Chronicle*, Bath, 23 May.
- Crespi-Vallbona, M. and Richards, G. (2007), "The Meaning of Cultural Festivals", *International Journal of Cultural Policy*, Vol. 13 No. 1, pp. 103–122.
- Crook, J. (2013), *Culture on the High Street*, London.
- Crowhurst Lennard, S. and Lennard, H. (2004), "Principle of True Urbanism", available at: <http://www.livablecities.org/articles/principles-true-urbanism>.
- Daniels, P. (1991), *Services and Metropolitan Development*, Routledge, London.
- Dark, M. (2016), *Vehicle Licensing Statistics: Annual 2016*.
- Darley, W., Blankson, C. and Luethge, D. (2010), "Toward an integrated framework for online consumer behavior and decision making process: A review", *Psychology & Marketing*, Vol. 27 No. 2, pp. 91–116.
- Darnton, A. (2008), *Reference Report: An Overview of Behaviour Change Models and Their Uses*.
- Davies, G. and Harris, K. (1990), *Small Business: The Independent Retailer*, Macmillan Education, Basingstoke.
- Davies, R. and Howard, E. (1988), "Issues in Retail Planning within the United Kingdom", *Built Environment*, Vol. 14 No. 1, pp. 7–21.
- Davis, G. (2015), "Retailers begin to admit the true cost of click & collect", *Retail Insider*, July.
- Dawson, J. (2004), "Retail change in Britain during 30 years: The strategic use of economies of scale and scope", *Centre for the Study of Retailing in Scotland*, No. 0402.
- Dawson, J.A. (1988), "Futures for the High Street", *Geographical Journal*, Vol. 154 No. 1, pp. 1–12.
- Deloitte. (2013), *City of York Council Retail Analysis and Forecasting*.
- Deloitte. (2015), *The Deloitte Consumer Review: Digital Predictions 2015*.

List of References

- Department for Communities and Local Government. (2012), *Re-Imagining Urban Spaces to Help Revitalise Our High Streets*.
- Department for Communities and Local Government. (2014), *National Planning Policy Guidance*, London.
- Derby City Council. (2013), *Derby City Local Plan - Part 1*, Derby.
- Derby City Council. (2014), *Appendix 4 : " Track Changed " Version of Proposed Draft Changes to Core Strategy Policy Text August 2014*, Derby.
- DETR. (2000), *The Government's Response to the Environment, Transport and Regional Affairs Committee Second Report: Environmental Impact of Supermarket Competition*, London.
- Diamond, D.M., Campbell, A.M., Park, C.R., Halonen, J. and Zoladz, P.R. (2007), "The temporal dynamics model of emotional memory processing: A synthesis on the neurobiological basis of stress-induced amnesia, flashbulb and traumatic memories, and the Yerkes-Dodson law", *Neural Plasticity*, Vol. 2007, available at:<https://doi.org/10.1155/2007/60803>.
- Diogene, M.C., Greene-Roesel, R., Arnold, L.S. and Ragland, D.R. (2007), "Pedestrian Counting Methods at Intersections: A Comparative Study", *Journal of the Transportation Research Board*, No. 2002, pp. 26–30.
- Dixon, T.J. (2005), "The role of retailing in urban regeneration", *Local Economy*, Vol. 20 No. 2, pp. 168–182.
- Dobson, J. (2015), *How to Save Our Town Centres: A Radical Agenda for the Future of High Streets*, Policy Press, Bristol.
- Dobson, S., Jorgensen, A. and Nurlu, E. (2013), "Increasing the resilience and adaptive capacity of cities through entrepreneurial urbanism", No. 1996, pp. 1–21.
- Doherty, N.F. and Ellis-Chadwick, F. (2010), "Internet retailing: the past, the present and the future", available at:<https://doi.org/10.1108/09590551011086000>.
- Donnelly, J., Arora, K. and Trochim, W. (2015), *Research Methods: The Essential Knowledge Base*, Cengage Learning, Boston.
- DPDS Ltd. (2011), *Joint Core Strategy Retail Study 2011-2031 Phase 1*.
- Duffy, B. (2014), *Kingston-Upon-Hull Retail & District Centres Study*, Kingston-Upon-Hull, available at:<https://doi.org/10.1017/CBO9781107415324.004>.

List of References

- Duffy, B. (2015), *Guildford Retail and Leisure Study Update 2014*.
- Duncan, E. (2014), "Death of the high street? Hurrah...", *The Guardian*, 27 April.
- Dyckhoff, T. (2007), "The amlling of our cities", *The Times*, 10 January, pp. 14–15.
- Eadicicco, L. (2016), "Amazon Reveals New Details About Drone Deliveries", *Time*, 19 January.
- Ecotec Research & Consulting Limited. (2007), *Economic Impact of the Public Realm: A Final Report to the East Midlands Development Agency*, Birmingham.
- Edinburgh City Council. (2012), *Shopping Uses in the City Centre – Workshop*, Edinburgh.
- Ellis, A. (2007), "A franchise model for the few-very few", *The Art Newspaper*, October.
- Ellis, R. (2015), "Gloucester's King's Quarter - 'we need a Plan B'", *Gloucester Citizen*, Gloucester, 11 September.
- EMarketer. (2015), "UK Retail Ecommerce Sales to Reach £60 Billion This Year", *EMarketer*, available at: <https://www.emarketer.com/Article/UK-Retail-Ecommerce-Sales-Reach-60-Billion-This-Year/1012963> (accessed 12 June 2017).
- Evans, C. (2014), *Britain's Pop-Up Retail Economy*, London.
- Exeter City Council. (2008), *Exeter Retail Study 2008*, Exeter.
- Feria Urbanism. (2015), "East Street & Queensway Neighbourhood Plan Recommendations Report."
- Findlay, A. and Sparks, L. (2010), *Literature Review: Policies Adopted to Support a Healthy Retail Sector and Retail Led Regeneration and the Impact of Retail on the Regeneration of Town Centres and Local High Streets*, Office, available at: <https://doi.org/The Scottish Governmetn>.
- Findlay, A. and Sparks, L. (2012), "Far from the 'Magic of the Mall': Retail (Change) in 'Other Places'", *Scottish Geographical Journal*, Vol. 128 No. 1, pp. 24–41.
- Fishbein, M. and Ajzen, I. (1976), *Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research*, Longman Higher Education.
- Fogg, B. (2003), *Persuasive technology: Using Computers to Change What We Think*, Morgan Kaufmann Publishers, San Fracisco, CA, USA, available at: <https://doi.org/10.1016/j.amepre.2008.09.040>.

