Retail analysis of the Deepings

Foreword: The Value of a LOCAL Thriving Retail Community within the Deepings

It's no secret that Britain's High Streets need to change. The Digital Age is having far reaching effects and because it's relatively new and transitional we lack unambiguous concepts to frame, discuss and plan a local strategy to best prepare and revitalise our Retail sector. Not understanding the future effects of rapid digital innovation risks damaging or destroying vital assets unnecessarily. Not readjusting our resources and plans, in light of digital, threatens our town centre and social spaces. Not reassessing what future our high street needs to be and do jeopardises the focal point of our local community/society.

Nationally high street footfall is shrinking every year, high streets could soon simply vanish. Does this matter? Unlike deserted churches and other 'community assets' no one lists them for preservation. Gone will be the diversity of shops, cafes, pavement life and community interaction/identity. The town more likely to become a 'dormant' settlement of commercial and residential estates, the public will be private and 'community' threatened and weakened.

High Streets have been under assault since the 1980s not least due to the supermarket lobby and it's craving to get Retail 'out of town'. However, Plans were not 'long-term'. Many towns, at their centre are now largely empty. Now even 'out of town' is feeling the pinch. In 2011 the 'Guardian planning survey' showed a 20% surge in Supermarket Planning applications, 80% of them 'out of town'. Sites were bought, fields bulldozed, concrete laid. Tesco proposed 3 new stores a week. Four years later the bubble burst. Overnight Tesco abandoned 49 projects and closed 43 stores. The damage was done. As centres were stripped, out of town sites lay derelict. A Classic planning fiasco. It is vital we plan for the long-term with regard to 'safeguarding' our local Retail Sector and High street. This is not an assault on Tesco, our local Tesco is a valuable asset to the town, contributing to the local economy, the example is to demonstrate how long term planning needs to secure the Town Centre and not react to 'short-term' trends.

Out of town centres in the UK are blessed with planning easements, free parking, new roads and low taxes. High streets are cursed with no or limited parking and business rates.

The internet may be killing the High Street but let's not get carried away with forecasts. We were told that Television would kill cinema, Records would kill live music and Amazon/downloads would wipe out book sales, they have all made a resurgence.

The key is to look not at what is dying in the High Street but what is thriving, surviving. Top fallers include Pubs, Banks, Travel Agents, Post Offices, Newsagents and clothing. However Deeping is bucking the trend with some of those. The top 5 retail risers are Barbers, Beauty Salons, Tobacconists/Vape shops, Cafes/Tearooms and restaurants. Farmer's markets are booming, independents are becoming more valued, especially where they can offer a valued personalised shopping experience *(BBC web June 2018).* Retailers offering services are on the increase too. There is a shift towards an 'experience economy', not available online. Shopping is always a reason for congregating, somewhere to meet friends. High Streets need to switch to 'people' services that cannot be supplied by drone or amazon. The tell-tale is bookselling. A decade ago bookshops were closing by one a week. Then Waterstones was taken over and its new boss, James Daunt, fought against digital hysteria. "We were loss-making and dead in a ditch" he said. He decided to recreate traditional bookshops in which people could dawdle, as in a library. Book sales are up, e-books have virtually gone, and Waterstones has been 2 years in profit. Meanwhile, the great shop-slayer, Amazon, is building a chain of bookshops across America.

Wholesale & retail trade (incl repair of motor vehicles & motorcyles) employs 11,000 across South Kesteven – 1 in 5 people (*ONS – 2011 census*) and specifically 17.5% in Deeping. Those businesses are more likely to support local causes, be aware of local needs, issues and campaigns. Local businesses dedicate time and resource to local community activities: clubs, charities, events. All these activities and energies help build and sustain a healthy Community.

Historically the Retail Sector has been considered a low skilled occupation. With the advent of our Digital Age this is an even more inaccurate perception. The Retail sector offers opportunities to progress into Highly skilled fields: Web Design, Digital Analysis, Data Analyse, Marketing, Digital Marketing, Social Media Management/Design, Buying, Finance, Merchandising, PR etc.

A vibrant Retail Space is also more likely to increase visitor numbers and generate income into the local economy, sustaining and generating growth and assisting with retention of local spend.

Shop small: for communities to thrive, small businesses need to thrive "Independents are a key component of our high streets and this is seen both in the fact they represent a majority (65%) of the units, nationally, but also the diversity and vibrancy they can bring along with their direct connection to local economies." *Matthew Hopkinson, Director, Local Data Company* "For communities to thrive, small businesses need to thrive.

Local Retail provides jobs, provides a place for local residents and visitors to socially engage and identify with their community. A healthy local Retail centre helps sustain the local economy, vitality and local activity. Retail is essential in securing and retaining local spend ensuring money flow and facilitating the **multiplier effect** through the local economy. Without a vibrant Retail Economy local residents have no choice but to travel out of the Deepings to spend their money, find work thus investing in services/products elsewhere. Interacting with community is often ‘cited’ as a benefit of a local high street. It provides a platform for locals of all ages to mix and communicate, intergenerational living. Those most isolated in society find a local High street beneficial for the opportunity to meet others, it also helps nurture a sense of cultural and community identity.

If we do not protect and support our town Centre and Retail space we cannot complain if local investment declines, the area declines, crime and anti-social activity rises and car-miles soar.

High streets are social institutions, the heart of soul of local community. Our High Street and retail centres must be helped not only to survive but grow.

Trends may change again. The High St has been around for hundreds of years, future generations may want a High St, even if in a different form to today. If it is lost due to short sighted policy driven by fleeting trends it may well be impossible to re-establish.

