



# Small Towns and Retailing

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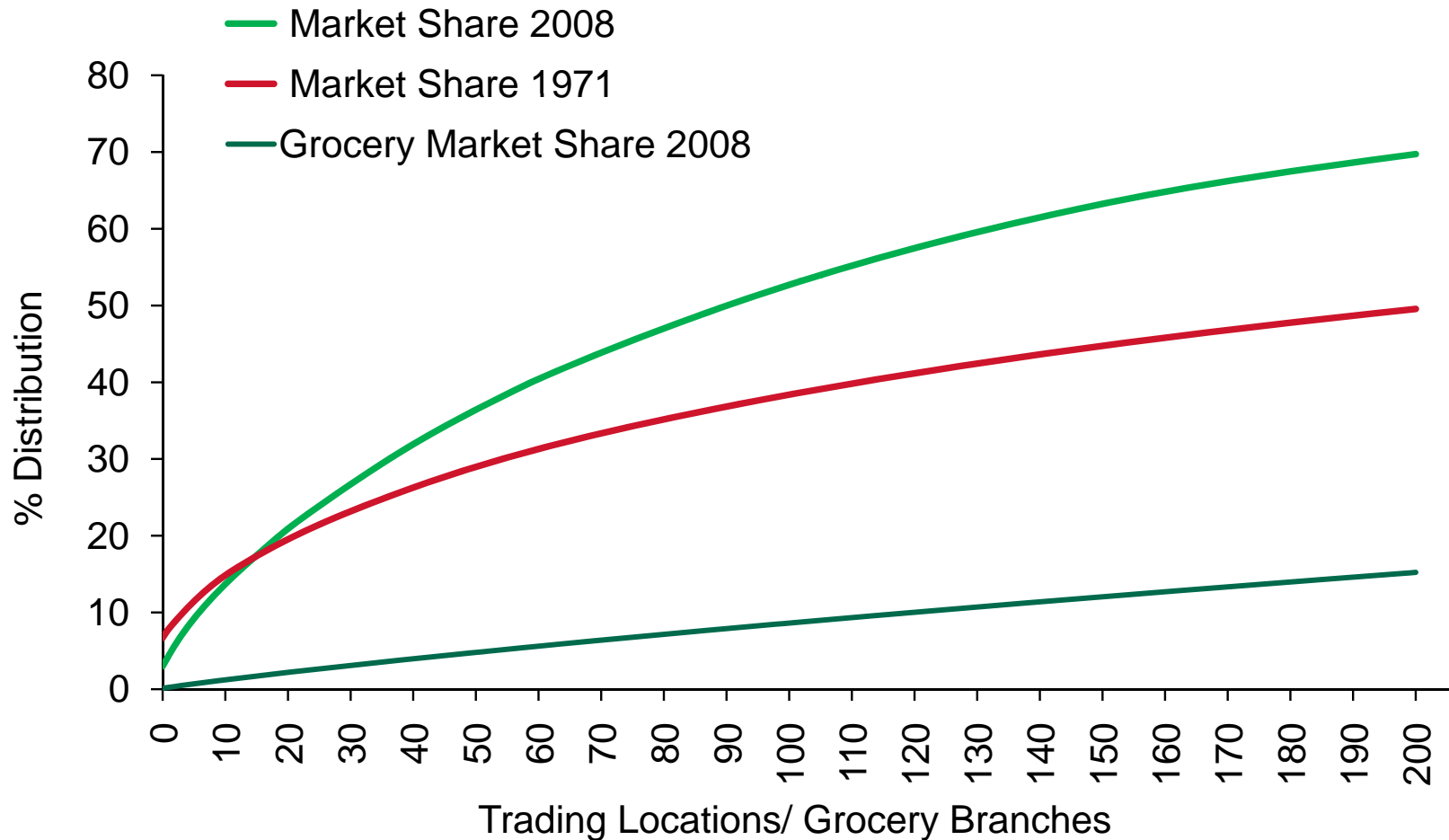
# Small Towns: A Shrinking Retail Role?