List of References

- Franklin, J. (2014), "Fresh plans to transform Southampton's empty Bargate Centre", *Daily Echo*, 26 September.
- Franklin, J. (2016), "Southampton's Royal Pier plans a step closer as Red Funnel allowed to move ferry terminal", *Daily Echo*, 20 January.
- Gander, K. (2016), "Brighton i360: The 500ft tower set to change the eccentric city by the sea", *Independent*, 1 August.
- Gardiner, J. (2002), *The Edwardian Country House*, Channel 4 Books.
- Gardner, B., Wardle, J., Poston, L. and Croker, H. (2011), "Changing diet and physical activity to reduce gestational weight gain: A meta-analysis", *Obesity Review*, Vol. 12 No. 7, pp. e602–e620.
- Garvin, A. (2016), *What Makes a Great City*, Island Press, London.
- Gehl, J. (2010), *Life Between Buildings: Using Public Spaces*, Danish Architectural Press, Copenhagen.
- Gehl, J. and Gemzøe, L. (1999), *Public Spaces Public Life - Copenhagen*, Danish Architectural Press.
- Gehl, J., Kaefer, L.J. and Reigstad, S. (2006), "Close encounters with buildings", *Urban Design International*, Vol. 11 No. 1, pp. 29–47.
- Gehl, J. and Svarre, B. (2013), *How to Study Public Life: Methods in Urban Design*, Island Press.
- Gehrt, K.C., Rajan, M.N., Shainesh, G., Czerwinski, D. and O'Brien, M. (2012), "Emergence of online shopping in India: shopping orientation segments", *International Journal of Retail & Distribution Management*, Vol. 40 No. 10, pp. 742–758.
- Genecon. (2010), "Research & Evaluation of Public Realm Schemes (utilising YF investment in Sheffield as a case study)", available at: http://www.integreatplus.com/sites/default/files/genecon_public_realm_evaluation_sheffield.pdf.
- GENECON. (2011), *Department for Business, Innovation and Skills: Understanding High Street Performance*, London.
- Gifford, R. (2002), *Environmental Psychology: Principles and Practice*, 3rd Editio., Optimal Books, Canada.

List of References

- Glanz, K. and Bishop, D. (2010), "The role of behavioral science theory in development and implementation of public health interventions", *Annual Review of Public Health*, Vol. 31, pp. 399–418.
- Google Maps. (2016a), "Southampton - East Street", *Google Maps*, available at: <https://www.google.co.uk/maps/@50.9017616,-1.4038305,3a,75y,100.67h,87.41t/data=!3m6!1e1!3m4!1sGUM8y95FbuTTfYeEY-NKGQ!2e0!7i13312!8i6656> (accessed 24 August 2017).
- Google Maps. (2016b), "Southampton - Hannover Buildings", *Google Maps*, available at: https://www.google.co.uk/maps/@50.9030803,-1.4039316,3a,75y,99.31h,86.1t/data=!3m7!1e1!3m5!1sJd4yZK_twojpMsP_y3GnOw!2e0!6s/geo1.ggpht.com/cbk?panoid=Jd4yZK_twojpMsP_y3GnOw&output=thumbnail&cb_client=maps_sv.tactile.gps&thumb=2&w%3 (accessed 24 August 2017).
- Google Maps. (2016c), "Bath - Union Street streetview", *Google Maps*, available at: <https://www.google.co.uk/maps/@51.3817808,-2.3604296,3a,90y,345.32h,93.56t/data=!3m6!1e1!3m4!1sHSyrLKlRTu3QnG0PCYunnw!2e0!7i13312!8i6656> (accessed 13 June 2017).
- Google Maps. (2016d), "Brighton - Preston Street", *Google Maps*, available at: <https://www.google.co.uk/maps/@50.8249865,-0.1395152,3a,60y,17.73h,88.57t/data=!3m6!1e1!3m4!1s2tSiWK3EOMPEeF5H4msrjw!2e0!7i13312!8i6656> (accessed 20 June 2017).
- Google Maps. (2016e), "Edinburgh - Shandwick Place junction", *Google Maps*, available at: <https://www.google.co.uk/maps/@55.9501941,-3.2066391,3a,75y,273.88h,93.61t/data=!3m6!1e1!3m4!1sZikY93DvOLMO5Irekt5Jkw!2e0!7i13312!8i6656> (accessed 20 June 2017).
- Google Maps. (2016f), "Norwich - Castle Meadow", *Google Maps*, available at: https://www.google.co.uk/maps/@52.6281078,1.2951138,3a,75y,12.34h,101.63t/data=!3m6!1e1!3m4!1s7RelgvB-GiM32NEwzb_94Q!2e0!7i13312!8i6656 (accessed 20 June 2017).
- Granger, R. (2010), "What now for urban regeneration", *Urban Design and Planning*, Vol. 163, pp. 9–16.
- Grayson, K. and Martinec, R. (2004), "Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings", *Journal of Consumer Research*, Vol. 31 No. 2, pp. 296–312.

List of References

- Griffiths, S. (2015), "The High Street as a Morphological Event", *Suburban Urbanites: Suburbs and the Life of the High Streets*, UCL Press, London, pp. 32–50.
- Grimsey, B. (2013), *The Grimsey Review: An Alternative Future for the High Street*, London, available at: <https://doi.org/10.1017/CBO9781107415324.004>.
- Gross, J.J. (2002), "Emotion regulation : Affective , cognitive , and social consequences", Vol. 39, pp. 281–291.
- Guagnano, G.A., Stern, P.C. and Dietz, T. (1995), "Influences on Attitude-Behavior Relationships. A Natural Experiment With Curbside Recycling", *Environment and Behaviour*, Vol. 27 No. 4, pp. 699–718.
- Guildford Borough Council. (2015), "The Framework and Core Town Centre", *Gildford Town Centre and Hinterland Masterplan Report*.
- Gursoy, D., Kim, K. and Uysal, M. (2004), "Perceived impacts of festivals and special events by organizers: An extension and validation", *Tourism Management*, Vol. 25 No. 2, pp. 171–181.
- Guy, C. (2007), *Planning for Retail Development*, Routledge, Oxon.
- Guy, C. (2010), "Development pressure and retail planning: a study of 20-year change in Cardiff, UK", *The International Review of Retail, Distribution and Consumer Research*, Vol. 20 No. 1, pp. 119–133.
- Guy, C.M. (1994), *The Retail Development Process: Location, Property and Planning*, Routledge, London.
- GVA. (2011), *Wiltshire Council Town Centre and Retail Study*.
- GVA. (2014), *Bath & North East Somerset Retail Study 2014 – Stage 1 Interim Report*, Bristol.
- GVA. (2015), *Wiltshire Core Strategy Retail Review*.
- Hagger, M.S. (2009), "Theoretical integration in health psychology: Unifying ideas and complementary explanations.", *British Journal of Health Psychology*, Vol. 14, pp. 189–194.
- Hall, A. and Towers, N. (2017), "Understanding how Millennial shoppers decide what to buy: digitally connected unseen journeys", *International Journal of Retail & Distribution Management*, Vol. 45 No. 5, pp. IJRDM–11–2016–0206.
- Hallsworth, A. (2010), "Small shop decline: Shadow boxing in the dark?", *Environment and Planning A*, Vol. 42 No. 6, pp. 1258–1268.