Retail Profile

Located at the junction between two major transport corridors: The A15 (north-south) and A16 (East-West) routes in a predominantly rural area. The centre falls within a Conservation Area and includes a number of listed buildings.

Having an overall limited offer of retailers including limited chain stores, only one food supermarket it currently plays a subservient role (SKDC description – a description that in recent years has solidified as the Deepings have been left behind in terms of attracting national chains and additional supermarkets, whilst losing independent and financial service businesses) to key major neighbouring towns - mainly Peterborough, Stamford and Bourne. This is especially the case for major weekly food shopping, with the Deepings currently having only one key supermarket, namely Tesco. The Tesco store is an older smaller superstore employing approximately 170 people many of whom are local, serving over 40,000 customers a week (Martin Reece – Store Manager) average visiting time 15 minutes as opposed to average visiting time in Bourne Tesco of 20 minutes (google analytics).

The heart of Retail in the Deepings is the Town Centre, encompassing the main High Street, 2 precincts and the Deeping shopping centre (27,106 sq ft & 12 units), the latter owned by New River Retail who now also owns the main shopping centre car park.

With the advent of the bypass commuters are diverted around the town but the High Street is still busy with local traffic cutting through the town.

Signage for visitors to the Town is poor with visitors being unaware of parking facilities, where to find local attractions and facilities.

Accessibility & movement

Carparking is generally good re availability, although not immediately apparent or easy to locate for visitors due to lack of signage. There is only one main carpark which is privately owned. Following negotiations parking is currently free for up to 4 hours and conveniently placed (this is partly due to a covenant included in the sale terms when the land was sold by MDTC - Once this restriction expires the free period may be reduced). There are additional free spaces on the High Street, limited to 2 hours. There is some conflict between pedestrians and vehicles on the High Street. There are a limited number of local bus services providing access to and from local towns, villages and across the Deepings, the North to South (Bourne to Peterborough via Deeping is generally good, East to West is much less frequent and does not accommodate convenient travel for hours of work).

The main Town Centre road is approx. 1/5 mile long with retailers/service businesses stretching out culminating with the antique Centre. The flow of traffic through the High Street can be quite heavy at times, mainly commuting traffic including HGVs. There is currently only one pedestrian crossing at the top end, Market Place. A 2nd crossing, further East along the High Street, would facilitate easier flow of pedestrians and encourage more fluid and safer movement with both retailers/businesses and pedestrians benefitting. This would also serve to slow speeding traffic.

Photo: Chris Dunn

Environmental Quality and Character

The centre is characterised by a number of listed buildings. The aesthetic quality is generally good, offering an attractive shopping experience, albeit with limited shops. Some street furniture is available. There is scope to improve the aesthetic quality further, with additional potted plants, consistent Town Colour branding extra seating and local businesses could be co-ordinated to help finance this.

Many buildings have a historical stone appearance and efforts have sporadically been made to preserve the heritage of the centre. Inconsistent application of conservation standards is clearly apparent on entering the High Street. Nevertheless, the centre presents a welcoming traditional Country Market Town experience.   The Centre of Deeping has the potential to entice visitors for a pleasant, stress free, shopping and leisure experience.   The 'Experience', one not so readily available in other towns and becoming more sought after by consumers, this is in itself a marketing opportunity. One that with more focus, marketing investment and planning could optimise 'visitor numbers'.

Market Gate

Other key areas include:

Horsegate, including retail, service and leisure services

Northfield Industrial Estate on the North edge of the Town.

Frognall Industrial Estate – growing in size

This picture is Market Gate which looks attractive, the parallel thorough fare from the Precincts by contrast is anything but attractive and would benefit from refurbishment.

Several large housing estates accommodate mini shopping centres offering a range of convenience shopping, services and take-away/dining options.

The smaller centres across the Deepings comprise a mix of service, dining/take-away and retail (mainly convenience).   These clusters serve to mutually support their neighbouring business by attracting footfall and raising awareness of location. With local residents enjoying convenience of location.

Retail Breakdown

According to the SKDC retail survey (2015) the centre comprises 80 units with a vacancy rate of 3.7%, below the national average. The vacancy rate is currently 2.5% although units are usually vacant for very short periods, also bucking the national trend.

Approximate breakdown of current offering across the Deepings
(see Appendix Retail1 for details)

Food & Drink	Comparison	Health & Beauty	Convenience	Service
40	**60**	**40**	**10**	**25**

The recent Neighbourhood Plan Survey (658 households) identified a need for a 'better balance of shops' - further definition required.

Vacancy rates are very low, so too retail units available. Change of use has recently been applied to two Retail units, now residential reducing retail capacity further, a concern for long-term sustainability and growth in the Centre.

Current units vacant include the old Barclays bank and the Coach House.

There is planning, although lapsed, for 2 significantly sized retail units on land owned by New River Retail (10,000 & 8,000 sq ft). Originally the planning use applied for was 'non-food' to avoid conflict with the previous central store – The Co-op. However, since that has closed there would be no conflict of use to concern the landlord, New River Retail

Catchment of approx. 15,000 within 5 minute drive
Average dwell time (in the Town Centre) is 26 minutes
22,000 catchment within 10 minute drive (figs provided by NRR survey)

Retail Trends

National trends indicate that 22% of retail businesses will fold within the next 5 years. However, value shops will increase by 12%, Independent Convenience Retail is set to increase by 17% and Beauty increase by 10%, whilst Retail chain stores will reduce by 5%. However, Food & Grocery shopping is predicted to be the fastest growing sector in the UK. There is a significant shift toward 'top-up' shopping. Consumers want convenience. Despite the decline in Town Centre appeal they still accounted for more than a third of Retail spend in the UK in 2017. However, the appeal to shop, dine and socialise at one destination is also becoming more desirable with the 'shopping experience' becoming more valued, especially when coupled with a pleasant environment. 'Convenience to home' and 'choice' is a major factor in retaining expenditure locally.
(Centre of Retail research)

A recent study from the Institute of Grocery Distribution (IGD) showed that most British shoppers (60%) still buy most of their groceries in one weekly trip, although that is increasingly likely to be across different stores, 93% of shoppers also use top-up trips in between.