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- 'Small towns' – definitional issues
- Market towns – traditional service centre role
- Changes in the structure and pattern of retailing
- Pressures on small town shopping – spatial and stock obsolescence
- The future for small town centres?

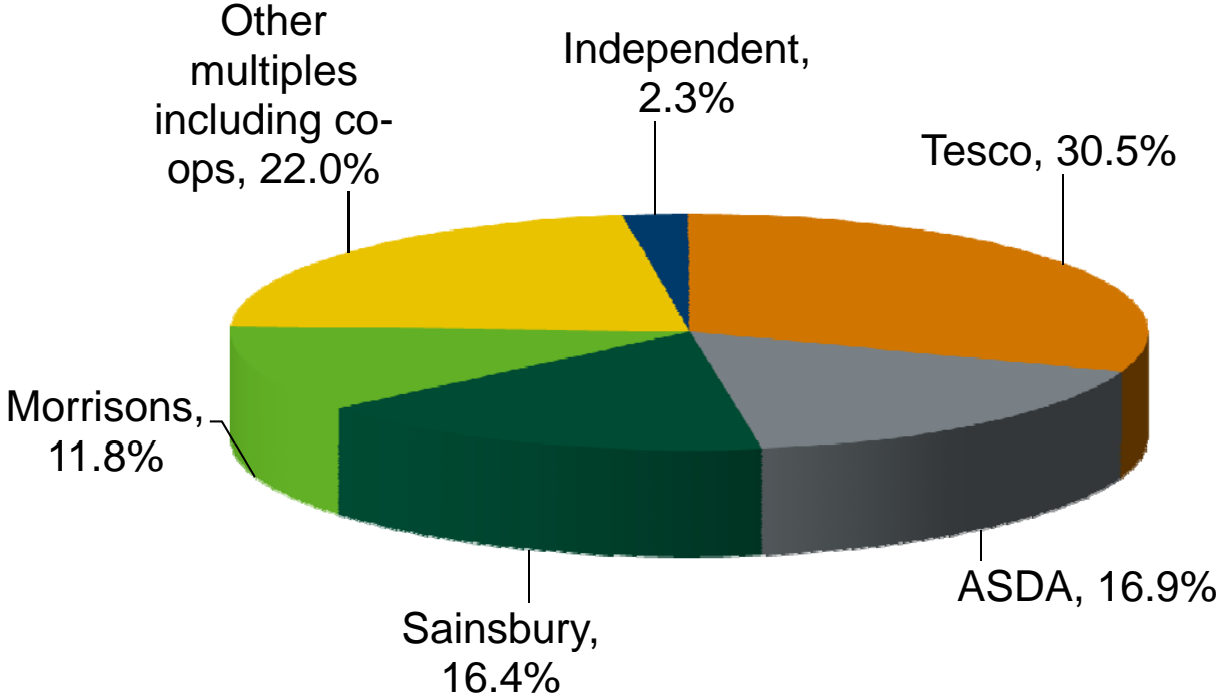
# Local Retail Market Share Distribution