List of References

- Hallsworth, A. and Orchard, J. (2009), "Retail regeneration in Southampton: seeking the bigger picture", *Journal of Place Management and Development*, Vol. 2 No. 2, pp. 140–153.
- Hammerson. (2014), "Hammerson's detailed designs for Watermark WestQuay approved", available at: <http://www.hammerson.com/media/press-releases/hammersons-detailed-designs-for-watermark-westquay-approved/> (accessed 3 May 2016).
- Handley, M. a, Harleman, E., Gonzalez-Mendez, E., Stotland, N.E., Althavale, P., Fisher, L., Martinez, D., et al. (2016), "Applying the COM-B model to creation of an IT-enabled health coaching and resource linkage program for low-income Latina moms with recent gestational diabetes: the STAR MAMA program.", *Implementation Science : IS*, Implementation Science, Vol. 11 No. 1, p. 73.
- Hardeman, W., Johnston, M., Johnston, D., Bonetti, D., Wareham, N. and Kinmonth, A.L. (2002), "Application of the Theory of Planned Behaviour in Behaviour Change Interventions: A Systematic Review", *Psychology & Health*, Vol. 17 No. 2, pp. 123–158.
- Hargest, K. (2013), *Aberdeen City and Aberdeenshire Retail Study 2013*.
- Hargreaves, T. (2011), "Practice-ing behaviour change: Applying social practice theory to pro-environmental behaviour change", *Journal of Consumer Culture*, Vol. 11 No. 1, pp. 79–99.
- Harris, M. (2015), *Planning Southampton City Centre City Centre Action Plan*, Southampton.
- Hasegawa, J. (1989), *THE REPLANNING OF THE BLITZED CITY CENTRE IN BRITAIN : A Comparative Study of HASEGAWA Thesis Submitted for the Degree Social of Ph . D . Centre for the Study of of Warwick . History , April*, University of Warwick.
- Hass-Klau, C. (1993), "A review of the evidence from Germany and the UK", *Transport Policy*, Vol. 1 No. 1, pp. 21–31.
- Hatherley, O. (2010), "Southampton Terminus City", *A Guide to the New Ruins of Great Britain*, Verso, London, pp. 1–46.
- Hausman, D.M. and Welch, B. (2010), "Debate: To nudge or not to nudge", *Journal of Political Philosophy*, Vol. 18 No. 1, pp. 123–136.
- Heimlich, J. and Ardoin, N. (2008), "Understanding behavior to understand behavior change: a literature review", *Environmental Education Research*, Vol. 14 No. 3, pp. 215–237.
- Henderson, T. (2015), "Pilgrim Street picture provides echoes from the days when th street was hive of Victorian activity", *The Journal*, Newcastle, 31 March.

List of References

Henry, V. (2012), *Three Shopper Trends You Can't Ignore*.

Hopkinson, M. (2014), "The First 12 Portas Pilot Towns.", *London: The Local Data Company?*, available at: <http://matthewhopkinson.com/2014/08/05/the-first-12-portas-towns-how-have-they-changed-two-years-on/> (accessed 19 June 2015).

Howe, N. and Strauss, W. (2000), *Millennials Rising*, Vintage.

Hudson, S. and Hudson, R. (2013), "Engaging with consumers using social media: a case study of music festivals", *International Journal of Event and Festival Management*, Vol. 4 No. 3, pp. 206–223.

Hull City Council. (2015), *New Hull Local Plan - Preferred Options 2015*.

Husain, M.S. (1981), "'Structural and spatial changes in retailing' in Mason C.M. and Witherick, M.E. (Eds)", *Dimensions of Change in a Growth Area: Southampton Since 1960*, Gower, Aldershot, pp. 101–120.

Jackson, C., Eliasson, L., Barber, N. and Weinman, J. (2014), "Applying COM-B to medication adherence", *Bulletin of the European Health Psychology Society (EHP)*, Vol. 16 No. 1, pp. 7–17.

Jackson, T. (2005), *Motivating Sustainable Consumption, A Review of Evidence on Consumer Behaviour and Behavioural Change In A Report to the Sustainable Development Research Network as Part of the ESRC Sustainable Technologies Programme Centre for Environmental Strategy University of Surrey Guildford*, available at: <https://doi.org/10.1260/0958305043026573>.

Javelin Group. (2015), *UK Shopping Venue Rankings 2015-16*.

Jefferys, J.B. (1954), *Retail Trading in Britain 1850-1950*, University Press, Cambridge.

Johnson, J. (2015), "Businesses in east street say the derelict shopping centre is killing their trade", *Daily Echo*, 22 September.

Johnston, M. (2016), "A science for all reasons: A comment on Ogden", *Health Psychology Review*, Taylor & Francis, Vol. 7199 No. August, pp. 1–11.

Jones, C. (2010a), "The Rise and Fall of the High Street Shops as an Investment Class", *Journal of Property Investment and Finance*, Vol. 28 No. 4, pp. 275–284.

List of References

- Jones, J. (2010b), *Eiffel's Tower: The Thrilling Story behind Paris's Beloved Monument and the Extraordinary World's Fair That Introduced It*, Penguin, New York.
- Jones, P. and Evans, J. (2008), *Urban Regeneration in the UK: Theory and Practice*, SAGE Publications Ltd.
- Jones, R.P., Camp, K.M. and Fairhurst, A.E. (2015), "Temporal and financial risk assessments: How time and money constrain shopper behavior and influence purchase solutions", *Journal of Retailing and Consumer Services*, Elsevier, Vol. 27 No. November, pp. 154–163.
- Jones, R.P. and Runyan, R.C. (2016), "Conceptualizing a path-to-purchase framework and exploring its role in shopper segmentation", *International Journal of Retail and Distribution Management*, Vol. 44 No. 8, pp. 776–798.
- Jones, S. (2010c), "Has the Portsmouth's Spinnaker Tower left Southampton in the shade?", *Daily Echo*, 17 October.
- Josephmark. (2013), "Piano Stairs: From movement to Mozart", *Design of Te World*, available at: <http://www.designoftheworld.com/piano-stairs/>.
- Kacen, J.J., Hess, J.D. and Kevin Chiang, W.-Y. (2013), "Bricks or Clicks? Consumer Attitudes toward Traditional Stores and Online Stores", *Global Economics and Management Review*, Elsevier, Vol. 18 No. 1, pp. 12–21.
- Kahneman, D. (2003), "Maps of bounded rationality: psychology for behavioral economics", *The American Economic Review*, Vol. 93 No. 5, pp. 1449–1475.
- Kärrholm, M., Nylund, K. and Prieto de la Fuente, P. (2014), "Spatial resilience and urban planning: Addressing the interdependence of urban retail areas", *Cities*, Vol. 36, pp. 121–130.
- Kelly, M., Morgan, A., Ellis, S., Younger, T., Huntley, J. and Swann, C. (2010), "Evidence based public health: A review of the experience of the National Institute of Health and Clinical Excellence (NICE) of developing public health guidance in England.", *Social Science & Medicine (1982)*, Elsevier Ltd, Vol. 71 No. 6, pp. 1056–62.
- Kier. (2016), "KIER PROPERTY PURCHASES SOUTHAMPTON SITE FOR STUDENT ACCOMMODATION SCHEME", available at: <http://www.kier.co.uk/press-office/press-release/2016/kier-property-buys-southampton-site-for-student-scheme.aspx> (accessed 3 May 2016).