Grocery Shopping – Significant Changes in Consumer Buying Patterns & Needs

The 'shopper Insight Store Formats' report from IGD show that there are two main reasons for top-up shopping: some 48% of shoppers buy products they have run out of, usually key items like bread and milk, while 37% buy products they prefer to buy more regularly than once a week such as fresh foods. Of course, top-up trips are also used (22% of those surveyed) to buy items which were forgotten in the main shop, while a further 10% use them to buy a specific item.

All of which goes some way to towards explaining the continued development of the convenience store market in the UK and show that fears of 'out-of-town supermarkets will eventually kill off the High Street traders may be unfounded – at least for now. However, this will be avoided ONLY IF convenience stores and supermarkets are located locally, that the offering of choice (to support the trend of buying food/grocery supplies across more than one supermarket) is available within the Deepings. Not only is the convenience of location and parking identified as factors in choosing a destination but also having a wide offering of choice and how easy products are to find/obtain.

(SKDC Retail Study Oct 2015)
"7.67 The smaller town centres of Bourne and Market Deeping serve a convenience shopping function for their local populations but provide very little comparison shopping. Market Deeping has virtually no comparison shopping and a very limited range of convenience shopping and is therefore subservient to Bourne and/or Grantham/Stamford."

The above statement not only dismisses the importance of 'local availability' but underplays the importance 'convenience' shopping that is increasingly determining destination choice for shopping. The SKDC study seems to not realise that any “subservience” is much more likely to be to Peterborough. Shopers from Deeping will not go to Grantham.

Since the SKDC report Bourne has increased its convenience offering significantly with the addition of Lidl, Tesco, and M&S Food. It’s retention of potential spend benefiting significantly. In 2011 The Deepings retained 69% of its food shopping expenditure within the town itself (*SKDC retail report).* Across the Deepings, however, the reverse is the case, with the closure of the Co-op Supermarket and thus an increase in ‘leakage’ to surrounding towns for regular main convenience shopping. This has also resulted in a reduced number of peripheral village residents coming to the town, including visitors from Werrington previously commuting by bus to the Town Centre. This cycle needs to be reversed. Residents across the Deepings are leaving in greater numbers to complete their grocery shopping to satisfy their need to visit multiple Supermarkets. The Lidl at Bourne and Tesco in Bourne both benefitting from Deepings Residents visiting to satisfy their shopping needs.

Consumer behaviour is moving toward more ‘top-up’ & ‘on-the-go’ shopping, with regard to food shopping and this is where ‘convenience stores’ could really help retain expenditure in the Deepings, especially with the addition of another Supermarket. In 2011 The Deepings retained 76% expenditure in ‘top-up’ shopping with the co-op securing 10% of the spend.

Retail Trends Continued

THE CUSTOMER IS WELL CONNECTED: WHAT WILL THEY NEED SHOPS FOR?

Fig. 4: IMRG survey of 1,000 consumers by www.toluna-group.com, 2016

E-retail has contributed to the demise of high streets and it will power their digitally remastered renaissance. Why? Because people are social by nature, will always need high streets, and will use their collective digital leverage to make it so. This considers consumers’ changing needs, and how this alters the relationship between shoppers, retailers and town centres

SMARTPHONE: THE REAL OMNICHANNEL UTILITY The rise of smartphone shopping continues to amaze and has profound implications for high streets that enable their effective use. A mobile basket is the REAL omnichannel utility – the mobile basket goes everywhere. Smartphones are fast becoming the glue that binds the various marketing and retail channels together. This is all the more remarkable because the game-changing iPhone which unlocked the mobile revolution was only launched on 27 June 2007, less than a decade ago.

A digital tipping point was reached at the beginning of 2016 when the majority (51%) of UK online retail sales was made through mobile devices (smartphones and tablets) for

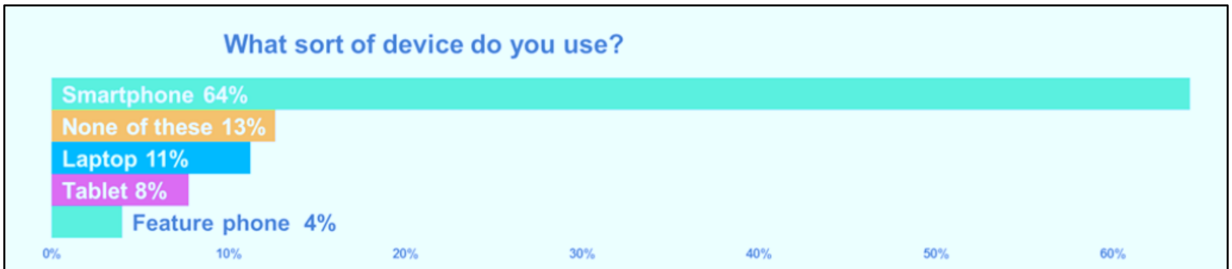


Fig. 12

the first time, up 10% on the same period a year earlier *(Source: IMRG Capgemini e-Retail Sales Index).*

