



Making sense of mixed-use town centres



Cat White
Associate Director
Town Centres & Retail
Assessment

Turley

Overview

The “death of the high street” is exaggerated

- Changing consumer behaviour, reduced footfall and the decline of major retailers have contributed to big changes in town and city centres.
- There is a future for retail in breathing life back into our town centres.

The value of on-line sales and in-store sales for 2017:



Figures for 2017 show that non-food on-line spend was **£45 billion**. This equates to **£123 million** spent on average per day¹.



The total value of in-store non-food sales was **£178 billion** in 2017. This equates to an average of **£488 million** per day¹.

- Considerations and common sense checks need to be put in place to ensure sustainable, attractive and well-functioning mixed-use town centres.
- We must support what is special within town centres whilst integrating new uses.
- We suggest a five point approach to making sense of mixed-use town centres.

Making sense of mixed-use centres

Future town centres need:

- A greater diversity of uses
- Emphasis on densification of development around transport hubs
- Reinvention of retailer presence
- To deliver experiences
- Appropriate planning support and controls



Five point approach to make sense of mixed-use centres

1. See the bigger picture

Profile the demand and needs that town centres can help to meet in the future

2. Understand the whole place

Discover what is unique, what works, and what could be improved

3. Put people at the heart

Create an opportunity for all interested parties to help shape the future

4. Complete a commercial sense-check

Ensure proposals are viable and deliverable

5. Establish principles for mixed-use town centres

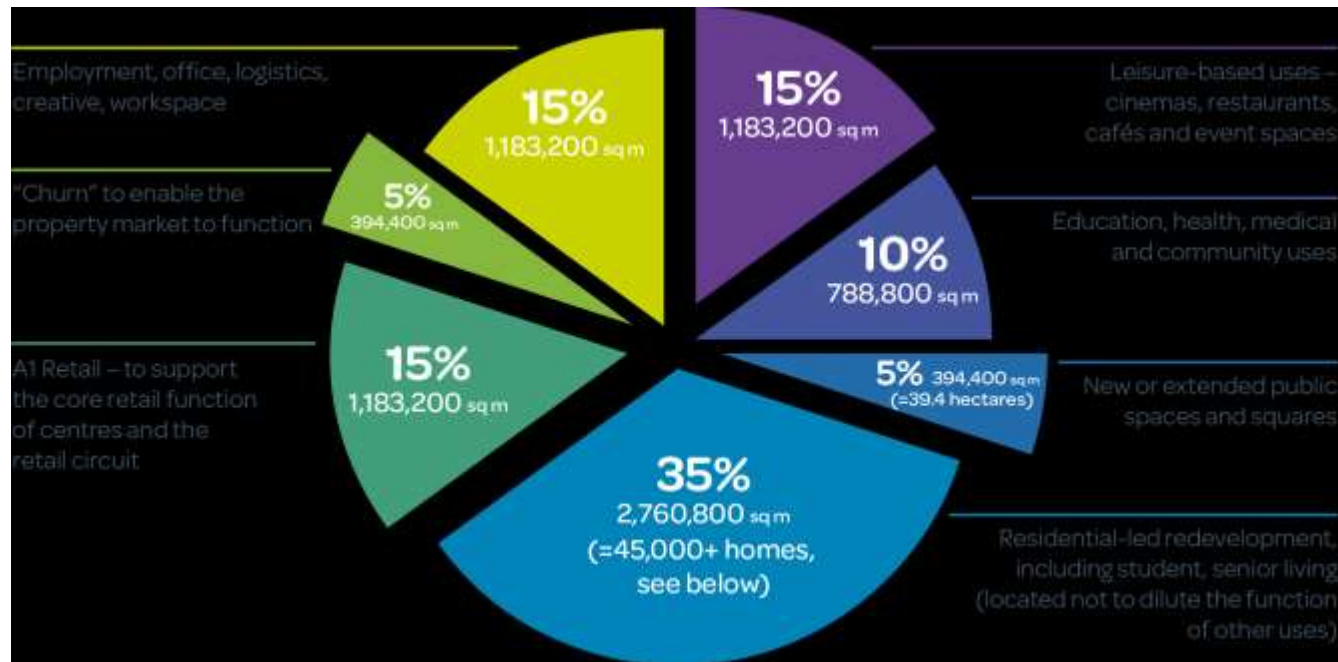
Positively encourage and guide investment in town centres

The benefits of mixed-use town centres

- Helping to address the housing crisis
- Provide development land in sustainable and accessible locations
- Multi-generational and healthy
- Focal point for public and private investment



Assumed proportion of vacant floorspace



Our recommendations

- Town centres need to be understood in their wider context
- Reforms to the planning system may have unintended consequences including piecemeal development.
- Planning needs to develop a faster and more flexible way of re-purposing town centres.
- Retail policy guidance needs to become more sophisticated.

The flexible approach we recommend can be readily produced and updated to respond to changing conditions, epitomising positive planning for town centres.

Cat White

cat.white@turley.co.uk

0238 072 4881

Our locations

We offer clients a national perspective, a significant track record of success alongside strong local knowledge and relationships.

We share work and opportunities to provide best service to clients.



Our services

Many clients take advantage of our full service offer but all are available independently, working collaboratively with other consultant teams.

All our services are tailored to clients' needs and the objectives of the project.



Core services



Supplementary services

