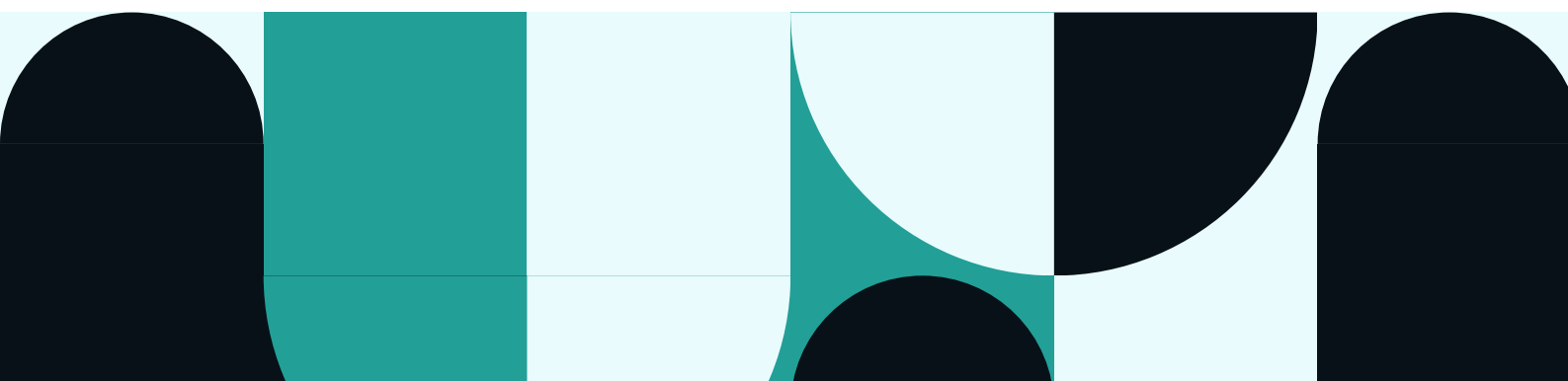# Proven Retail Centre Regeneration Strategies
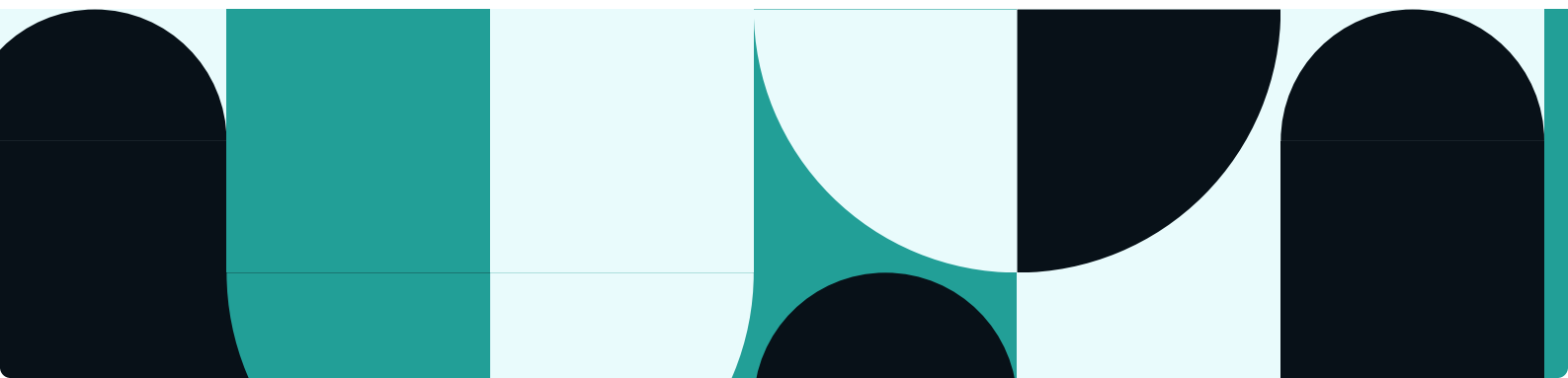
August 2024