“Overall, online accounted for 40% of sales [at John Lewis] over the Christmas 2015 period and mobile continued to be our fastest growing channel, with sales from smartphones and tablets up over a third.” *Mark Felix, Director Online Trade, John Lewis*

Challenges/Issues

1. No local Town/Deepings Retail Partnership in place – lack of communication across the Retail community no joined-up approach /platform for holistic strategy. No strategy to address barriers to shopping locally (see fig 7 below).
2. Lack of collective Marketing Strategy for the Deepings including the Retail offering
3. No cohesive Deepings Plan to guide visitors - signage, literature etc
4. Weak local 'Retail community communication' to support 'a joined-up' approach
5. Lack of local awareness with regard to Retail offering
6. No linked-up signage across the Deepings – signposting visitors to various Retail Sectors – retail & non retail attractions/amenities - no local map either online or hardcopy to provide similar info – eg historic bakery in DSJ
7. No holistic Retail leadership to collate and communicate needs and lobby support from Councils in a structured/strategic way – ie with long-term goals and priorities to deliver an agreed vision.
8. **Digital Age**
    - Retail jobs will fall by 1/3 in the next decade: • 900K of 3M retail jobs to go • 74K of 270K stores to close Source: BRC, 2016
    - E-retail has burgeoned into a dominant sector and captured a quarter of all retail sales. With an annual growth rate of 11% in 2015 and continuing [source: IMRG Index],
    - e-retail's steep rise is set to continue. E-retail has also become the culprit blamed for destroying swathes of businesses, ruining of our high streets and making hundreds of thousands of jobs redundant. Other negative consequences may be less obvious, like those on property prices, loneliness or lack of exercise.
9. Lack of consistency in Preserving the historical character and pleasing aesthetic of the Town Centre
10. Shortage of available Retail floorspace /units within the Town Centre/across the Deepings
11. Lack of provision for retail space considered in future residential development schemes
12. Change of use of Town Centre floorspace from 'Retail' to 'Residential'
13. Consumers requiring a more 'experiential retail experience' and the local offering not keeping pace with changing needs
14. 'Out of Town' Retail shopping Centres – drawing residents away from the Town.
15. Limited Retail choice of both comparison and convenience shopping within the Deepings and more focus and investment being made in surrounding Towns, drawing residents away from the Deepings to other Towns. Although the Co-op re-opened adopting the new smaller convenience model (non-central) we have lost a central town food outlet, at its peak occupying 27,106sq ft, its central location attracted local consumers to the centre on a daily basis. Since its closure footfall has fallen significantly, consumers from Werrington (via bus route) have reduced significantly. Visitors who would also patronise other local retailers.
16. Multiple larger towns within short distance of the Deepings, offering much wider choice of Retail including Convenience Shopping

17. SKDC planning (certainly to date but there are positive indicators this could be changing) which supports The Deepings remaining a ‘subservient’ Town with regard to consumer patronage/ Retail spend. The Deepings not receiving a reflective proportion of focus or investment compared to other towns perhaps due to this ‘subservient’ viewpoint.
18. Increased ‘leakage’ in terms of ‘retention of potential spend) exacerbated by points 15/16/17
19. Shortage of major convenience shopping, with the co-op offering gradually declining and more recently withdrawing from the shopping centre (at its peak of business occupying 27,106 sq ft). Loss of all banks reducing footfall.
20. No specialist or regular markets visible on the high street or on peak shopping days.
21. The current Wednesday Market providing a limited offering and located ‘out of sight’ on the New River Retail car-park.
22. Significant decline in Footfall in the last 12 months
23. Visitors not being aware of Parking due to poor signage
24. No co-ordinated point of information available to visiting public
25. A divided and fragmented Town Council – solution – yr guess as good as mine! ?

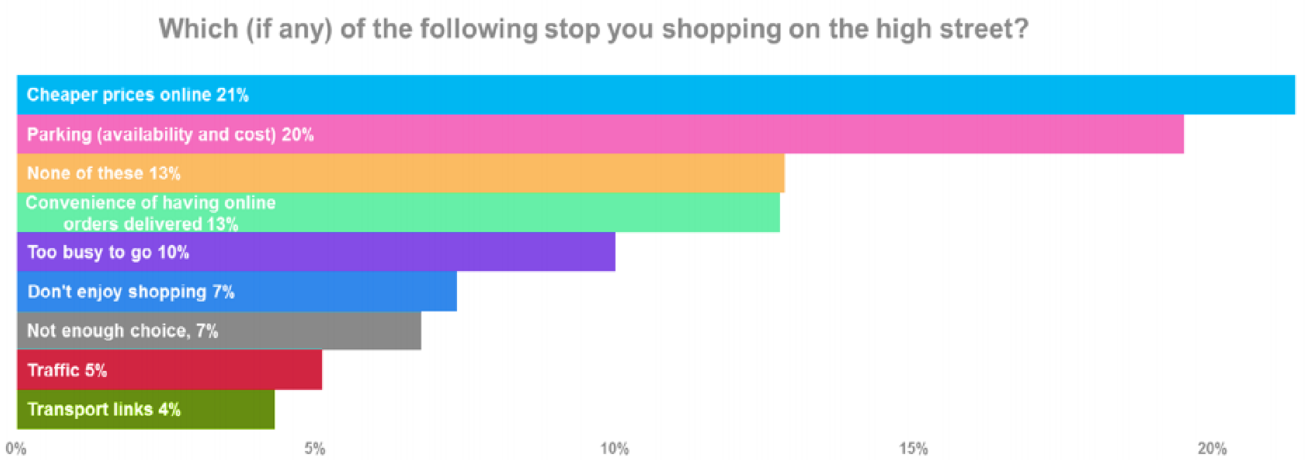


Fig. 7: IMRG survey of 1,000 consumers by www.toluna-group.com, 2016

(SKDC Retail Study Oct 2015)

“8.26 Market Deeping is a small centre which primarily serves a convenience shopping role. Again taking a comprehensive approach, deducting the benchmark turnover for non food floorspace there is no capacity for non-food retail development in the plan period.”

