

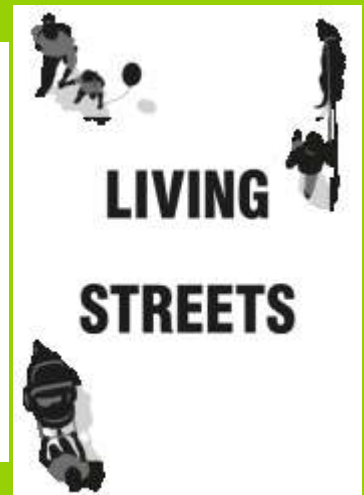


LIVING STREETS

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THE PEDESTRIAN POUND – THE WALKING ECONOMY



11%





SCENE SETTING 2018

- 19% of all trips are for shopping (small drop since 2011)
- Internet spending approx. 17% of all sales.
- On average 177 shopping trips per person in 2015 compared to 216 in 2002.
- But, 87 % of potential shoppers live in a 5 mile radius of their nearest high street and 38% visit several times a week.



THE PEDESTRIAN POUND

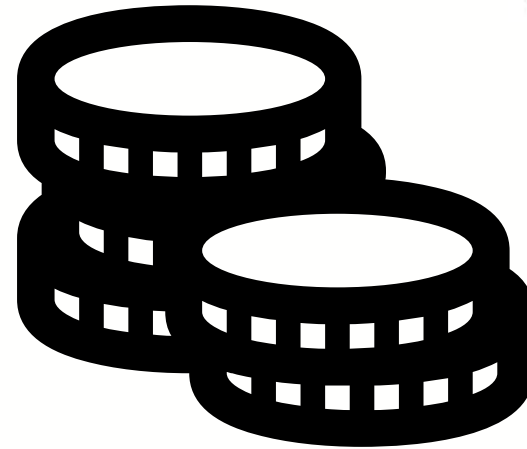


The business
case for better
streets and places



FOOTFALL VALUE

- UK high streets 22% footfall decline 2007-2017
- Improved streets 20-35% boost in footfall
- Sales for retail can increase by 30%





CONSUMER & BUSINESS satisfaction

- Broadly positive link between urban environment and commercial returns.
- Retailers over-estimate extent to which customers drive and importance of parking.
- Shoppers more concerned by range of shops and the attractiveness of the environment.
- A good street environment is so important, people are willing to pay for it.
- **It's about the experience.**

Shifting
perception
because
better data =
better
decisions

Businesses may overestimate their customers' car use

Businesses
on Lea Bridge Road
think their customers
travel to the area:

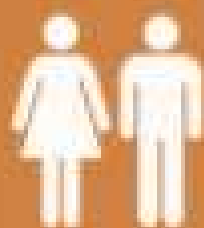
However,
visitors said
they travelled:



Source: London Borough of Waltham Forest

People
who walk
and cycle
take more
trips to
the high
street over
the course
of a month