List of References

- Kim, N., Stanton, B., Li, X., Dickersin, K. and Galbraith, J. (1997), "Effectiveness of the 40 adolescent AIDS-risk reduction interventions: A quantitative review", *Journal of Adolescent Health*, Vol. 20 No. 3, pp. 204–215.
- King, M. (2011), "Market Town Benchmarking Measuring the performance of town centres Loughborough Report", No. February.
- King, M. (2013), *Market Town Benchmarking Measuring the Performance of Town Centres*.
- Kirk, C.P., Chiagouris, L. and Thomas, J.D.E. (2015), "How Do Digital Natives and Digital Immigrants Respond Differently to Interactivity Online? A Model for Predicting Consumer Attitudes and Intentions to Use Digital Information Products", *Journal of Advertising Research*, Vol. 55 No. 1, pp. 1–23.
- Koernig, S.K. (2003), "E-Scapes: The Electronic Physical Environment and Service Tangibility", *Psychology and Marketing*, Vol. 20 No. 2, pp. 151–167.
- Kuijter, L. (2014), *Implications of Social Practice Theory for Sustainable Design*.
- Kuijter, L. and de Jong, A. (2011), "Practice theory and human-centred design: A sustainable bathing example", *NorDes: Nordic Design Research Conference 2011*.
- Kumar, S. and Ross, W. (2006), "Effects of pedestrianisation on the commercial and retail areas", *World Transport Policy & Practice*, Vol. 13 No. 1, pp. 37–47.
- Landry, C. (2008), *The Creative City: A Toolkit for Urban Innovators*, 2nd ed., Earthscan, London.
- Langer, E.J. (1989), *Mindfulness*, Addison Wesley Publishing Company, New York.
- Langer, E.J. (1997), *The Power of Mindful Learning*, Perseus Publishing, Cambridge.
- Langer, E.J. (2010), *Counterclockwise*, Hodder and Stoughton, London.
- Langer, E.J. and Moldoveanu, M. (2000), "Mindfulness research and the future", *Journal of Social Issues*, Vol. 56 No. 1, pp. 129–139.
- Law, C. (2002), *Urban Tourism: The Visitor Economy and the Growth of Large Cities*, 2nd ed., Continuum, London.
- Lawless, S. (2014), *Black Friday - The Collapse of the American Shopping Mall*, Artivist Publishing.
- Lawlor, E. (2013), *The Pedestrian Pound The Business Case for Better Streets and Places*, London.

List of References

- Le, A., Ngounmen, C.T. and Langer, E.J. (2014), *The Wiley Blackwell Handbook of Mindfulness*, Wiley, Chichester.
- Lee, M.K., Kiesler, S. and Forlizzi, J. (2011), "Mining Behavioral Economics to Design Persuasive Technology for Healthy Choices", *CHI 2011*, Vancouver BC, Canada, pp. 325–334.
- Levin, A.M., Levin, I.P. and Weller, J. a. (2005), "A Multi-Attribute Analysis of Preferences for Online and Offline Shopping : Differences Across Products , Consumers , and Shopping Stages", Vol. 6 No. 4, pp. 281–290.
- Levolux. (2003), "Cool shopping at WestQuay", *Www.levolux.com*, available at: <http://www.levolux.com/cool-shopping-at-westquay/> (accessed 9 August 2017).
- Levy-Leboyer, C. (1982), *Psychology and the Environment*, Sage, London.
- Lewin, K. (1935), *A Dynamic Theory of Personality*, McGraw-Hill, New York.
- Ley, D. (2003), "Artists, aestheticisation and the field of gentrification", *Urban Studies*, Vol. 40 No. 12, pp. 2527–2544.
- Lilley, D. (2007), *Designing for Behaviour Change Reducing the Social Impacts of Product Use through Design*, Loughborough University.
- Lilley, D. (2009), "Design for sustainable behaviour: strategies and perceptions", *Design Studies*, Elsevier Ltd, Vol. 30 No. 6, pp. 704–720.
- Limavady Borough Council. (2011), *Retail & Leisure Capacity Study Final*, available at: <https://doi.org/10.1017/CBO9781107415324.004>.
- Littell, J. and Girvin, H. (2002), "Stages of Change, a critique", *Behaviour Modification*, Vol. 26, pp. 303–313.
- Lowe, M. (2005a), "The regional shopping centre in the inner city: A study of retail-led urban regeneration", *Urban Studies*, Vol. 42 No. 3, pp. 449–470.
- Lowe, M. (2005b), "Revitalising inner city retail? The impact of the West Quay development on Southampton", *International Journal of Retail & Distribution Management*, Vol. 33 No. 9, pp. 658–668.
- Lowe, M. (2007), "Rethinking Southampton and town centre futures", *International Journal of Retail & Distribution Management*, Vol. 35 No. 8, pp. 639–646.

List of References

- Lowe, M.S. (2000), "Britain's Regional Shopping Centres: New Urban Forms?", *Urban Studies*, Vol. 37 No. 2, pp. 261–274.
- LSE Cities. (2017), *High Streets for All*, London.
- Lye, A., Shao, W., Rundle-Thiele, S. and Fausnaugh, C. (2005), "Decision waves: consumer decisions in today's complex world", *European Journal of Marketing*, Vol. 39 No. 1/2, pp. 216–230.
- Lynch, K. (1960), *The Image of the City*, The MIT Press, Cambridge, Massachusetts.
- Machado, C.A., Bielecki, J., Montero Jalil, D. and Walt, N. (2013), *High Street Magnifiers*, London.
- Mahar, S., Wright, P.D., Bretthauer, K.M. and Hill, R.P. (2014), "Optimizing marketer costs and consumer benefits across 'clicks' and 'bricks'", *Journal of the Academy of Marketing Science*, Vol. 42 No. 6, pp. 619–641.
- Maitland, R. and Newman, P. (2004), "Developing metropolitan tourism on the fringe of central London", *International Journal of Tourism Research*, Vol. 6, pp. 339–348.
- Maller, C. (2012), "Using social practice theory to understand everyday life: Outcomes for health and wellbeing", *The Annual Conference of the Australian Sociological Association: Emerging and Enduring Inequalities*, No. 1984, pp. 1–16.
- Mark, L. (2017), "Brighton's i360 tower is a testament to Marks Barfield's vision and tenacity", *The Architects' Journal*, February.
- Martin, J.L. (2010), "Life's a beach but you're an ant, and other unwelcome news for the sociology of culture", *Poetics*, Elsevier B.V., Vol. 38 No. 2, pp. 229–244.
- Marwell. (2015), "Marwells-Zany-Zebras-Sponsorship-Pack-2016.pdf."
- Massey, D. and Meegan, R. (1982), *The Anatomy of Job Loss: The How, Why and Where of Employment Decline*, Methuen, London.
- Matt Grist. (2010), *Mastering Our Behaviour through Instinct, Environment and Reason*, RSA Projects.
- Matthews, R. (2011), "What is the origin of the term 'High Street'?", *BBC History*, March.
- Maybe*. (2016), *How Millenial Shoppers Decide What to Buy*.
- McAndrews, F. (1993), *Environmental Psychology*, Brooks/Cole, California.