This statement gives an insight into the level of resource SKDC has historically deemed appropriate for the town. However, more recently two significant retail plans have been approved for additional non-food retail space on NRR land (8,000 sq ft & 10,000 sq ft). Securing tenants for these developments would certainly have a positive impact. Since the closure of the Co-op Supermarket (run by the same landlord – NRR) the change of use could be adjusted for ‘food’ if new tenants could be found.

SKDC – Existing Retail Growth Targets Across the Towns.

In 2011 SKDC identified Town Centre turnover & forecasts as follows:

Centres	Comparison Turnover in 2011 % Retention of Potential Expenditure	£million pa	Forecast 2036 £mpa
Grantham	21.1	108.24	290.31
Stamford	10.3	57.05	153.81
Bourne	5.3	25.74	69.04
Market Deeping	1.2	5.89	15.81

SKDC model for forecasting growth figures - 2036 across all four towns. The main flaw with this is accepting that a 1.2% is an acceptable starting point. ***(SKDC Retail Study Oct 2015)***

This format assumes that all towns need to grow at the same rate. The format also accepts the original growth rate @ 1.2% (2011) is an acceptable benchmark from which to start, no adjustment is made per town.

Small businesses are disadvantaged in, if not precluded from, the digital marketplace by their lack of knowledge, skills, tools and poor connectivity. An example of this handicap is that the product that you can find and buy in seconds from a distant seller online may be available in your local shop, but this local stock is likely to be undiscoverable online. Market forces are not motivated to change this imbalance of power; however individual consumers and society in general may be if people fully understand the implications of their shopping habits and are given viable opportunities to alter outcomes.

'Small Business Saturday' was launched originally in the USA in 2010. The key focus was to support efforts to: (1) encourage consumers to shop locally, and (2) increase awareness of the value of locally owned small businesses and the impact of such businesses on the US economy. The following year, Small Business Saturday was adopted by the Senate with unanimous consent, and by 2014, the one-day event attracted an estimated $14.3bn extra spending with small businesses. Whilst the UK Small Business Saturday may not be suitable for the Deepings (it is the same weekend as the Christmas Market) we could have our own annual event, part of the Love Local Love Deeping Campaign.

Strengths/Opportunities

1. Opportunity to form a Town Retail Partnership to include local Retailers/local government and key local stakeholders to a agree a Vision, strategy and objectives.
2. Growth of independent comparison shopping succeeding/surviving within the Deepings
3. Growth of experience offering such as tea rooms, coffee shops, salons. The desire to enjoy 'experience' shopping, where consumers can enjoy shopping, dining and socialising in a pleasant environment, is becoming more popular.
4. Pleasant environment, attractive Town Centre, one that contributes to a sought after 'retail experience'

5. Excellent community environment, a key attraction that helps drive footfall.
6. Opportunities to capitalise on consumers desire for convenience (not having to travel), if a more local offering is available and needs can be met locally
7. Currently approx. 200 number of free carparking spaces (up to 4 hours). This may be reviewed once the MDTC covenant expires.
8. Local bus routes that transport local people to the centre from various parts of the Deepings /peripheral villages, although some room for improvement and this requires further examination. This is especially the case for Bus routes West to East.
9. Potential to increase the draw of consumers from immediately adjacent villages and North of Peterborough, although with the advent of additional major convenience shopping being developed in adjacent towns, and the decline in equivalent offering in the Deepings now reduced, this is proving more challenging.
10. Planning approved for 2 major retail Units (New River Retail Land) MD Town Centre (8,000 sq ft & 10,000 sq feet respectively).
11. Potential to attract consumers from Peterborough (see points 3, 4 & 5)
12. The opportunity to develop a Deepings App to connect with consumers (see retail figs 4 & 12)
13. Love Deepings Campaign
14. Love Local annual event as an alternative to Small business Saturday which is the same weekend as the Christmas Market.

Objectives

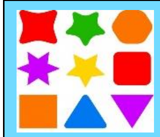
The High Street should be the nerve centre of a Town, a place where people can get together. Its success depends on the health of the local economy and its ability to attract footfall. Building and maintaining a successful high street and retail offering is complex and requires landlords, local authorities/councils, trading communities and consumers to all share the same vision and have the right leadership and tools in place to execute it. This is particularly challenging given that every Hight Street and local area is different, not least the growth and impact of the digital age.

Strategies not requiring Planning Applications:

1. **Lack of Cohesive Retail Partnership /Strategy**

   Establish a Local Retail Partnership, to include key local stakeholders to facilitate:

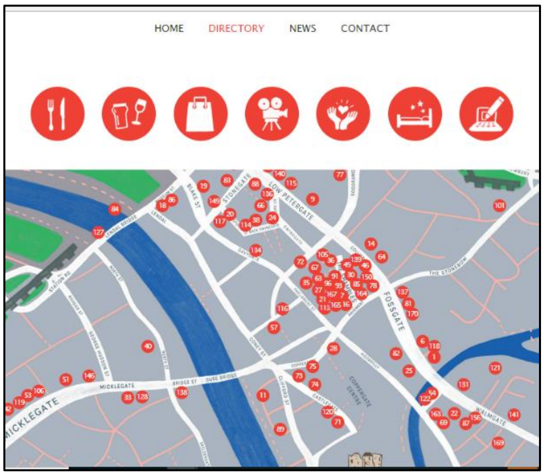
   a. Vision for the Future
   b. Agree a strategy (including a marketing plan)
   c. Stakeholder management/consultation
   d. Clear objectives & measures/timeframes
   e. Review & consult
   f. Facilitate & Develop a unified voice to lobby for the Deepings
   g. Source relevant expertise & funding (including digital)
   h. Agree an evidence framework
   i. Plan a strategy for long-term sustainability
   j. Review & Consult