Proven Retail Centre Regeneration Strategies

The regeneration of retail centres has become a crucial focus for local governments and councils. This strategic approach not only revitalises local economies but also enhances community well-being. By implementing a series of targeted strategies—ranging from aesthetic improvements to inclusive business offerings—retail centres can transform into vibrant destinations where people want to spend more time. Based on data and insights from our local government and councils, we've identified key areas that significantly impact how long visitors stay in retail centres.
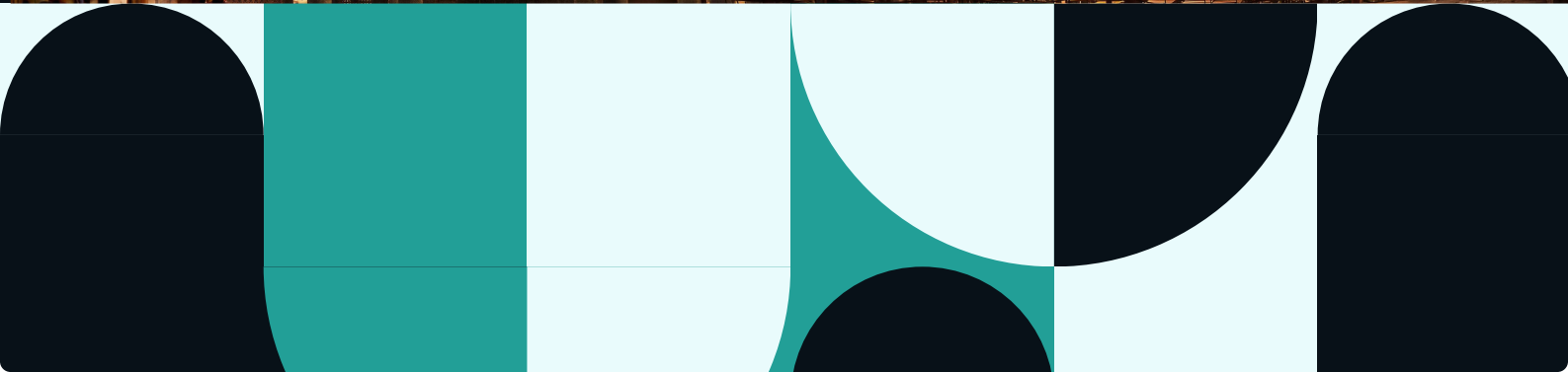
Let's explore these strategies in detail.

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How To Boost The Night-Time Economy

Boosting the Night-Time Economy

A thriving night-time economy can significantly enhance the cultural and economic vitality of an area. By offering diverse entertainment and dining options, an area can attract a wide range of visitors, from local residents to tourists, fostering a lively and inclusive atmosphere. This section describes strategies that have stimulated the night-time economy and examines how these initiatives have been reflected in Huq data.

Proven Strategies

1. **Extended Business Hours:** Encouraging businesses to stay open later can provide more options for evening entertainment and shopping, catering to night-time visitors.

2. **Special Events and Activities:** Organising events such as night markets, festivals, and live performances can draw crowds and stimulate spending.

3. **Improved Night Transport Options:** Providing reliable and accessible late-night transport options ensures visitors can safely and conveniently travel home, encouraging them to stay out longer.

4. **Diverse Venue Offerings:** Promoting a mix of venues, from casual eateries to high-end restaurants and entertainment spots, caters to a wide range of preferences and budgets.

5. **Marketing and Promotions:** Leveraging social media and local advertising to promote night-time events and offerings can attract more visitors and create a vibrant atmosphere.

Changes in Data

1. **Increased Night-Time Footfall:** Successful night-time initiatives can lead to higher foot fall during evening and night hours, as more people are attracted to the area.

2. **Higher Evening Revenue:** With extended hours and diverse entertainment options, businesses can expect increased revenue from evening and late-night customers, as reflected in transaction data.

3. **Expanded Customer Demographics:** A thriving night-time economy can draw a diverse range of customers, from young adults to families, contributing to varied spending patterns.

4. **Improved Customer Loyalty:** Positive night-time experiences can encourage repeat visits, as tracked by customer catchment and footfall analysis.

5. **Enhanced Reputation:** A vibrant night-time economy can enhance the area's reputation as a lively and safe destination, appealing to both locals and tourists. This reputation can be tracked through online reviews and social media mentions.

