Non-retail offer

Component Factor

Yes, part of Non-retail offer Priority (view)

Ranking

Non-retail offer	Rank	Score	Descriptor
Influence	35th out of 237	4.19 out of 5	Highly Influential
Control	76th out of 237	3.29 out of 4	Controllable
Priority	32nd out of 237	13.77	Very high priority

Description/Definition

Non-retail offer refers to the opportunities in a centre beyond retail. It includes bars and restaurants; leisure, entertainment, arts, and culture; business and employment; education; health services; and housing. Centres that have an attractive non-retail offer, become places that are interesting to spend time and live in and can result in economic prosperity.

Why does it matter? (Influence)

Both a centre's shopping provision and non-retail offer are key in attracting people into the centre (Wrigley and Lambiri, 2015). Diverse mix of non-retail opportunities in a centre is thus integral to ensuring its vitality and viability (Teller and Schnedlitz, 2012), and a lack of it can lead to customer dissatisfaction (Wrigley and Lambiri, 2015). Although independent retail remains active in many centres, the overall number of stores has been falling consistently for many years. Therefore, it is important to understand what else a centre can offer apart from retail. A diverse mixture of retail and non-retail offerings in a centre can result in economic benefits due to, for example, encouraging linked shopping trips and greater 'dwell time'. Furthermore, it can extend the offer of the centre to a larger section of the community and can extend the economic base by offering employment and business opportunities.

What can you do about it? (Control)

Town and city centre strategies should look at the main attractions a centre has to offer, and the strength of each of these should be assessed as part of the repositioning and reinventing processes. Looking at what is on offer in neighbouring towns, and in similar towns and cities elsewhere, will help identify whether the balance is right or what developments are required. As change happens, space that has previously been dedicated to retail, may no longer be required. These places can be transformed for alternative uses

(e.g., space for workshops, community exhibitions, etc.) so that a healthy and vibrant centre can be created. Planning policy needs to reflect the pace of change; and care must be taken that property values do not erode diversity to too great an extent (such as conversion of offices or workspace to residential). Attracting new users and occupiers requires a collaborative approach, working with the property industry, the local authority, potential end users, potentially transport providers, civic groups, and others.

See also

Attractions; entertainment; leisure offer

References

Teller, C., & Schnedlitz, P. (2012). Drivers of agglomeration effects in retailing: The shopping mall tenant's perspective. Journal of Marketing Management, 28(9-10), 1043-1061. https://doi.org/10.1080/0267257X.2011.617708

Wrigley, N. & Lambiri, D. (2015). British High Streets: from Crisis to Recovery? A Comprehensive Review of the Evidence. Southampton; 2015. Available from: https://core.ac.uk/download/pdf/30341672.pdf