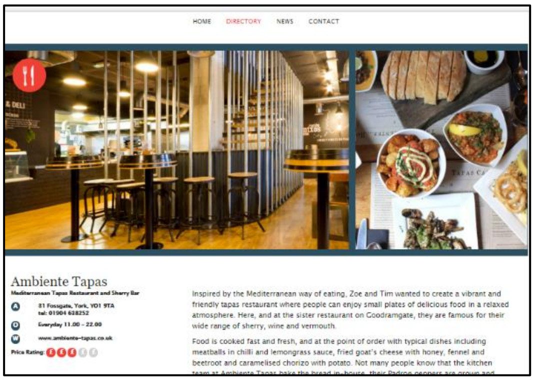
Town Centre – Indicator-based Performance Toolkit		
	People & Footfall	Footfall (volume & typical profile) Geographical Catchment Access Car Parking Community Spirit
	Diversity & Vitality of Place	Retail Offer Culture and Leisure Offer Events Reported Crime Markets
	Consumer & Business Perceptions	Business Confidence Town Centre Visitor Satisfaction with Retail Offer Visitor Experience Satisfaction Attractiveness Crime & Safety perception
	Economic Characteristics	Retail Sales Partnership Working Charity Shops Vacant Retail Units Evening/night time economy

2. **Digital Age:** InvestSK are investing in a new online (&hardcopy) Regional Visitor Guide, which is a positive initiative.

a. There is potential for lack of local communication/co-ordination to ensure the Deepings are effectively represented ie.: Have MDTC & DSJPC reviewed to ensure all the points of interest across the Deepings have adequate coverage (both visual and factual). All amenities, Visitor Attractions included?
b. Online Marketing – A Deepings Website not only highlighting Retail offering but other sectors, amenities and attractions.
c. Link the design, place branding and content with signage and map suggestion below (point 5)
d. The digital presence could support an interactive App, simple but informative supporting the Place Branding.

The Deepings including the High Street/local Retail Sector could operate as a collection online marketplace to be more discoverable online. It is also an ideal platform to demonstrate how local Businesses support local issues of concern and interest to the local community. A ‘why support local’ page.





Deeping Website /phone app
Simple, minimising management
Highlighting:
Retail & Business (pay for inclusion)
Attractions
Amenities free
Simple Map highlighting above
Why local page – how business support local
Supporting FB page

3. **Public Transport:** Provision of adequate bus routes to be reviewed
4. **Local Food /Convenience Shopping – Local Retention leakage**
Local MDTC and SKDC together with InvestSK to prioritise attracting another national food retailer to the town (with limited comparison space to avoid damage to existing comparison offering). This is feasible although the current climate for retail expansion is a challenge a strong case could be made. The two sites with

lapsed planning (8,000 sq ft and 10,000sq ft) located on NRR could accommodate suitable retailers. i.e..,

Average Sq Ft of following food stores:
Aldi 11000sq ft, M&S Simply Food 7000sq ft, Sainsburys Convenience 4,000sq ft
Global Agricultural Information Network Dec 2016 – Figures relate to UK Stores
https://gain.fas.usda.gov/Recent%20GAIN%20Publications/UK%20Supermarket%20Chain%20Profiles%202016_London_United%20Kingdom_12-13-2016.pdf

5. **Saturday Market & Specialist Market on Market Place** MDTC, DSJPC, SKDC and InvestSK to continue to collaborate and address and expedite barriers for a swift delivery. A communication & Marketing Strategy to be agreed to include Consumers, local retailers and the existing Wednesday Market -stall holders are under the impression they are excluded from participating due to miscommunications. NRR (Kevin Smith) help run the Wednesday Market and need to be included in the communication process. Update – A Saturday market was established in 2019 but faltered after a few months and has been suspended for the winter. A more rigorous approach is required to relaunch this in the spring of 2020.

   With the support and experience of SKDC there is also the opportunity to deliver Specialist Markets, initially Bi-monthly or quarterly. Farmer's Markets are thriving nationally.

6. **Signage:** MDTC, DSJPC to co-ordinate and present a case to SKDC/InvestSK to present 'signage improvement' request. To incorporate, among other things:

   a. Historic Town signage on bypass, Carparking signage each end of the High & Street Godsey lane to NRR main carpark.

   b. Each Retail centre to house an Area Map indicating location of key area Retail /amenities.

   c. Information also to be available online & via local app

   d. Stamford Town has a 'map dispenser' (£1) obtained with SKDC funding. This could be housed outside the Town Hall. Design of this needs a co-ordinated approach to ensure it covers enough information to represent the Deepings area.

7. **Lack of Awareness locally/Regionally:** Once a Partnership agrees a strategy and improvements are implemented the Town could be entered into The Great British High Street Competition. https://thegreatbritishhighstreet.co.uk/

8. **MDTC could co-ordinate a 'Spruce up of our High Street initative'** involving all high street Retailers & Businesses, an example could be each business donates a payment and the Council co-ordinate how that is applied – More potted plants, hanging baskets for every business, extra seating. Purchased and installed in co-ordinated way with town branding/colour?