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Attracting A Diverse Range Of Businesses

Attracting a Diverse Range of Businesses

Attracting a diverse mix of businesses to a retail centre is essential for creating a vibrant and sustainable economic environment. A variety of businesses can cater to different customer demographics, encourage longer visits, and stimulate spending across different sectors. Here are several strategies a council can employ to attract a diverse mix of businesses to their retail centre:

1. **Market Analysis and Planning**

Conduct Market Research: Understand the current business landscape, consumer demographics, and spending patterns in the area. Identify gaps in the market and the types of businesses that could fulfil these unmet needs

Create a Business Attraction Plan: Develop a comprehensive plan outlining the types of businesses desired, target areas for development, and incentives available. This plan should also consider the desired mix of retail, dining, entertainment, and services.

2. **Incentives and Support Programs**

Financial Incentives: Offer financial incentives such as tax breaks, grants, or low-interest loans to attract new businesses. These incentives can help offset the initial setup costs for businesses.

Reduced Rent or Lease Subsidies: Work with property owners to offer reduced rents or lease subsidies to attract businesses, especially during the initial months of operation.

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Facade Improvement Programs: Provide funding or assistance for businesses to improve their storefronts, enhancing the overall aesthetic appeal of the retail centre.

3. Business Support and Development

Business Development Services: Offer workshops, training, and advisory services to help businesses succeed. Topics could include marketing, customer service, financial management, and digital literacy.

Networking Opportunities: Facilitate networking events and business forums where potential and existing business owners can share ideas and explore partnership opportunities.

Streamlined Permitting and Licensing: Simplify the process for obtaining necessary permits and licences, reducing bureaucratic hurdles and making it easier for new businesses to start operating.

4. Targeted Recruitment and Marketing

Proactive Outreach: Actively recruit businesses that match the desired profile, using a mix of direct outreach, trade shows, and networking events

Highlight Unique Selling Points: Promote the unique advantages of the retail centre, such as foot traffic data, customer demographics, local economic conditions, and community support.

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Collaboration with Real Estate Agents: Partner with local real estate agents to identify and attract businesses that align with the community's needs and preferences.

5. Community Engagement and Public Relations

Engage the Community: Involve local residents and businesses in planning and decision-making processes. This helps ensure the mix of businesses reflects community desires and can increase local support for new businesses.

Promotional Campaigns: Run promotional campaigns to raise awareness of the retail centre's offerings and attract visitors. This can include events, social media marketing, and partnerships with local influencers.

Events and Activities: Host events, markets, and festivals to draw visitors to the area and showcase the diversity of businesses. These events can also serve as a platform for businesses to engage with the community.

6. Create a Vibrant and Safe Environment

Enhanced Infrastructure: Invest in infrastructure improvements such as better lighting, signage, and pedestrian-friendly walkways to make the retail centre more accessible and attractive.

Public Amenities: Ensure the availability of public amenities such as seating areas, restrooms, and parking facilities, enhancing the visitor experience and encouraging longer stays.
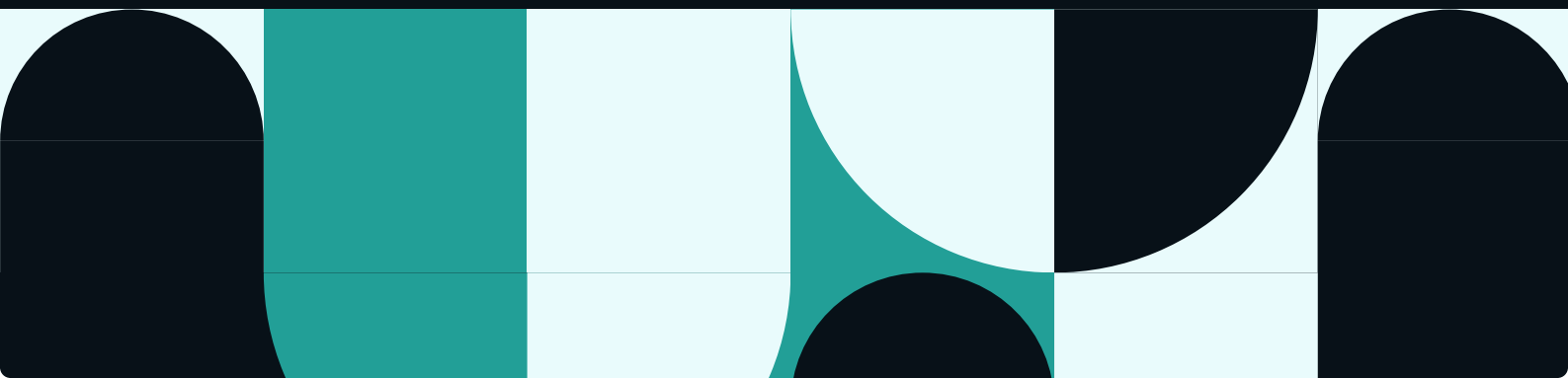
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See Our Case Study With Ripon BID