Comparison good and grocery; national shopper population



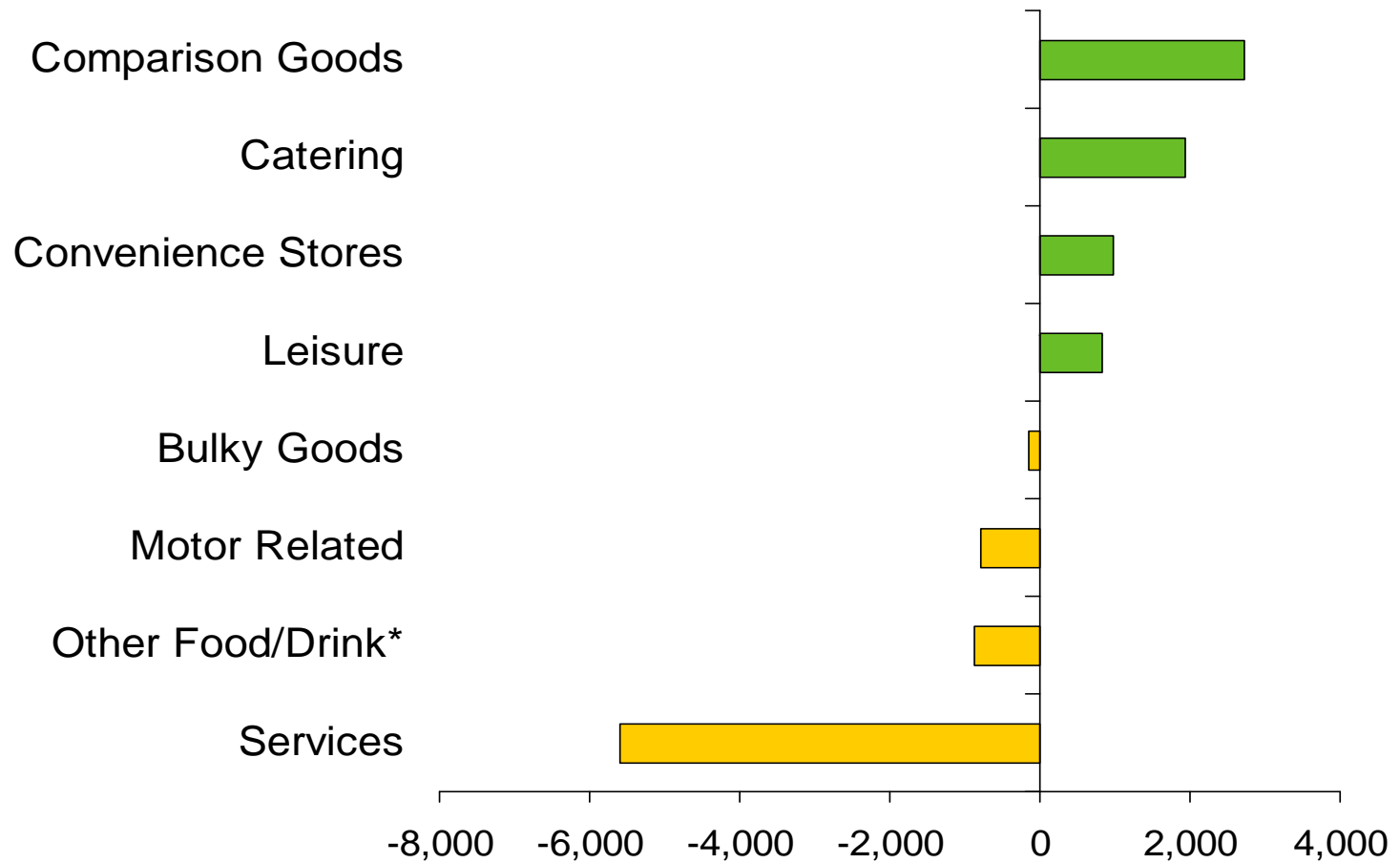
Source: NSLSP

# Grocery Market Shares: June 2010



Source: TNS Worldpanel

# Change in Branch Numbers 2007-2010



\*Off licences, bakers, tea/coffee merchants and CTN's

Source: Retail Locations

# Retail Market Trends

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- Concentration in large centres/food store chains
- Growth of out of town shopping
- March of grocers into non-food – 14% share of comparison goods
- Food superstores – the new town centres
- Internet shopping and services
- Recession – increases shift to high efficiency sales space
- Secondary/tertiary shop vacancies

