

# Amenities

## Component Factor

Yes, part of Necessities ([view](#))

## Ranking

Amenities	Rank	Score	Descriptor
Influence	96 <sup>th</sup> out of 237	3.81 out of 5	Influential
Control	17 <sup>th</sup> out of 237	3.76 out of 4	Controllable
Priority	21 <sup>st</sup> out of 237	14.33	Very high priority

## Description/Definition

Amenities refers to facilities on the high street or in the centre such as toilets, places to sit and rest, etc. Amenities is a part of the 'service' shopper segment for whom good amenity is of higher importance than variety and quality of stores (Sit et al., 2003).

## Why does it matter? (Influence)

According to Sit et al. (2003), amenities include aspects such as, clean and easy to find restrooms, which can significantly influence whether a person decides to visit the high street, and their overall experience there. Poor amenity is inconvenient for visitors and can be exclusionary. For example, if a centre lacks benches or places to rest, less able-bodied people may not be able to visit. Similarly, if no restrooms with baby changing facilities are provided, the place will attract less families requiring such facilities.

## What can you do about it? (Control)

Good amenities is a strategic approach to customer service and to attract visitors to the high street and/or centre (Berman and Evans, 2001). Place managers should therefore consider how the necessary amenities can be put in place to attract a diverse range of people to facilitate an inclusive town centre.

## See also

General facilities; Necessities

## References

Sit, J., Merrilees, B. and Birch, D. (2003). 'Entertainment-seeking shopping centre patrons: the missing segments'. *International Journal of Retail and Distribution Management*, 31 (2), pp. 80 - 94.

Berman, B. & Evans, J. (2001). *Retail Management: A Strategic Approach*, 8th ed., Prentice Hall, United States.