Transforming Ripon into a tourist destination with 64% increase in footfall

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Improving Shop Fronts And Local Environments

Improving Shop Fronts and Local Environments

The visual appeal of a retail centre plays a critical role in attracting and retaining visitors. An inviting and aesthetically pleasing environment encourages people to linger, explore, and spend more time and money. Enhancing shop fronts and the surrounding environment is a key strategy in achieving this, as it directly influences the overall ambiance of the area.

Strategies

1. **Revamping Shop Fronts:** Updating the exteriors of shops with fresh paint, modern signage, and clean windows can significantly improve the area's visual appeal. Unique and creative storefront designs can draw attention and make the shopping experience more enjoyable.

2. **Planting Greenery:** Introducing plants and flowers along sidewalks, in planters, and in public spaces can create a more inviting atmosphere. Greenery not only enhances the aesthetic appeal but also contributes to a pleasant and calming environment.

3. **Regular Cleaning Services:** Maintaining cleanliness is crucial for creating a welcoming environment. Regular cleaning services, including litter removal, graffiti cleaning, and maintaining clean public facilities, can significantly improve the overall perception of the area.

4. **Street Furniture and Amenities:** Installing benches, bike racks, and other street furniture can make the area more user-friendly and comfortable for visitors. Amenities such as public restrooms and drinking fountains can also enhance the shopping experience.

5. **Public Art and Murals:** Incorporating public art, such as murals and sculptures, can add character and cultural significance to the area. This can attract art enthusiasts and tourists, providing additional foot traffic and media attention.

6. **Seasonal Decorations and Events:** Decorating the area for different seasons and holidays can create a festive atmosphere and encourage people to visit more frequently. Events such as street fairs, markets, and performances can also draw crowds and boost local business.

Changes in Data

Implementing these aesthetic and environmental enhancements can lead to noticeable changes in various data metrics:

1. **Increased Footfall:** A more attractive environment is likely to draw more visitors. This increase in foot traffic can be tracked through footfall data analytics reports or dashboards.

2. **Extended Dwell Time:** As the area becomes more pleasant and engaging, visitors are likely to spend more time exploring shops, dining, and participating in events. This extended dwell time can lead to increased spending and can be monitored through dwell time analytics.

3. **Higher Spend Data:** Improved aesthetics and amenities often encourage visitors to spend more, both in terms of time and money. This can be reflected in Mastercard spend data, showing an increase in transactions and average spend per visitor.

4. **Enhanced Visitor Experience:** Qualitative data, such as customer satisfaction surveys and reviews, can provide insights into how these improvements have positively impacted the visitor experience. Positive feedback can further boost the area's reputation.

5. **Increased Business Participation:** As foot traffic and spending increase, more businesses may be attracted to the area, leading to higher occupancy rates and a more vibrant retail mix. This can be tracked through commercial real estate data, and [Mastercard Geo spend data](#).

6. **Improved Community Engagement:** Public art, seasonal decorations, and events can enhance community engagement and participation. This can be measured through event attendance, social media engagement, and community feedback.

By focusing on enhancing shop fronts and the local environment, retail centres can create a more attractive and welcoming atmosphere that encourages people to visit, stay longer, and spend more. This holistic approach not only benefits local businesses but also contributes to the overall well-being and vibrancy of the community.