List of References

- McDonald, O. (2013), *Re-Think: Parking on the High Street*, London.
- Mehrabian, A. (1976), *Public Places and Private Spaces*, Basic Books, New York.
- Mehrabian, A. and Russel, J. (1974), *An Approach to Environmental Psychology*, The MIT Press, Cambridge.
- Mercer, H. (1998), "The Abolition of Resale Price Maintenance in Britain in 1964: A Turning Point for British Manufacturers?", *LSE Working Papers in Economic History*, Vol. 39 No. 98.
- Mercer, H. (2014a), "Retailer-Supplier Relationships before and after the Resale Prices Act, 1964: A Turning Point in British Economic History?", *Enterprise and Society*, Vol. 15 No. 1, pp. 132–165.
- Mercer, I. (2014b), "Shandwick Place revival piques interest", *Edinburgh Evening News*, Edinburgh, 5 February.
- Michie, S., Atkins, L. and West, R. (2014), *The Behaviour Change Wheel: A Guide to Designing Interventions*, Silverback Publishing.
- Michie, S., Johnston, M., Abraham, C., Lawton, R., Parker, D. and Walker, a. (2005), "Making psychological theory useful for implementing evidence based practice: a consensus approach.", *Quality & Safety in Health Care*, Vol. 14 No. 1, pp. 26–33.
- Michie, S., van Stralen, M.M., West, R., Grimshaw, J., Shirran, L., Thomas, R., Mowatt, G., et al. (2011), "The behaviour change wheel: A new method for characterising and designing behaviour change interventions", *Implementation Science*, Vol. 6 No. 1, p. 42.
- Michie, S., West, R., Campbell, R., Brown, J. and Gainforth, H. (2014), *ABC Of Behaviour Change Theories - An Essential Resource for Researchers and Practitioners*, Silverback Publishing.
- Middlemist, R.D., Knowles, E.S. and Matter, C.F. (1976), "Personal space invasions in the lavatory: suggestive evidence for arousal.", *Journal of Personality and Social Psychology*, Vol. 33 No. 5, pp. 541–546.
- Middlesbrough City Council. (2009), "Middlesbrough Proposal Map", available at: <http://www.cartogold.co.uk/MiddlesbroughLDF/Middlesbrough.htm>.
- Miles, S. (2005), "'Our Tyne': iconic regeneration and the revitalisation of identity in NewcastleGateshead", *Urban Studies*, Vol. 42 No. 5, pp. 913–926.
- Mintel. (2012), *Supermarkets - More Than Just Food Retailing*.

List of References

- Mix, L. and Katzberg, J. (2015), "Retail's next top model; new perspectives on consumer decision processes in a rapidly changing world", *Global Qualitative, ESOMAR*, Paris.
- Moe, W.W. and Trusov, M. (2011), "The Value of Social Dynamics in Online Product Ratings Forums", *Journal of Marketing Research*, Vol. 48 No. 3, pp. 444–456.
- Monibot, G. (2000), *Captive State: The Corporate Takeover of Britain*, Macmillan, London.
- Morelli, C. (2009), "Modern British Retailing in the Late 20th Century: Increasing Value?", *P. Lythe and R. Coopey (ed) British Business in the Twentieth Century: Decline and Renaissance*, Oxford University Press, Oxford, pp. 271–86.
- Munro, S., Lewin, S., Swart, T. and Volmink, J. (2007), "A review of health behaviour theories: how useful are these for developing interventions to promote long-term medication adherence for TB and HIV/AIDS?", *BMC Public Health*, Vol. 7, p. 104.
- New Zealand Transport Agency. (2009), *Pedestrian Planning and Design Guide*.
- Newcastle City Council. (2009), *East Pilgrim Street Interim Planning Guidance*, Newcastle.
- Newcastle City Council. (2013), *East Pilgrim Street Regeneration Opportunity Area ; Urban Design Analysis Background Report*, Newcastle.
- Niedderer, K. (2013), "Mindful Design as a Driver for Social Behaviour Change", *5Th International Congress of International Association of Societies of Design Research*, pp. 4562–4572.
- Niedderer, K. (2014), "Mediating Mindful Social Interactions through Design", *A. Ie, C. T. Ngnoumen and E. Langer (eds.) The Wiley Blackwell Handbook of Mindfulness, Vol 1*, Wiley, Chichester, pp. 345–366.
- Niedderer, K., Cain, R., Clune, S., Lockton, D., Ludden, G., Mackrill, J., Morris, A., et al. (2014), "Creating Sustainable Innovation through Design for Behaviour Change: full project report", *University of Wolverhampton, Project Partners & AHRC*.
- Nijman, J. (2000), "The Paradigmatic City", *Annals of the Association of American Geographers*, Vol. 90 No. 1, pp. 135–145.
- Nisbet, E. and Glick, M. (2008), "Can Health Psychology Help the Planet? Applying Theory and Models of Health Behaviour to Environmental Actions", *Canadian Psychology*, Vol. 49 No. 4, pp. 296–303.

List of References

- Noar, S., Benac, C. and Harris, M. (2007), "Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions", *Psychol Bull*, Vol. 133 No. 4, pp. 673–693.
- Norgate, S.H. and Ormerod, M.G. (2012), "Landmarks in tourist wayfinding: A review", *Proceedings of the Institution of Civil Engineers: Urban Design and Planning*, Vol. 165 No. 2, pp. 79–87.
- Northern Ireland Statistics and Research Agency. (2016), "Northern Ireland Neighbourhood Information Service", *NINIS*, available at: <http://www.ninis2.nisra.gov.uk/public/home.aspx> (accessed 10 October 2016).
- Norwich City Council. (2014), *Main Town Centres and Retail Frontages Supplementary Planning Document*, Norwich.
- Nottingham City Council. (2015), *Retail Background Paper*.
- NRFFoundation. (2014), *Across the Ages: Generational Impact on Spending*.
- NTS. (2014), "National Travel Survey: England 2013 - Statistical Release", No. July.
- O'Callaghan, E. and O'Riordan, D. (2003), "Retailing at the periphery: an analysis of Dublin's tertiary city centre shopping streets (1972-2002)", *International Journal of Retail & Distribution Management*, Vol. 31 No. 8, pp. 389–400.
- OECD. (2012), *OECD Internet Economy Outlook 2012*, OECD Publishing, Paris.
- Office for National Statistics. (2011), *2011 Census for England and Wales*.
- Office for National Statistics. (2012), *Average Age of Retirement Rises as People Work Longer*.
- Office for National Statistics. (2014), "Statistical Bulletin Internet Access – Households and Individuals 2014", No. August.
- Office for National Statistics. (2015), "Retail Sales, May 2015", No. July 2012.
- Office for National Statistics. (2018a), "Retail SMEs in England", *Office for National Statistics*, available at: <https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/adhocs/007932retailsmesinengland>.
- Office for National Statistics. (2018b), *Retail Sales, Great Britain: February 2018*.

List of References

- Office of National Statistics. (2014), "Internet Access - Households and Individuals, 2014. Statistical Bulletin", No. August.
- Ogden, J. (2016), "Celebrating variability and a call to limit systematisation: the example of the Behaviour Change Technique Taxonomy and the Behaviour Change Wheel", *Health Psychology Review*, Taylor & Francis, Vol. 10 No. 3, pp. 245–250.
- Oliver, B. (2015), "Brighton reaches for the sky in bid to reverse its 'lost decade' of neglect", *The Guardian*, 26 December.
- Olshavsky, R. and Granbois, D. (1979), "Consumer Decision Making - Fact or Fiction?", *Journal of Consumer Research*, Vol. 6 No. September, pp. 91–100.
- Ozuduru, B.H., Varol, C. and Yalciner Ercoskun, O. (2014), "Do shopping centers abate the resilience of shopping streets? The co-existence of both shopping venues in Ankara, Turkey", *Cities*, Elsevier Ltd, Vol. 36, pp. 145–157.
- Painter, J.E., Borba, C.P.C., Hynes, M., Mays, D. and Glanz, K. (2008), "The use of theory in health behavior research from 2000 to 2005: A systematic review", *Annals of Behavioral Medicine*, Vol. 35 No. 3, pp. 358–362.
- Palaiologou, G. (2015), "High Street Transactions and Interactions", *Suburban Urbanites: Suburbs and the Life of the High Street*, UCL Press, London, pp. 175–203.
- Partridge, T. (2001), "Easy ride now over for large format retailers", *Planning*, April, p. 22.
- Pearson, A. (2014), "Planned new city centre shopping centre could harm Newcastle's Eldon Square, warn owners", *The Journal2*, Newcastle, 11 June.
- Penn, A. (2001), "Space Syntax and Spatial Cognition", *Proceedings, 3rd International Space Syntax Symposium Atlanta*, pp. 11.1–11.17.
- Percival, R. (2017), "Questions over council's investment after visitor numbers plummet at Southampton SeaCity Museum", *Daily Echo*, Southampton, 9 August.
- Peters, G.-J.Y. and Kok, G. (2016), "All models are wrong, but some are useful: A comment on Ogden", *Health Psychology Review*, Taylor & Francis, Vol. 10 No. July, pp. 1–6.
- Petty, R. and Cacioppo, J. (1986), *Communication and Persuasion: Central and Peripheral Routes to Attitude Change.*, Springer-Verlag, New York.
- Phil Barrett. (2009), *City of Sunderland Local Development Framework Evidence Base*, Sunderland.

