

# High Street UK 2020

| PRIORITY GROUP                                  | COMPONENT FACTORS                                                                                                                        | PRIORITY SCORE |
|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>ACTIVITY HOURS</b>                           | Opening hours; shopping hours; evening economy                                                                                           | 15.440         |
| <b>APPEARANCE</b>                               | Visual appearance; cleanliness                                                                                                           | 15.262         |
| <b>RETAILERS</b>                                | Retailer offer; retailer representation                                                                                                  | 15.149         |
| <b>VISION&amp;STRATEGY</b>                      | Leadership; collaboration; area development strategies                                                                                   | 14.976         |
| <b>EXPERIENCE</b>                               | Service quality; visitor satisfaction; centre image; familiarity                                                                         | 14.811         |
| <b>MANAGEMENT</b>                               | Centre management; shopping centre management; TCM; place management                                                                     | 14.638         |
| <b>MERCHANDISE</b>                              | Range/quality of goods; assortments                                                                                                      | 14.408         |
| <b>NECESSITIES</b>                              | Car-parking; amenities; general facilities                                                                                               | 14.222         |
| Anchor stores                                   | Presence of anchor stores - which give locations their basic character and signify importance                                            | 14.1429        |
| <b>NETWORKS &amp; PARTNERSHIPS WITH COUNCIL</b> | Networking; partnerships; community leadership                                                                                           | 13.993         |
| <b>DIVERSITY</b>                                | Attractions; range/quality of shops; non-retail offer; tenant mix; tenant variety; retail diversity; availability of alternative formats | 13.861         |
| <b>WALKING</b>                                  | Walkability; pedestrianisation/flow; cross-shopping; linked trips                                                                        | 13.827         |
| <b>ENTERTAINMENT AND LEISURE</b>                | Entertainment; leisure offer                                                                                                             | 13.616         |
| <b>ATTRACTIVENESS</b>                           | Place attractiveness; attractiveness                                                                                                     | 13.190         |
| <b>PLACE ASSURANCE</b>                          | Atmosphere; BIDs; retail/tenant trust; store characteristics.                                                                            | 13.120         |
| <b>ACCESSIBLE</b>                               | Convenience; accessibility; public transport                                                                                             | 12.760         |

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|---------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>PLACE MARKETING</b>    | Centre marketing; marketing; tenant/manager relations; orientation/flow; merchandising; special offers                             | 12.682  |
| Comparison/convenience    | The amount of comparison shopping opportunities compared to convenience (usually in percentage terms)                              | 12.6667 |
| <b>RECREATIONAL SPACE</b> | Recreational areas; public space; open space                                                                                       | 12.544  |
| Barriers to Entry         | Refers to obstacles that make it difficult for interested retailers to enter the centre's/High Street's market                     | 12.4381 |
| Chain vs independent      | Number of multiples stores and independent stores in the retail mix of a centre/High Street                                        | 12.381  |
| Safety/crime              | A centre KPI measuring perceptions or actual crime including shoplifting                                                           | 12.381  |
| <b>LIVEABLE</b>           | Multi/mono-functional; connectivity; liveability                                                                                   | 12.285  |
| <b>ADAPTABILITY</b>       | Retail flexibility; retail fragmentation; flexibility; mixed-use; engagement; functionality; store/centre design; retail unit size | 12.081  |
| Store development         | The process of building, upgrading, remodelling or renovating retail stores                                                        | 11.9048 |