Improving Security
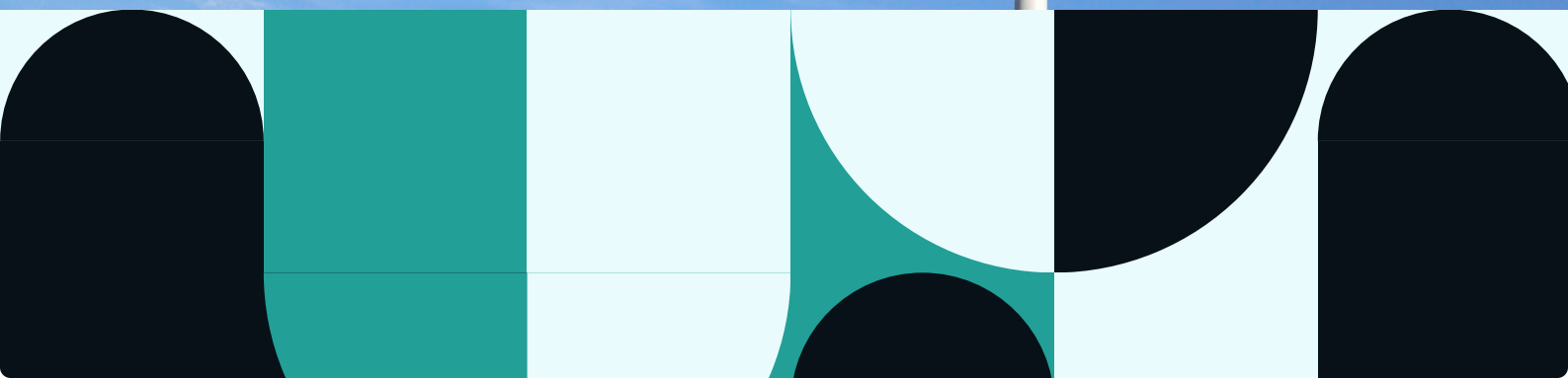
Improving Security

Ensuring the safety and security of an area is essential for fostering a welcoming and vibrant community. A secure environment not only attracts more visitors but also boosts the local economy by encouraging longer stays and frequent visits. This section outlines key strategies to enhance security in public spaces and discusses the potential positive changes in data metrics resulting from these improvements.

Strategies

1. **Increased Lighting:** Implementing adequate street lighting in poorly lit areas can deter criminal activities and enhance the sense of safety among visitors.

2. **Visible Police Presence:** Deploying more visible police patrols and establishing strategic police posts can provide a reassuring presence and act as a deterrent to crime.

3. **Surveillance Systems:** Installing CCTV cameras in key locations allows for real-time monitoring and can assist law enforcement in responding promptly to incidents.

4. **Community Engagement:** Initiatives like neighbourhood watch programs and community patrols encourage local involvement in safety efforts, fostering a cooperative environment.

5. **Public Safety Campaigns:** Educating the public about safety measures, emergency contacts, and reporting procedures helps build awareness and trust in local safety efforts.

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Changes in Data

1. **Reduced Crime Rates:** With enhanced security measures, crime rates, particularly in high-risk areas, are likely to decrease, leading to a safer environment overall.

2. **Increased Foot Traffic:** A safer atmosphere encourages more people to visit and stay longer, especially in previously less frequented areas, boosting overall [footfall](#).

3. **Diverse Demographic Participation:** Improved safety can attract a broader range of visitors, including families and tourists, thereby diversifying the [demographic](#) profile of the area.

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Creating
A High Street
For All People
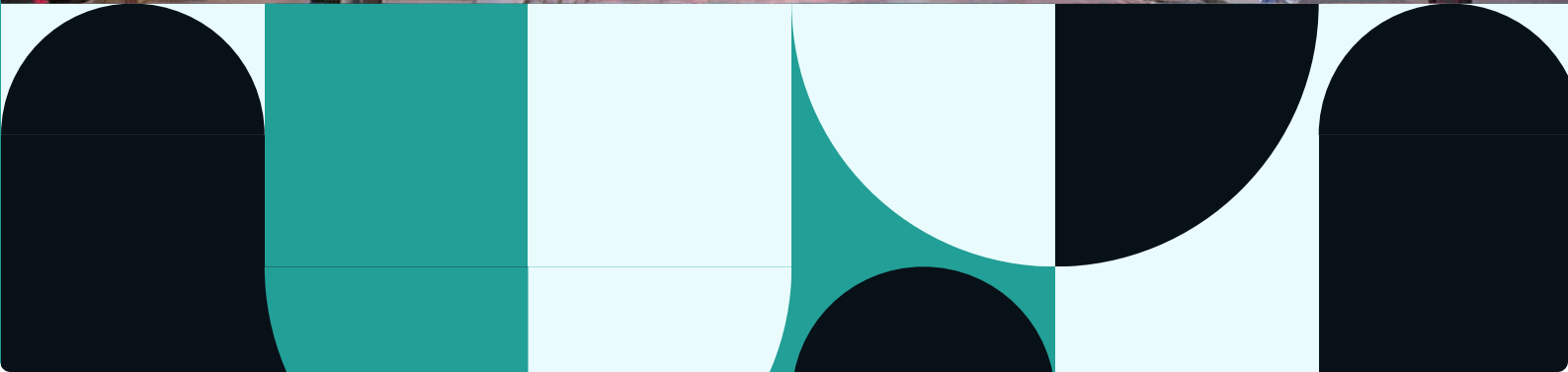
Creating a High Street for All People

