

Town Centre Regeneration

National Picture: Town centres are changing

- The retail sector is going through a period of significant change not only nationally but globally
- The way we shop and the way that communities use their high streets is changing: we are shopping more online, making fewer big shopping trips and shopping ‘little and more often’ primarily at supermarkets and retail parks
- These changes have not only affected major national chains but have also impacted on small independent traders
- Online retailers are able to offer competitive prices, more choice and greater convenience this has affected the ability of established chain stores to continue to trade and new “independent” retailers to enter the market
- This isn’t just happening in Middlesbrough, no one is immune!

Closures

- Debenhams, Topshop, Peacocks, Thorntons, Laura Ashley, Monsoon, TJ Hughes, Clinton Cards, Quiz Clothing, Jack Jones, The Disney Store, Starbucks, Miss Selfridge, Bistrot Pierre, H&M

Why?

- Covid-19 has amplified and accelerated the issues which have contributed to high street decline
- Higher than national average vacancy rate
- Retail heavy make up
- Lacking in leisure venues
- Need vs Want culture
- Lack of ABC1 demographic / Need for consumers with higher spending power
- Poor Perceptions, linked with Crime and ASB
- Consumer behaviour

Predicted Impact

- The trend of decline in traditional town centre models is irreversible and accelerating
- The pandemic is having a detrimental impact but it will be some time before a clear picture emerges of the full impact on consumer behaviour and the high street
- Much will depend on how businesses respond once government support ends
- Many retail and restaurant chains have said that a significant percentage of their stores will close
- Much will rely on Councils working proactively with high street businesses and other stakeholders to improve the vibrancy and resilience of their high streets

Middlesbrough's Strategy

To build a new economy based on multiple, diverse uses which will drive business, employment, living and leisure into central Middlesbrough. This approach will deliver mutually-sustaining zones and clusters of activity which will create critical mass and give a new purpose to our economy. This will include:

1. Living: building residential communities in central Middlesbrough
2. Skills and Learning: integrating our educational services and institutions
3. Working: Bringing Employment and Commercial uses to the centre
4. Health / Public Services: Bringing together public services in central areas
5. Culture and Leisure: Providing entertainment and spaces for people to enjoy
6. Retail: Maintaining a strong retail component in the high street

Delivery

- No ability to retain retailers – accept the inevitable
- Moving on from retail (50%)
- Purchasing property to gain control
- Future High Street Fund/Towns Fund
- ‘Town Centre’ v ‘Centre of Town’
- CCS - conversion from retail to leisure
- Urban living
- Middlehaven