9. **Focus on Attracting 'Cultural Events'**: There a few few empty premises in the Centre of Town. MDTC could liaise with Landlord for Pop Up Artisan/Art Events to co-ordinate with other initiatives.

Policies Requiring Planning Considerations /Policy

1. **Preserving & Respecting Historic Character/Conservation** - Ensure a clear and consistent approach/guidelines across MDTC, DSJPC and SKDC with regard to Planning Applications especially signage, visual changes across the Town. Identify who is responsible for the monitoring and policing at local level**.**
2. **Retail Space:** As High Street property potentially declines in value developers cannot be allowed to process change of use from Retail to residential, for properties located within the heart of the Town Centre or within other Retail developments. Potential retail floor space is critically short and further reduction of floorspace will only serve to undermine sustainability of a vibrant Town centre and realistically prevent future opportunities of growth across the Deepings**.**
3. **Retail Space:** Planning enforcement strategies to be applied when retail premises are allowed to remain empty/decline. Deterioration of properties provides landlords/owners with an excuse to apply for change of use and effectively increase value but gradually diminishes availability of retail space**.**
4. **Retail Space:** The Planning Process needs to ensure developers allocate appropriate Retail Space in their plans for future developments across the Deepings. Developers must also ensure adequate ‘customer parking’ is assigned in plans submitted before they can be approved.
5. **Convenience/Food Shopping**: Approve future application for change of use to ‘food’ for NRR to retail units.
6. **Saturday Market & Specialist Market on Market Place**

   MDTC, DSJPC, SKDC and InvestSK to continue to collaborate and address and expedite barriers for a swift delivery. A communication & Marketing Strategy to be agreed to include Consumers, local retailers and the existing Wednesday Market - stall holders are under the impression they are excluded from participating due to miscommunications. A co-ordinated approach with LCC re Planning requirement.

Glossary – Retail Section

BRC – British Retail Consortium
Comparison Goods: *Include: books, clothing, footwear, furniture, audio-visual, other durable goods, hardware, chemists, jewellery, watches, clocks and recreational goods*
Convenience goods: *include food, beverages, off-licence, tobacco, non-durable household good, newspapers & magazines*
IMRG – UK's Online Retailers Group
ONS – Office of National Statistics
NRR – New River Retail – National 'out of Town shopping Centre' landlord, multi £Million turnover, specialise in large National Retail Chain shopping Centres. Landlords of the Deeping Shopping Centre and Wisbech Shopping Centres in addition to many other national sites. They also own and manage the Shopping Centre Carpark.

Local Multiplier Effect

The tool was first applied on a large scale within Northumberland County Council where it was shown that:

Every **£1 spent with a local supplier is worth £1.76 to the local economy, and only 36 pence if it is spent out of the local area**. That makes £1 spent locally worth almost 400 % more to the local economy.

A ten per cent increase in the proportion of the council's annual procurement spent locally would mean £34 million extra circulating in the local economy each year.

LM3 has now been applied to over £13 billion pounds of spending in public private and not for profit sectors. The tool was also used with all 26 of the local authorities in the North East of the United Kingdom with over £3.5 billion annual spending and 140,000 suppliers. Many large and medium sized enterpises now use the tool both to demonstrate the Social Value of their activity on local economies and as part of their Corporate Social Responsibility sustainability programmes. The tool is also now widely used as the standard measure of both local economic impact and social value within public procurement processes thus creating a common mechanism for calculating public value

Appendix Retail One – Approx beakdown of Units – Deeping & DSJ

Category of Retail	M Deeping Centre	Outer MD & Deeping St James	Northfields	Aprx
Food & Drink	Bull, Fillers, Linfords, The Stage, Deeping Kebab, Chesters, Toninos, Iron Horse, Notty's, Lilli's, Dominoes, Taj Mahal, Cinnamon, The Square pub, 14	Curry Hut, Boundary, Golden Branch House, Pangs, The spice Affair, Beijing Palace, Mr Pizza, Nova Pizza, Gurkha 91, Riceland, Driftwood Bistro, Waterton, The Goat, Maharani's, Swines Meadow Tea room, Gurka 91, Godsey Lane coffee 18	Hideout Coffee Shop Eventus Restaurant Junction Cafe 3	40
Comparison	Willow & Grace, Manna Flowers, Private Kollection, TV & electrical repairs - goods, Felicity, Pets Pantry, Red Cross, Greetings, Paper Kisses, Grasmere, Deeping Records, RSPCA, Crowland carpets, CSM Carpets, Factory Shop, Poundstretcher, Red Cross, Pets Pantry, Cloudnine, The Little Sewing Shop, Deeping Ink. 23	Branch Bros, Devonports, Exquisite Events (Bridal), Black Cab Studio, DSJ Bakery, DT Stoves, Bed Shop, Riverside Beads, Antique Centre, Ruffles Boutique, Swines Meadow, Deeping Wicker World, Kennedy Wild Bird food, Kyoto, Water Gardening Direct 17	Deeping Bex upholstery, Cricket Touch direct, Creative Touch Interiors, Better Salon supplies, Shotbowl, Deeping Balloons, Classic Fireplaces, Inside Out Store, Gear 4 Motorcycles, Pet Stop, Welland Supplies 13	60
Health & Beauty	Co-op Pharmacy, Scrivens, Philip Edwards, The Salon Piper Physio Empire Gym, Ruffles, Saxby, Beauty Retreat, Serenity beauty, L & Co, Pkai, The Salon, Lee Markey Barbers, DJs Barbers, Scissors, Callows, DC10, Keya Hair, Callows, Matelia Beauty, Dentist , Scriven's Opticians, Hearing Shop, Philip Edwards Opticians 24	Well Pharmacy, Stylistics, Ruffles, Barsby Therapy, DSJ Pharmacy, The Barber Shop, Hair 89, Hair Flair, HeadKase, Private Dentist, Spin room studio, Feathers Holistic 16	Fitness Factory, 1	40
Convenience	Co-op Petrol, Deeping News,Callows 3	Tesco, Spar, Alisia Off Licence & convenience store, Co-op, Sam's Convenience store, 5		10
Service **Overlap with the section on "Service" but included here as they form part of the High Street**	Briggs, Sharman Quinney, Winkworth, Rosedale, Beeby's, Newton Fallowell, Thompsons, Oakwood Ins, Oakwood Lettings, Dry Cleaners, Car Cleaning, Travel Agent, France Accountancy, Animates, Town Hall (not Retail but potential to play an integral role in a 'Town Partnership). Chris Rowley Financial Svs, Double & Megson, Liberty Partnership. 18	Shampooch, Apollo Computers, Jigsaw Recording Studio, R J Scholes Funeral Svs, Tree Tops Caterpillar Day Nursery, Deeping Community Centre (Town Partnership) , Vets at Thackers way 7	See service sector analysis	25

