

High Street 2030



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We are all aware that high streets are changing, driven by trends over time, the impact of COVID and emerging technological, economic and societal change as well consumer behaviour.

This look at 2030 assumes that much of the high street will remain largely as it is but there will be challenges that need addressing.

Rise of multifunctional towns

The High Streets Task Force made the case for 'multifunctional' towns in its [2020 Review of High Street Footfall](#), showing that towns and cities continue to evolve from a retail focus to become diverse hubs offering a range of services:

44% of towns are multifunctional, having a footfall pattern that suggests they are no longer retail dominant and are providing a number of other functions for their community. Just 19% of towns are 'comparison retail' towns. This has fallen from 21% in 2018.

Based on the analysis in this report we expect smaller, multifunctional towns and districts that serve their local catchment effectively to be the town type that will recover fastest from the impact of COVID-19.

Review of High Street Footfall 2019/20

Future trends

High Street 2030 envisages how England's high streets will look and how they will evolve over the next decade. Split into 15 categories, it provides a template for place makers and leaders to consider their own local high streets, identifying particular challenges, opportunities and omissions from their own plans.

Under trends, we make reference to support the High Street Task Force offers in past research work that identifies the [25 Priorities for Vitality and Viability](#) in town centres and [4 Rs Regeneration Framework](#) that now form a [Transformation Route Map](#) of strategic renewal that will help you respond to the challenge and make the changes needed.

Retail	<ul style="list-style-type: none"> • Decline in multiple presence • Increase in independents • Growth in convenience retailing • Maker space • Retail incubation malls • Growth in ethnic retailing • Markets, pop-ups • Shopping Centres • Charity shops • Local grown/raised food • 3D printing • Showrooming • Brands in major towns and cities • Click and collect from one point • Extended trading hours • Enhanced retail experience • Organic stores
Workspace	<ul style="list-style-type: none"> • Flexible work space in towns and smaller cities • Reduced office space in cities • Licenses and short leases • Art and craft studios • Multimedia studios • Casual workspace in other buildings/railway arches etc • Light industry • Life sciences/research hubs • Serviced office space • Corporate office space
Hospitality	<ul style="list-style-type: none"> • Restaurants • Cafes • Pubs • Bars • Banqueting suites • Conference and event halls • Outdoor pop-ups • Accessible and quality toilets
Housing	<ul style="list-style-type: none"> • Senior homes of quality • Care homes • Build to rent • Student accommodation • Open market housing • Living above the shop • Conversion of former industrial buildings
Entertainment	<ul style="list-style-type: none"> • Cinemas • Theatres • Recreational socialising • Night clubs • Clubs • Bingo • Bowling alleys
Arts and Culture	<ul style="list-style-type: none"> • Museums • Galleries

	<ul style="list-style-type: none"> • Concert halls • Music venues • Public art • Media centres • Libraries • Community Arts • Installation Galleries • Exhibition space • Festivals, Parades, Events • Britain in Bloom • Lighting displays
Services	<ul style="list-style-type: none"> • Civic buildings and services • Police • Other emergency services • Homeless services • Solicitors and other professional services • Employment services including Job Centres • Apprenticeships and training • Hairdressers • Nail bars • Funeral directors • Tattoos and piercing • Beauticians • Spas • Repair shops • Dog and pet grooming
Education	<ul style="list-style-type: none"> • Universities • Colleges • Schools • Third Age education • Nurseries • Kindergarten
Visitor Economy	<ul style="list-style-type: none"> • Hotels • B&B • Guest Houses • Apartments • Airbnb • Tourism Information Bureau • Hostels
Health	<ul style="list-style-type: none"> • Small hospitals • Primary care • Physiotherapy etc • Opticians • Dentists • Cosmetic surgery • Vets
Fitness and wellness	<ul style="list-style-type: none"> • Gyms • Wellness/wellbeing centres • Tanning salons
Leisure	<ul style="list-style-type: none"> • Leisure centres • Swimming pools

	<ul style="list-style-type: none"> • Indoor sports venues • Outdoor venues • Parks • Gardens • Climbing walls
Young people	<ul style="list-style-type: none"> • YMCA • Youth Clubs • Playgrounds • Parks
Access	<ul style="list-style-type: none"> • Cars • Electric cars • Autonomous cars • Electric Bikes • Micromobility scooters • Cycles • Movement as a Service • Apps to find and pay for parking • On demand bus services • Tram/light rail • Drones for delivery • Bike repair, storage and charging • Transport interchanges • App rides and taxis
Trends	<ul style="list-style-type: none"> • AI (by 2030 this will have moved out of retail and be an integral part of daily life) • IOT (this will also be in daily use, helping businesses and urban management to understand and apply data) • Robotics (robots will move beyond distribution depots into stores, hospitality and urban planning and management) • 5G • Consumer behaviour • Ageing population • Online retail growth • Multiple retailers will continue to close for the next few years with the highest closure rate for a decade in 2020 (5214 closures according to Centre for Retail Research) and over 1300 in January 2021 • Footfall in 2020 for UK High Streets was down 45.2% on 2019 • 25 Factors for vitality and viability • 4 Rs of renewal