

MARKETS ACTIVATING HIGH STREETS

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ATCM
association of town & city management





WHO WE ARE AND WHAT WE DO

ATCM is a not-for-profit, membership-led organisation, whose members manage high streets, town centres and city centres across the UK and Ireland.

We provide networking, advocacy and thought leadership.

We co-ordinate the secretariat to the APPG for Town Centres and co-chair the High Streets Task Force Sector Leaders Group.

Permacrisis declared Collins Dictionary word of the year

🕒 1 November



BBC
NEWS



REUTERS

Former prime minister Liz Truss became the shortest-serving UK leader after resigning last month

2022 was the year of the
'Permacrisis'.



It was meant to be a year of recovery.





COVID'S LEGACY

We do not know the full legacy of the COVID-19 pandemic, but it has likely contributed:

- Periods of low/no spend on high streets
- Supply chain disruption
- On-going health problems with long COVID and labour shortages
- Long-term changes in working and spending patterns
- Debt accumulation for high street businesses and landlords.





Has Brexit made supply chain challenges
and labour shortages worse?



Did Brexit trigger another problem?



THE CONVERSATION

Brexit: UK pound has not crashed yet, but here's why it will probably suffer in years to come

Published: January 13, 2021 2.21pm GMT



The value of the Pound matters when it comes global markets like energy...
...because everything is purchased in dollars.



DIFFICULT END TO 2021

A weak Pound, supply chain weaknesses, labour shortages mean a difficult end to 2021.

By February 2022, this becomes a full blown crises.



**The
Guardian**

Food prices soaring in developing world amid Ukraine crisis, World Bank finds

Lebanon is worst-hit by food inflation after food grain store explosion in Beirut in 2020



The region is not only a major contributor to energy, but is also referred to as the bread basket of Europe.



INFLATION



INFLATION CRISIS

Not only have businesses directly suffered from higher costs due to rising wages, goods and energy, but their consumers have faced the same pressure on finances.

In fact, projections for **Real Household Disposable Income** tell their own story.



Down 4.3% for 2022/23.

The largest one-year fall since ONS records began.



Down 2.8% for 2023/24.

The second largest one-year fall since
ONS records began.



The BIG Squeeze


John Lewis

Your new destination for inspiration
John Lewis Birmingham
Now open

Welcome  welcome

 Welcome

Birmingham New Street



Maybe the retail market was always
changing, but we are losing other sectors
now.



BirminghamLive

Birmingham brewery Dig Brew collapses in 'terrible loss to city'

Dig Brew brewery, which was based in Digbeth, has ceased trading with immediate effect

RELENTLESS PRESSURE

The hospitality sector, part of a high street renaissance, is under relentless pressure.

Number of pubs in England and Wales falls to record low

Covid-19 and soaring costs result in drop to below 40,000 during first half of this year

The
Guardian



The end of UK's live music scene as we know it? Warning of closures as venues face energy price hikes 'of up to 1,400%'

New Prime Minister Liz Truss has promised an announcement on the energy crisis - but will it be enough to help already struggling music venues? Many are facing price hikes of tens of thousands of pounds.



Gemma Peplow
Entertainment reporter @gemmapeplow

🕒 Wednesday 7 September 2022 19:18, UK




The leisure sector is also facing severe pressure.



BLOG

NTIA Says Report Reinforces Fears Over Independent Businesses with a Third of Nightclubs Lost by the end of 2022

By NTIA | January 23, 2023 | No Comments



We need to be realistic and accept that many businesses will not survive and our town centre eco-system is at risk.



We need to plan for a rebuild and reactivation
of our high streets.

Markets have to be a driving force in this
reactivation.



BUSINESS REACTIVATION

Do we have the commercial property framework that supports business incubation?

Are highly leveraged property owners best placed to take risks on new, exciting business models?

Markets can offer low cost, dynamic business space that is difficult to replicate with bricks and mortar.

BUSINESS REACTIVATION




Do town centres need to be static in their offer? Or can markets be at the vanguard of a blended offer that shifts with the time of day?

SPACE REACTIVATION



Space is an asset.

Markets are flexible and dynamic enough to transform neglected and underused space in cities into footfall drivers and visitor attractions.




Can we do better at rebuilding markets
into the urban fabric of towns and cities?






“There are a number of reasons small business in Tokyo is so vibrant. A huge one that you can look at cities around the world and ask is how many flexible microspaces are available across your city. By microspaces, I mean small little nooks and crannies in the commercial or residential sectors of the city that you can do a lot of different things with and don’t need to pay a huge amount of money in rent.”

Joe McReynolds, speaking to Bloomberg CityLab about his book *Emergent Tokyo: Designing the Spontaneous City*



Is this such a giant leap? Many of our towns and cities have been forged around the market.



The market's role is not exclusively about
the commercial success of an urban
centre...



SERVING A LOCAL COMMUNITY

There has always been the opportunity for markets to serve their local communities well, and today is no different.

SERVING A LOCAL COMMUNITY



Can markets help town centres respond to the post-COVID environment where greater WFH means a shift towards the 15 minute neighbourhood?

SERVING A LOCAL COMMUNITY



With more nimble supply chains and lower overheads, markets can overcome some of the inflationary pressures to provide for hard pressed families.



STRENGTH IN FLEXIBILITY

High streets have struggled in since the late 20th Century because the world is changing, and they are not always flexible enough to adapt quickly. Markets are one of the most dynamic and flexible forms of commerce we have, and can fulfil almost any role we need them to fulfil.



STRENGTH IN FLEXIBILITY


- Community offer
- Footfall driver and visitor attraction
- Route to market for entrepreneurs
- Business creation (beyond just retail)
- Street animation (making best use of the spaces between places)
- High street activation



PARTNERSHIPS AND PLANNING

The evolution of town centres requires great local partnerships consisting of local government, businesses, property and community. Markets need to be well represented in these partnerships.

A vision for markets to be woven into this evolution must take place at the earliest stages of the planning process, not an after-thought.



If 2022 is the Year of the 'Permacrisis', let
2023 be the year of the market.



ATC&M

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