List of References

- Pickering, J.F. (1966), *Resale Price Maintenance in Practice*, George Allen and Unwin, London.
- Pinch, S. (2002), "City profile Southampton", *Cities*, pp. 71–78.
- Plaza, B. (2007), "The Bilbao effect (Guggenheim Museum Bilbao)", *Museum News. American Association of Museums*, Vol. 86 No. 5, pp. 1–13.
- Plaza, B. (2008), "On Some Challenges and Conditions for the Guggenheim Museum Bilbao to be an Effective Economic Re-activator", *International Journal of Urban and Regional Research*, Vol. 32 No. 2, pp. 506–517.
- Plaza, B. and Haarich, S.N. (2009), "Museums for urban regeneration ? Exploring conditions for their effectiveness", *Journal of Urban Regeneration and Renewal*, Vol. 2 No. 3, pp. 259–271.
- Plymouth City Council. (2014), *Plymouth City Centre Development Study*.
- Pollard, S. (1983), *The Development of the British Economy, 1914-1980*, 3rd editio., Edward Arnold, London.
- Pomeranz, D. (1980), "Environmental Psychology", *Chapter 3 in Krasner, Leonard. (Ed.). 1980. Environmental Design and Human Behaviour: A Psychology of the Individual in Society*, Pergamon Press, Sydney.
- Portas, M. (2011), "The Portas Review. An independent review into the future of our high streets", No. December, p. 50.
- Portas, M. (2014), *Why Our High Streets Still Matter: A Think Piece*, London.
- Prochaska, J.O. (1979), *Systems of Psychotherapy: A Transtheoretical Analysis*, 7th ed., Brooks Cole.
- Prochaska, J.O. and DiClemente, C.C. (1983), "Stages and Processes of Self-Change of Smoking: Toward an Integrative Model of Change", *Journal of Consulting and Clinical Psychology*, Vol. 51 No. 3, pp. 390–395.
- Prochaska, J.O., Diclemente, C.C. and Norcross, J.C. (1992), "In Search of How People Change Applications to Addictive Behaviors", *American Psychologist*, No. September, pp. 1102–1114.
- Quin, S. (2016), *Sustainable High Streets?*
- Quinn, B. (2005), "Arts festivals and the city", *Urban Studies*, Vol. 42 No. 5, pp. 927–943.

List of References

- Quinn, B., McKitterick, L., McAdam, R. and Brennan, M. (2013), "Innovation in small-scale retailing: A future research agenda.", *International Journal of Entrepreneurship & Innovation*, Vol. 14 No. 2, pp. 81–93.
- Raco, M. (2003), "Assessing the discourses and practices of urban regeneration in a growing region", *Geoforum*, Vol. 34 No. 1, pp. 37–55.
- Rainbow Junkie. (2013), "An Explosion of Rhinos", available at: <https://rainbowjunkiecorner.wordpress.com/2013/07/18/an-explosion-of-rhinos/> (accessed 10 July 2018).
- Rebar. (2012), "Park(ing) Day", available at: <http://parkingday.org/about-parking-day/>.
- Reckwitz, A. (2002), "Toward a theory of social practices: A development in culturalist theorizing", *European Journal of Social Theory*, Vol. 5 No. 2, pp. 243–263.
- Restrepo-Cadavid, P. (2013), "Urban Nudges: bringing behavioral economics into urban planning", *FAVELissues*, available at: <https://favelissues.com/2013/09/28/urban-nudges-bringing-behavioral-economics-into-urban-planning/>.
- Rhodes, C. (2015), *The Retail Industry: Statistics and Policy*, London.
- Rhodes, C. (2017), "Business statistics", *House of Commons Library*, No. 06152, p. 14.
- Rifkind, H. (2014), "Doun't mourn the old high street. It was awful", *The Times*, 12 October.
- Roberts, J.H. and Lattin, J.M. (1991), "Development Testing of a Model of Consideration Set Composition", *Journal of Marketing Research*, Vol. 28 No. 4, pp. 429–440.
- Robertson, M. and Wardrop, K. (2004), "Events and the destination dynamic: Edinburgh festivals, entrepreneurship and strategic marketing", *Festivals and Events Management: An International Arts and Culture Perspective*, Elsevier Butterworth-Heinemann, Oxford, pp. 115–129.
- Robinson, J. (2017), "Bargate Centre demolition work to start today as £100 million redevelopment gets underway", *Daily Echo*, Southampton, 24 November.
- Roe, L., Hunt, P., Bradshaw, H. and Rayner, M. (1997), *Health Promotion Interventions to Promote Healthy Eating in the General Population: A Review*, Health Education Authority London.
- Roger Tym & Partners. (2009), *Sunderland Retail Needs Assessment*.

List of References

- Ross, A. (2016), "Traders in East Street, Southampton, bid to promote street", *Daily Echo*, Southampton, 22 March.
- Ross, A. (2017), "Owners of Southampton's new WestQuay Watermark complex sell 50% stake", *Daily Echo*, 1 January.
- Rothman, A.J. (2009), "Capitalizing on Opportunities to Refine Health Behavior Theories", *Health Education and Behavior*, Vol. 36 No. 5_suppl, p. 150S–155S.
- Rotter, J.B. (1990), "Internal versus external control of reinforcement: A case history of a variable.", *American Psychologist*, Vol. 45, pp. 489–493.
- Ruddick, G. (2015), "How convenience stores helped destroy the supermarket", *The Daily Telegraph*, 21 February.
- Sahi, G.K., Singh, H., Tahira, S. and Quareshi, K. (2016), "Role of trusting beliefs in predicting purchase intentions", *International Journal of Retail & Distribution Management*, Vol. 44 No. 8, pp. 860–880.
- Samson, A. (2014), "The Behavioral Economics Guide 2014", *Behavioural Economics*, available at: <http://www.behavioraleconomics.com> (accessed 17 March 2017).
- Sassen, S. (2001), *The Global City: New York, London, Tokyo, Princetown*, Princetown University Press.
- Schatzki, T.R., Cetina, K.K. and Savigny, E. Von. (2001), *The Practice Turn in Contemporary Theory*, Routledge, London and New York.
- Schüz, B., Sniehotta, F. and Mallach, N. (2007), "Evidence for three stages of change: Predicting transitions from the preintention, intention and action stages", *Saatavissa*, available at: http://www.diss.fu-berlin.de/diss/servlets/MCRFileNodeServlet/FUDISS_derivate_000000002966/4_chapter4.pdf?hosts=?pagewanted=all.
- Scotland's Census. (2016), "Standard Outputs for Scotland", *National Record of Scotland*, available at: <http://www.scotlandscensus.gov.uk/ods-web/standard-outputs.html> (accessed 10 October 2016).
- Scott, J. (2000), "Rational Choice Theory", *Browning, G, A Halcli, N Hewlett, and F Webster (eds) Understanding Contemporary Society: Theories of the Present*, Sage, London.

