

LOCAL RETAIL AND ACTIVATION STRATEGY TOOLKIT



Dedicated to a better Brisbane

INTRODUCTION

IMPORTANCE OF
COLLABORATION

IS YOUR PRECINCT
FLOURISHING?



Introduction

If you run a business, or are an investor or community organisation operating in local retail precincts across Brisbane, this toolkit is for you.

Information and tips on how to enhance the customer appeal of your precinct.

PLACEMAKING:
FROM TRANSACTION
TO INTERACTION

PROMOTING YOUR
PRECINCT

KEEPING
ON TRACK

Who is this toolkit for?

If you run a business or are an investor or community organisation operating in local retail precincts across Brisbane, this toolkit is for you.

The toolkit provides information and tips on how to enhance the customer appeal of your precinct through a process of:

- **building knowledge** about the market in which you operate
- **understanding the strengths and weakness** of your precinct, and its competitive positioning
- **working collaboratively** to achieve a shared vision
- getting the **biggest bang for your buck** through investments in place and activation.

Whether you are a business looking at different location investment options, an operator in an existing precinct trying to foster greater collaboration or an established business network seeking to ramp-up activities, the information in this toolkit can help you achieve your goals.

By choosing to invest in a local retail precinct you are building a relationship with the local community. A supportive local market is critical, but if your precinct can deliver a unique value proposition it may be able to tap into a broader market.

A key role of this toolkit is to borrow the techniques of successful shopping centres and to show how these can be applied to retail strips.

This includes:

- use of data and market analytics to understand customers and competitive positioning
- creating distinct precincts with the right mix of tenants
- effective marketing
- place management and placemaking to deliver clean, safe and vibrant environments
- maximising ease of access for customers.

The toolkit has been developed from extensive best-practice research and interviews with, and case studies of, local business partnerships to learn from real-life examples.

How to use

I AM/WE ARE A:

retail business looking for a location to operate from
 established business wanting to improve my precinct
 existing business partnership seeking to maximise footfall and spend.

We want to	Read this section	Use this
Encourage precinct businesses to work together to create a vision and action plan for the precinct	Importance of collaboration	Techniques and tips for collaboration Creating a vision Meeting agenda Meeting minutes Action plan framework
Understand the characteristics of the local market	Is your precinct flourishing?	Know your area template checklist Precinct health check diagnostic
Measure how our precinct rates against key success drivers		
Track our progress over time		
Enhance activation and the physical appearance of the precinct	Placemaking: from transaction to interaction	How to develop your precinct vision and story Steps to make great places How to refine your placemaking strategy How to host an event Event planning checklist How to deliver successful pop-ups
Improve marketing and promotion of our precinct	Promoting your precinct	Marketing plan on a page Precinct brand and marketing guidelines Social media, content marketing and email marketing guidelines
Encourage a business partnership to achieve bigger goals	Keeping on track	Customer survey template Business survey template Business plan checklist Town planning permits and development monitoring guide Links and resources

Customer behavioural trends affecting retail

Overview of behavioural shifts

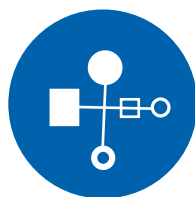
Five key trends are expected to impact shopping behaviour over the next decade.

These are affecting how shopping centres and retail precincts respond to meet customer needs.



Experience economy

The experience economy describes the shift in consumer mindset and behaviour from a materialistic to experiential value system. It means that customers place greater emphasis on an event or experience rather than simply 'buying more stuff'.



Convenience and connectivity

Convenience was once the mantra and hallmark of Australian shopping centres and is back in the spotlight combined with advances in technology to deliver simplified shopping experiences.



Social and environmental consciousness

The shift from hyper consumption to conscious consumption is based on choices that prize ethics and sustainability.