Creating a high street that caters to everyone in the community is essential for the success and sustainability of retail centres. This inclusivity ensures that the area attracts a diverse range of visitors, from local residents to tourists, and meets the needs of various demographic groups. A well-rounded retail environment not only fosters economic growth but also builds a strong sense of community.

To achieve this, retail centres should offer a diverse mix of businesses, catering to different customer types, including low, mid, and high spenders. This range can include everything from budget-friendly retail stores and local markets to mid-range restaurants and luxury boutiques. Inclusivity in business offerings and marketing materials helps maintain the area's appeal to both locals and visitors.

Strategies

1. **Diverse Business Mix:** Ensuring that the high street has a variety of shops, restaurants, and services that cater to different tastes and budgets is crucial. This includes offering affordable dining options, luxury retail, and unique local businesses that reflect the community's character.

2. **Cultural and Community Representation:** Supporting businesses that represent the local culture and community demographics can help maintain the area's unique identity. This might include ethnic grocery stores, specialty food outlets, and cultural boutiques that offer traditional goods.

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3. **Community Engagement:** Engaging with the community to understand their needs and preferences can help in curating a high street that serves everyone. This can be done through surveys, town hall meetings, and local partnerships.

4. **Inclusive Marketing:** Marketing materials should be inclusive and representative of the community's diversity. This includes using diverse imagery in advertisements and promoting events and activities that cater to various cultural and age groups.

5. **Accessible Design:** Ensuring that the high street and its businesses are accessible to all, including those with disabilities, is essential. This includes features like ramps, wide doorways, and accessible restrooms.

6. **Public Spaces and Events:** Creating public spaces for community events, farmers' markets, and cultural festivals can attract a diverse crowd and foster a sense of belonging. These events can be used to celebrate the community's cultural diversity and attract visitors from outside the area.

Changes in Data

Implementing these inclusive strategies can lead to significant changes in various data metrics:

1. **Broader Demographic Reach:** An inclusive high street can attract a more diverse range of visitors, which can be observed through data on age, gender and socioeconomic catchment. This diversity can enrich the retail environment and foster a vibrant community.

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2. **Increased Footfall:** A mix of businesses and inclusive marketing strategies can lead to increased footfall, particularly among groups that may have previously felt underserved. This is especially true during community events and festivals.

3. **Higher Customer Retention:** When people feel that their needs are being met, they are more likely to return. This can be tracked through repeat visit data and customer loyalty programs.

4. **Diverse Spending Patterns:** Offering a range of price points can cater to different income levels, which should be reflected in spend data. This diversity in spending can stabilise the local economy by attracting a wide customer base.

5. **Positive Community Feedback:** Surveys and feedback from the community can provide qualitative data on the success of inclusivity strategies. Positive feedback can also enhance the area's reputation, attracting more visitors..

6. **Extended Stay Duration:** When visitors find a variety of activities and shopping options that appeal to them, they are likely to stay longer. This extended dwell time can be tracked through dwell time and spending metrics.

By focusing on inclusivity and community representation, retail centres can create a welcoming environment that appeals to a broad audience. This not only enhances the economic viability of the area but also strengthens the social fabric of the community, making the high street a true hub of local life.