Frognall Industrial Estate accommodates a growing number of Retail and service businesses also.

Retail consists of mainly small independents, some providing a niche offering and 5 national chains (Paper Kisses, The Original Factory Shop, Tesco, Poundstretcher and the new smaller Co-op convenience store model). The larger chains offering a wider variety of goods including clothing, shoes and some basic homewares ie **'Mixed Retailing'**

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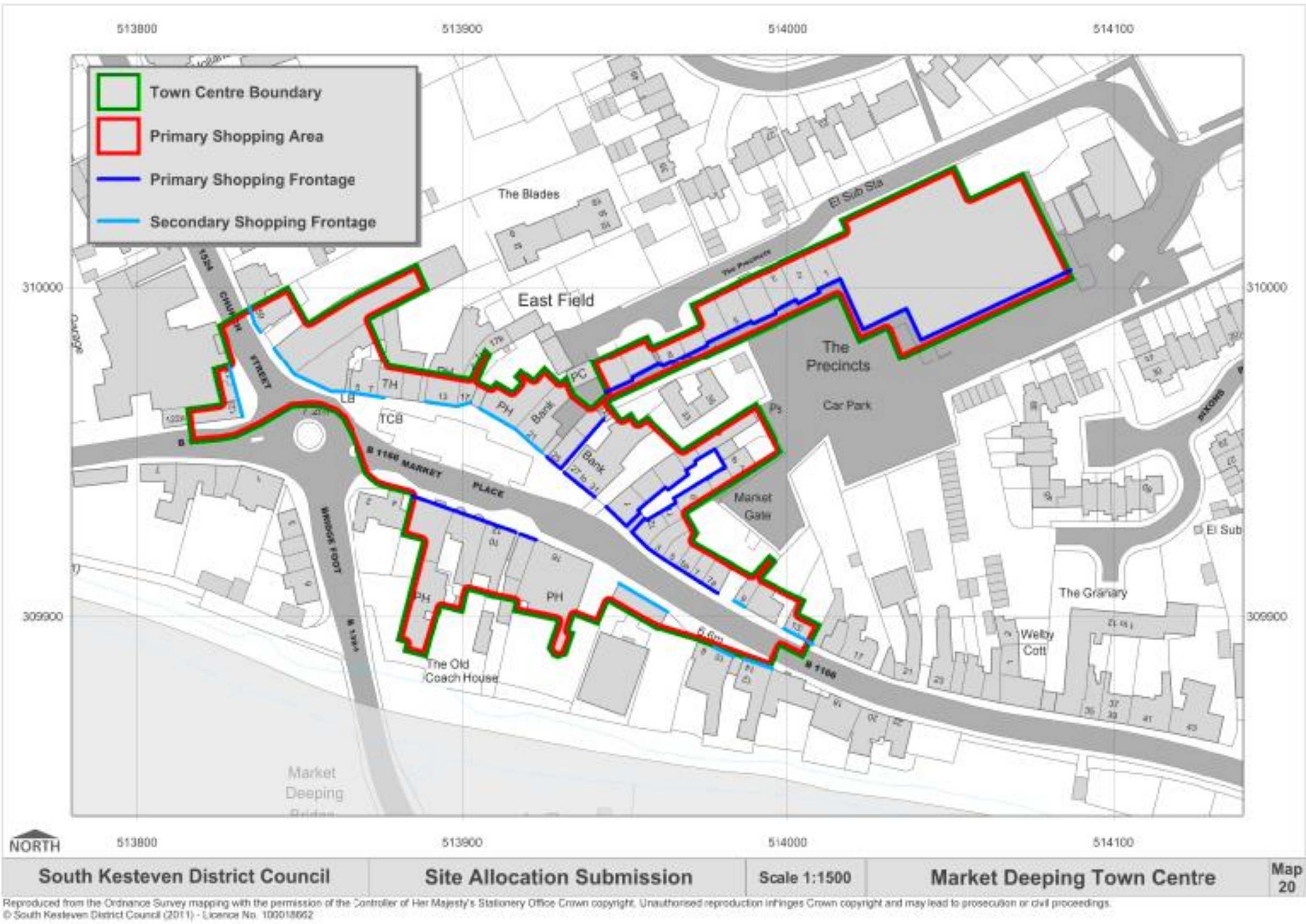
Appendix – Retail TWO – Town Centre Map



We believe some key sites have not been included here that should be and this must be addressed within the Neighbourhood Plan.