

# Retailer Representation

## Component Factor

Yes, part of Retail Offer ([visit](#))

## Ranking

Retailer	Rank	Score	Descriptor
Representation			
Influence	2 <sup>nd</sup> out of 237	4.57 out of 5	Highly Influential
Control	74 <sup>th</sup> out of 237	3.29 out of 4	Controllable
Priority	13 <sup>th</sup> out of 237	15.02	Very high priority

## Description/Definition

Retailer representation refers to the types of retailers that are located within the high street/town centre (goods/services, independents/multiples etc.).

## Why does it matter? (Influence)

Retailer representation has been a staple key performance indicator for monitoring the health of the high street. Changes in retailer representation can drastically affect the quality of the amenities and attractions of a high street, and ultimately alter the centre's role (URBED, 1994). As such, local authorities have been advised since the introduction of the Planning Policy Guidance Note 6 (DoE, 1996) to monitor the retailer representation, as well as the intentions to change representation, by measuring:

- Existence and change of representation of types of retailers, including street markets
- The demand of retailers wanting to come into the centre or to change their representation in the centre, or to reduce or close their representation

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

Whereas it may be tougher to control the mix of retailers that want to enter or leave the high street or the town centre, it is important to remember that it is the collective offer that is attracting consumers in a centre (Millington et al., 2015). Depending on the size of the market and activity, place managers and local authorities may be able to easily identify gaps in the retail offer based on centre surveys, including:

- Identifying different types of retailer including multiple traders
- Categories of traders (SIC Codes, Goad classifications, Retail Uses, etc.)

- Anchor stores/department stores
- Charity shops/Discount shops/Betting shops (normally counted as negative indicator) (Scottish Government, 2007)

## See also

Comparison/Convenience, Retail Offer, Range/Quality of Goods, Assortments.

## References

DoE (1996), *Planning policy guidance note 6: Revised, town centres and retail development*, London: Department of the Environment.

Millington, S., Ntounis, N., Parker, C. and Quin, S. (2015), *Multifunctional Centres: A Sustainable Role for Town and City Centres*, Institute of Place Management, Manchester.

Scottish Government (2007) *Town Centre and Retailing Methodologies: Working Paper 1: Literature Review*, One Scotland: Scottish Government.

URBED (1994), *Vital and viable town centres: Meeting the challenge*, London: HMSO.