Using Data To Track Strategies
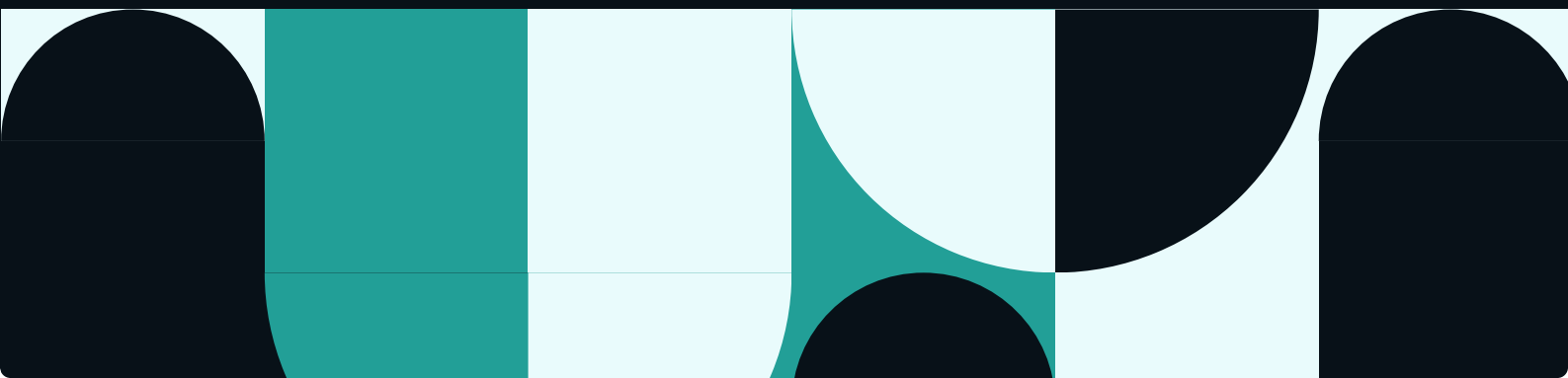
Using Data to Track Strategies

Utilising data is essential for tracking the effectiveness of implemented strategies. Tools like Huq location signals can provide valuable insights into footfall patterns and visitor behaviour. Local council case studies can serve as benchmarks, illustrating successful interventions and guiding future investments.

For example, by analysing Huq location signals, councils can see which areas of a retail centre are most popular and which need improvement.

These insights can guide decisions on where to allocate resources for maximum impact.

If you need better visibility into one of our areas, talk to our sales team at Huq. They can provide you with detailed insights and data-driven solutions to enhance your retail centre's performance and appeal. Contact us today to learn more about how Huq can help you make informed decisions and drive successful outcomes.
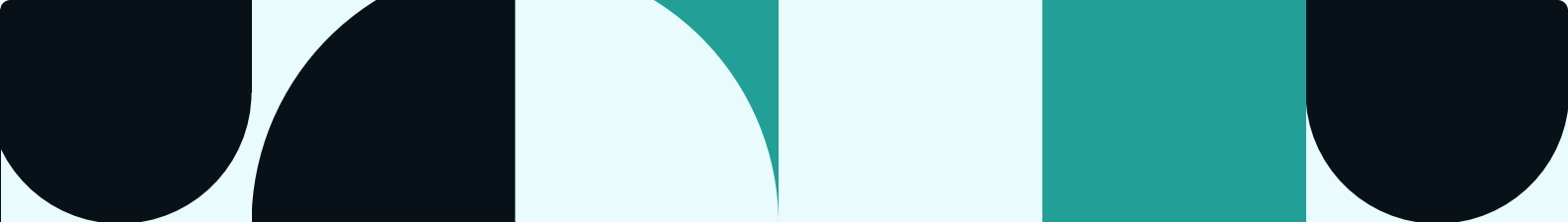
TALK TO SALES

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Wrapping Up

Wrapping Up

Increasing dwell time in retail centres involves a multifaceted approach. By improving shop fronts and the local environment, enhancing security, and creating an inclusive atmosphere, retail centres can become more appealing and encourage visitors to stay longer.

Leveraging data to track the success of these strategies ensures that investments are effective and beneficial to the community.

Implementing these strategies based on our local government and council data can transform retail centres into vibrant, bustling hubs of activity. By focusing on these key areas, we can create spaces that people love to visit and spend time in, ultimately boosting the local economy and community well-being.

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Discover how Huq's leading location data solutions can empower your retail centre to thrive like never before.

Better data means better decisions.