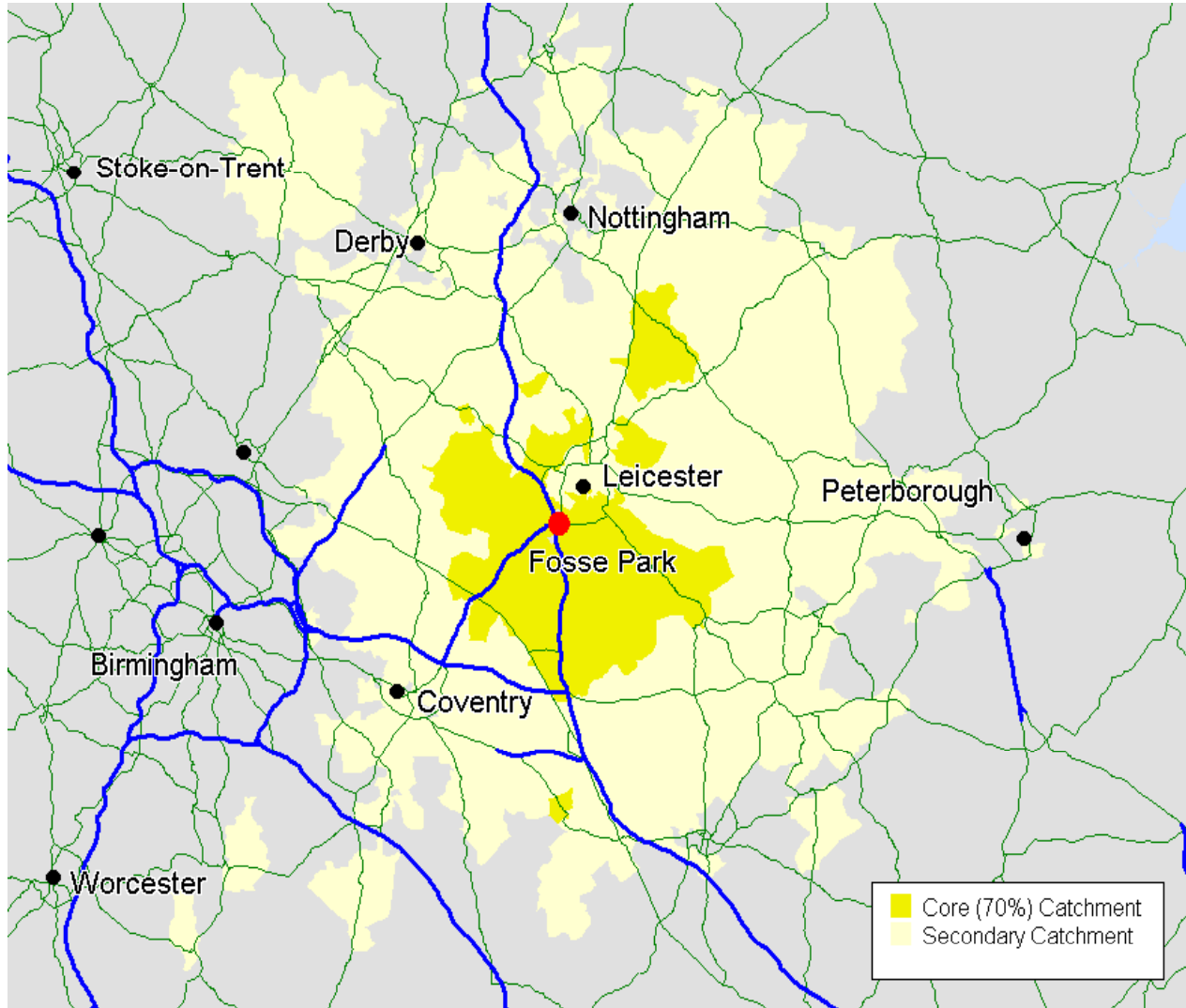
# Fosse Park

Sainsbury

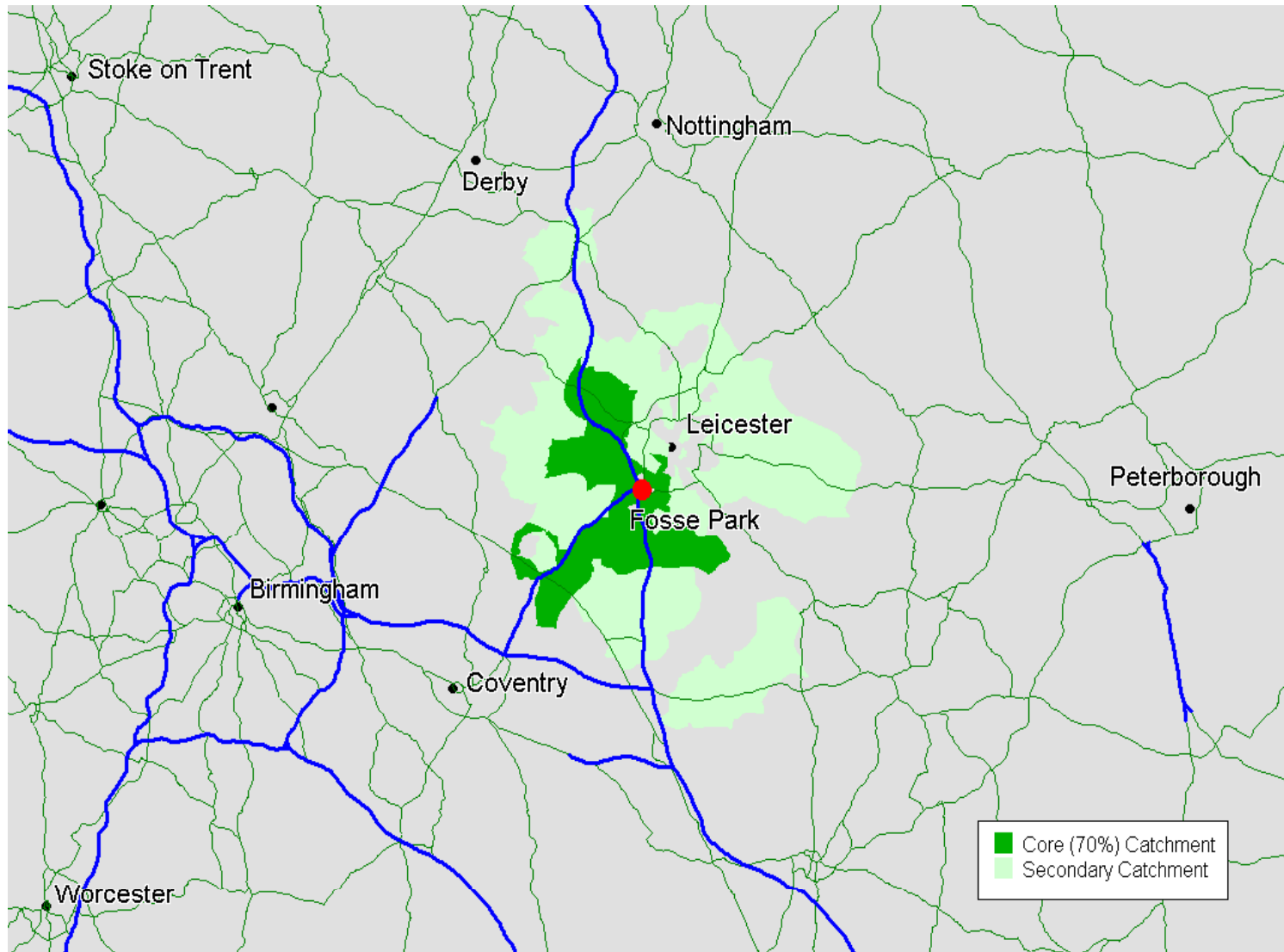


Fosse  
Park

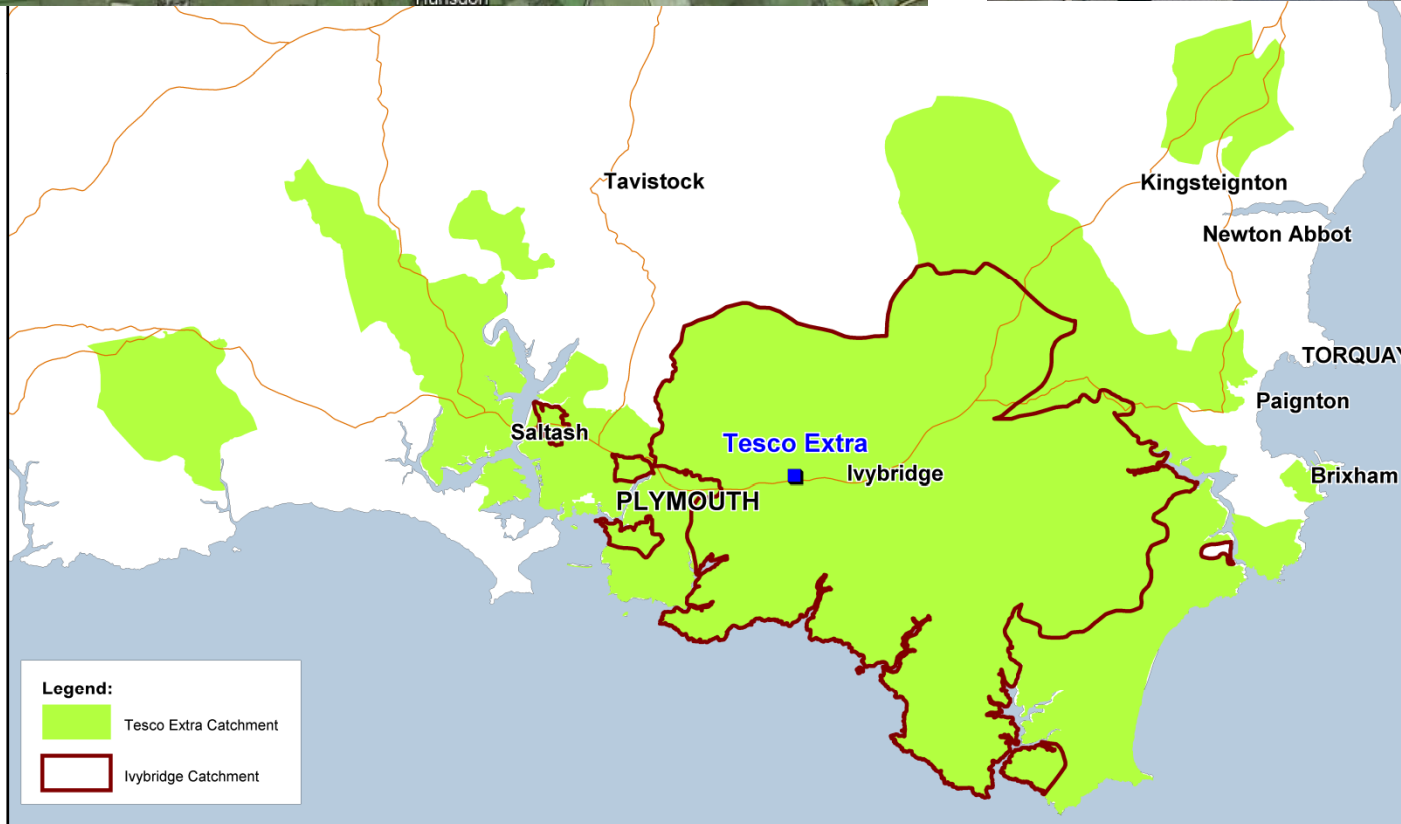
# Fosse Park Visitor Catchment



# Fosse Park Grocery Catchment



# IVYBRIDGE – Shopping catchments



# Small towns, small shops : the problem

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- Redundant spaces in redundant places
- Structural over-supply of small retail units
  - unsuited to modern retailing
  - service uses in decline
  - across the country
  - high proportion of stock in small centres
- Lack of institutional/large property company interest in small shop investments



# What Can Be Done?

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- Pretty towns, prosperous catchments
- Otherwise – adjust to reduced retail function
- Fewer shops but some larger units
- More flexible planning – change concept and role of ‘town centres’
- Easier changes from retail use
  - Residential - often back to original use
  - Catering and leisure
  - New use class? ‘ Small business premises’
  - Live/work property options



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