List of References

- Scott, K., Quist, J. and Bakker, C. (2009), "Co-design, social practices and sustainability innovation: involving users in a living lab exploratory study on bathing", *Joint Actions on Climate Change*, pp. 1–15.
- Sears-Black, C. (2016), "Opinion: The true cost of click-and-collect for retailers", *Retail-Week*, May.
- Selvefors, A., Pedersen, K.B. and Rahe, U. (2011), "Design for sustainable consumption behavior: systematizing the use of behavioral intervention strategies", *Proceedings of the 2011 Conference on Designing Pleasurable Products and Interfaces*, Milan, Italy, pp. 242–249.
- Sen, S., Block, L.G. and Chandran, S. (2002), "Window displays and consumer shopping decisions", *Journal of Retailing and Consumer Services*, Vol. 9 No. 5, pp. 277–290.
- Senatsverwaltung für Stadtentwicklung Berlin. (2007), *Urban Pioneers: Berlin's Experience with Temporary Urbanism*, Jovis, Berlin.
- Sennet, R. (1971), *The Uses of Disorder: Personal Identity and City Life*, Vintage Books, New York.
- Shamsuddin, S., Hassan, N.R.A. and Bilyamin, S.F.I. (2012), "Walkable Environment in Increasing the Liveability of a City", *Procedia - Social and Behavioral Sciences*, Vol. 50 No. July, pp. 167–178.
- Sharma, M. and Ramos, J.A. (2012), *Theoretical Foundations of Health Education and Health Promotion*, Jones and Bartlett Publishers.
- Sheeran, P., Gollwitzer, P.M. and Bargh, J. a. (2013), "Nonconscious processes and health.", *Health Psychology*, Vol. 32 No. 5, p. 460.
- Shepherd, R. (2013), *Middlesbrough Retail Capacity*.
- Shove, E. (2010), "Beyond the ABC: Climate change policy and theories of social change", *Environment and Planning A*, Vol. 42 No. 6, pp. 1273–1285.
- Singleton, A., Dolega, L., Riddlesden, D. and Longley, P. (2017), *Measuring the Impact of Online Shopping on High Streets across England*.
- Smithers, R. (2011), "Inside Westfield Stratford City: Europe's largest shopping centre", *The Guardian*, 21 May.
- Southampton City Council. (2004), *Southampton City Centre Health Check*.
- Southampton City Council. (2015), *Streets and Spaces Framework Report*, Southampton.

List of References

- Southerton, D., McMeekin, A. and Evans, D. (2011), *International Review of Behaviour Change Initiatives Climate Change Behaviours Research Programme*.
- Sparks, L. (1996), "The census of distribution: 25 years in the dark", *Area*, Vol. 28 No. 1, pp. 89–95.
- Speller, G. (2006), "A Place of my Own", *Green Places*, Vol. 26, pp. 18–20.
- Stead, D. and Marshall, S. (2001), "The Relationships between Urban Form and Travel Patterns . An International Review and Evaluation", *European Journal of Transport and Infrastructure Research*, Vol. 1 No. 2, pp. 11–141.
- Stephenson, J., Imrie, J. and Sutton, S.. (2000), "Rigorous trials of sexual behaviour interventions in STD/HIV prevention: what can we learn from them?", *AIDS*, Vol. 14 No. Suppl 3, pp. 115–124.
- Stern, P.C. (2000), "Toward a Coherent Theory of Environmentally Significant Behavior", *Journal of Social Issues*, Vol. 56 No. 3, pp. 407–424.
- Stevens, Q. and Shin, H. (2014), "Urban Festivals and Local Social Space", *Planning Practice*, Vol. 29 No. 1, pp. 37–41.
- Stonor, T. (2011), "The city as a transaction machine", available at: http://www.slideboom.com/presentations/459168/Tim-Stonor_The-city-as-a-transaction-machine.
- Strengers, Y. (2010), *Conceptualising Everyday Practices : Composition , Reproduction and Change*, No. Working Paper No. 6, *Behaviour Change*, available at: <https://doi.org/10.1007/978-90-481-8730-0>.
- Sugden, R. (2009), "On Nudging: A Review of Nudge: Improving Decisions About Health, Wealth and Happiness by Richard H. Thaler and Cass R. Sunstein", *International Journal of the Economics of Business*, Vol. 16 No. 3, pp. 365–373.
- Sunderland City Council. (2015), "Improvements to High Street West", *Www.sunderland.gov.uk*, available at: <http://www.sunderland.gov.uk/index.aspx?articleid=10124> (accessed 5 April 2016).
- Sunstein, C.R. and Reisch, L. a. (2013), "Green by default", *Kyklos*, Vol. 66 No. 3, pp. 398–402.
- Sustrans. (2006), "Shoppers and how they travel", available at: <http://www.tut.fi/verne/wp-content/uploads/Shoppers-and-how-they-travel.pdf> (accessed 19 June 2015).

List of References

- Swidler, A. (1986), "Culture in Action: Symbols and Strategies", *Source American Sociological Review*, Vol. 51 No. 2, pp. 273–286.
- Tallon, A. (2013), *Urban Regeneration in the UK*, Second Edi., Routledge, London.
- Tang, T. (2010), *Towards Sustainable Use: Design Behaviour Intervention to Reduce Household Environment Impact*, Loughborough University.
- Taylor, D., Bury, M., Campling, N., Carter, S., Garfield, S., Newbould, J. and Rennie, T. (2006), "A Review of the use of the Health Belief Model (HBM), the Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB) and the Trans-Theoretical Model (TTM) to study and predict health related behaviour change", *Health (San Francisco)*, No. June, pp. 1–215.
- Taylor, E. (2016), "Mobile payment technologies in retail: a review of potential benefits and risks", *International Journal of Retail & Distribution Management*, Vol. 44 No. 2, pp. 159–177.
- Taylor, N., Conner, M. and Lawton, R. (2012), "The impact of theory on the effectiveness of worksite physical activity interventions: a meta-analysis and meta-regression", *Health Psychology Review*, Vol. 6 No. December, pp. 33–73.
- Terry, D.. (1993), *Self-Efficacy Expectancies and the Theory of Reasoned Action. In The Theory of Reasoned Action: Its Application to Aids Preventative Behavior*, Pergamon Press, Oxford.
- Thaler, R.H. and Sunstein, C.R. (2008), *Nudge: Improving Decisions about Helath, Wealth and Happiness*, Penguin, London.
- Thaler, R.H., Sunstein, C.R. and Balz, J.P. (2010), "Choice Architecture", available at: <https://ssrn.com/abstract=1583509> (accessed 24 February 2016).
- Thomas, J. (2015), "Liverpool Lime Street £35m plans for new look revealed", *Liverpool Echo*, 6 March.
- Thompson, J., Benson, M. and McDonagh, P. (2015), "The social and economic impact of improving a town centre: The case of Rotherham", *Local Economy*, Vol. 30 No. 2, pp. 231–248.
- TNS. (2013), *Are the Wheels Finally Coming off the NHS*, London.
- Tolley, R. (2011), *Good for Business: The Benefits of Making Streets More Walking and Cycling Friendly*, Heart.