Average number of visits to local
town centre each month, by mode



16 visits



12 visits



8 visits

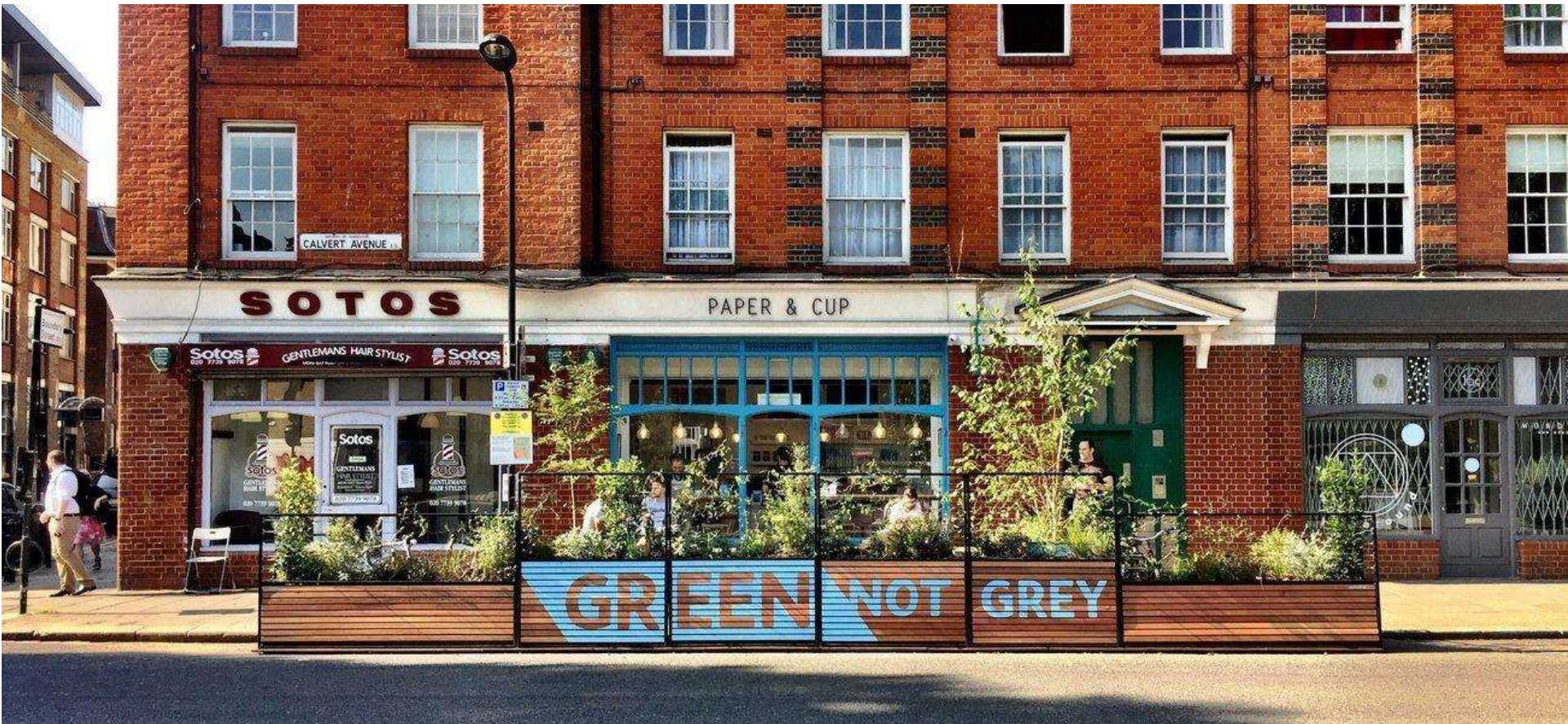
Source: TfL 2014



LIVING

STREETS

NO PARKING? no problem





Making WALKING easier



Improved walking routes between transport termini and key destinations = 98% increase in walking journeys



Oxford Circus: Cost £3.9m – Estimated benefits
£5.4m 1:1.4 Retailer cited turnover benefits + 25%



New York space reallocation: 48% increase in sales Nicholas and Amsterdam Avenues





And Paris goes car free

Change perceptions and change behaviour





“Destinations for socializing, culture, health, wellbeing, creativity and learning”.





MARATHON
EXPO
MUTT!

PARK
24 HRS

Hilton
Garden Inn

Hilton
Garden

explore & play

explore & play



W.A. BAKERS

SPENCER

1

USE YOUR PHONE
TO INVESTIGATE

DEFNYDDIWCH EICH
FFŌN I YMCHWILIO



2

GO TO
NPEX.CO.UK
OR USE QR CODE

DYSGWCH FWY YN
NPEX.CO.UK
NEU GYDA CHOD QR



LIVING
STREETS



4:20 PM

Filter

Transactions

bPay available balance

£91.60

Current balance: £121.60

Top up

All transactions

Costa Coffee
Today 11:24

-£2.35

Sainsbury's
12 Dec 2012 pending

-£8.21

Uniqlo
12 Dec 2012

-£14.90

HSBC Debit
11 Dec 2012

£30.00

Costa Coffee

Transactions

Account

Offers

BEYOND RETAIL

towards a place economy





THANK YOU!

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