List of References

- Tsou, K.W. and Cheng, H.T. (2013), "The effect of multiple urban network structures on retail patterns - A case study in Taipei, Taiwan", *Cities*, Elsevier Ltd, Vol. 32, pp. 13–23.
- Turley, M. (2014), *Supplementary Guidance: City Centre Retail Core*.
- Turner, S., Singh, R., Quinn, P. and Allatt, T. (2011), *Benefits of New and Improved Pedestrian Facilities – before and after Studies May 2011*.
- Tuten, T. and Solomon, M. (2012), *Social Media Marketing*, 2nd Ed., SAGE Publications Ltd, London.
- Vaughan, L. (2015), "High Street Diversity", *Suburban Urbanites: Suburbs and the Life of the High Streets*, UCL Press, pp. 153–174.
- Vázquez, S., Muñoz-García, Ó., Campanella, I., Poch, M., Fisas, B., Bel, N. and Andreu, G. (2014), "A classification of user-generated content into consumer decision journey stages", *Neural Networks*, Elsevier Ltd, Vol. 58, pp. 68–81.
- Veitch, R. and Arkkelin, D. (1995), *Environmental Psychology: An Interdisciplinary Perspective*, Prentice Hall, New Jersey.
- Verdict and SAS. (2013), *How the UK Will Shop: 2013*.
- VOA. (2017), "Find and check your business rates valuation", *Gov.uk*, available at: <https://www.gov.uk/correct-your-business-rates> (accessed 13 August 2017).
- Vroom, V.. and Deci, E.. (1983), *Management and Motivation*, Penguin.
- Wagner, B.A., Fillis, I. and Johansson, U. (2005), "An exploratory study of SME local sourcing and supplier development in the grocery retail sector", *International Journal of Retail & Distribution Management*, Vol. 33 No. 10, pp. 716–734.
- Walden, J. (2015), *Digital High Street 2020 Report*, Digital High Street Advisory Board.
- Wang, X. (2011), "The Effect of Inconsistent Word-of-Mouth During the Service Encounter", *Journal of Services Marketing*, Vol. 25 No. 4, pp. 252–259.
- Warde, A. (2005), "Consumption and Theories of Practice", *Journal of Consumer Culture*, Vol. 5 No. 2, pp. 131–153.
- Warde, A. (2011), "The power of nudge", *Food Ethics*, Vol. 6 No. 1, pp. 20–21.

List of References

- Warde, A. (2014), "Focus: budge up nudge - policy fashions and the demise of an intervention", *Discoversociety*, available at: <http://discoversociety.org/2014/09/02/focus-budge-up-nudge-policy-fashions-and-the-demise-of-an-intervention/> (accessed 14 March 2017).
- Webb, T., Sniehotta, F. and Michie, S. (2010), "Using theories of behaviour change to inform interventions for addictive behaviours", *Addiction*, Vol. 105, pp. 1879–1892.
- Webster, C. (2007), "Property rights, public space and urban design", *The Town Planning Review*, Vol. 78 No. 1, pp. 81–101.
- Weidenfeld, A. (2010), "Iconicity and flagshipness of tourist attractions", *Annals of Tourism Research*, Vol. 37 No. 3, pp. 851–854.
- Weltevreden, J.W.J. (2007), "Substitution or complementarity? How the Internet changes city centre shopping", *Journal of Retailing and Consumer Services*, Vol. 14 No. 3, pp. 192–207.
- Wendel, S. (2013), *Designing for Behavior Change: Applying Psychology and Behavioral Economics*, O'Reilly Media.
- West, R. and Brown, J. (2013), *A Synthetic Theory of Motivation Theory of Addiciton*, Second Edi., Wiley-Blackwell.
- What's on in London. (2014), "Brixton Village", available at: <http://www.whatsoninlondon.co.uk/attraction/brixton-village/> (accessed 9 July 2015).
- Wheeler, I. (2007), *Retail Locations and Skills Development*, London.
- White Young Green (WYG). (2015), *Warrington Retail and Leisure Study*.
- Whitehead, T., Simmonds, D. and Preston, J. (2006), "The effect of urban quality improvements on economic activity", *Journal of Environmental Management*, Vol. 80 No. 1, pp. 1–12.
- Wilhite, H. (2013), "Energy consumption as cultural practice: implications for the theory and policy of sustainable energy use", *Strauss, S., Rupp, S. & Love, T. (eds), Cultures of Energy*, Left Coast Press.
- Wilkinson, M. (2014), "New King's Quarter plan unveiled", *Gloucester Citizen*, Gloucester, 10 May.
- Williams, K. (2005), "Spatial planning, urban form and sustainable transport: An introduction", *Planning, Urban Form and Sustainable Transport*, pp. 1–13.
- Wiltshire Council. (2011), *Salisbury Local Plan*.

List of References

- Wolny, J. and Charoensuksai, N. (2014), "Mapping customer journeys in multichannel decision-making", *Journal of Direct, Data and Digital Marketing Practice*, Vol. 15 No. 4, pp. 317–326.
- Wooller, L. (2012), "Pedestrianisation : Are we reading from the same page ? Perspectives from key stakeholders in Takapuna , Auckland", pp. 16–30.
- Wrigley, N. and Brookes, E. (2014), *Evolving High Streets : Perspectives from Social Science*.
- Wrigley, N. and Dolega, L. (2011), "Resilience, fragility, and adaptation: New evidence on the performance of UK high streets during global economic crisis and its policy implications", *Environment and Planning A*, Vol. 43 No. 10, pp. 2337–2363.
- Wrigley, N., Guy, C. and Lowe, M. (2002), "Urban regeneration, social inclusion and large store development: the Seacroft development in context", *Urban Studies*, Vol. 39 No. 11, pp. 2102–2114.
- Wrigley, N. and Lambiri, D. (2014), *High Street Performance and Evolution, Economic & Social Research Council*, available at:<https://doi.org/10.1162/1520281053850839>.
- Wrigley, N. and Lambiri, D. (2015), "British High Streets : from Crisis to Recovery ? A Comprehensive Review of the Evidence British High Streets : from Crisis to Recovery ?"
- Wrigley, N. and Lowe, M. (2002), *Reading Retail: A Geographical Perspective on Retailing and Consumption Spaces*, edited by Hodder Education, Routledge, London.
- WYG. (2014), *City of York Council Retail Study Update Final Report September 2014*.
- WYG. (2015), *Leicester City Council and Blaby District Council Town Centre and Retail Study*.
- Yagil, D. (2000), "Beliefs, motives and situational factors related to pedestrians' self-reported behavior at signal-controlled crossings", *Transportation Research Part F: Traffic Psychology and Behaviour*, Vol. 3, pp. 1–13.
- Yildirim, K., Akalin-Baskaya, A. and Hidayetoglu, M.L. (2007), "The effects of the store window type on consumers' perception and shopping attitudes through the use of digital pictures", *Gazi University Journal of Science*, Vol. 20 No. 2, pp. p. 33–40.
- Yiu, C.Y. (2011), "The impact of a pedestrianisation scheme on retail rent: an empirical test in Hong Kong", *Journal of Place Management and Development*, Vol. 4 No. 3, pp. 231–242.