Self-improvement and well-being

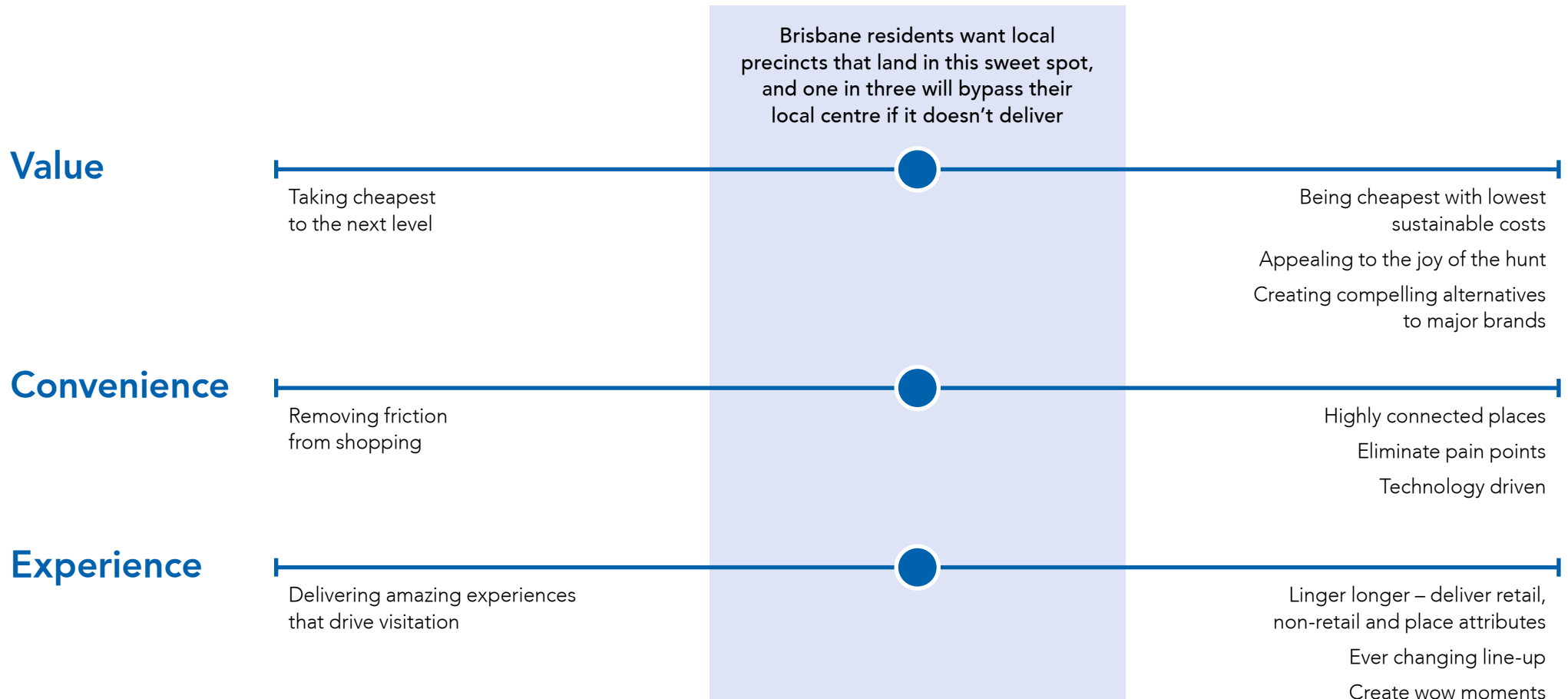
People are looking for ways to improve and prioritise health and well-being, focusing on physical, mental and social improvement.



Localisation

Localisation refers to the continued evolution of precincts and shopping centres into community hubs connected to their local environment.

What does your precinct stand for?



Brisbane residents want local centres that provide a broad range of services

KEY FINDINGS

In an Urban List online survey of 800 respondents undertaken during July 2020, the top three most important features of a local centre based on the proportion of residents who see them as important/very important are:

- **essential items** for everyday needs (96%)
- a place that is **easy to access** by car or public transport (91.3%)
- good range of **cafés** (78%).

How important is it that a local shopping precinct has the following attributes?

	Important	Very important
Has essential items I need for everyday living, e.g. food/grocery stores, liquor, pharmacy, newsagent	33.9%	62.3%
Has services, e.g. hairdresser, barber, nails, dry cleaner, medical etc.	45.2%	10.1%
Has Council-run services, e.g. library, community facilities	23.6%	4.1%
Has a variety of shops that I can buy non-essential items in, e.g. gift stores, florist, clothes etc.	41.7%	7.7%
Has a good range of eat-in cafés and restaurants	54.2%	23.4%
Is a place I can easily walk to	40.4%	26.1%
Is a place I can get to easily if coming by car or public transport	48.4%	42.9%

KEY FINDINGS

When considering the experience elements or emotive factors, the top three most important attributes are a precinct that:

- is **safe and secure** (96%)
- is **inviting and welcoming** (93%)
- has **aesthetic value** (82%).

CONSIDER

Is your centre...

Safe and secure?

- yes
- no
- could be better

Inviting and welcoming?

- yes
- no
- could be better

Nice to look at?

- yes
- no
- could be better

Now we want you to think about experience.
 These are the elements that make places feel good or not so good.

	Important	Very important
It has a distinct identity	40.5%	7.7%
It has authentic local character	47.4%	14.3%
It has aesthetic value, e.g. attractive internal and external areas, buildings and public areas	61.0%	21.4%
It feels safe and secure	37.9%	58.4%
It has a good balance of indoor and outdoor, and good balance of shelter, shade and sun	47.5%	28.9%
It is a place that supports a healthy lifestyle	46.1%	19.9%
It is inviting and welcoming	59.7%	32.9%
It is a place I want to visit and hang out at	49.0%	25.9%

Local centres rate well against functional attributes, but lower on experience

KEY FINDINGS

When residents were asked to rate how well their own local centre measures against the listed attributes, the vast majority consider that most functional attributes are good/very good.

CONSIDER

Does your precinct...

Have a good range of essential items?

- yes
- no
- could be better

How well does your local shopping precinct stack up?

	Good	Very good
Has essential items I need for everyday living, e.g. food/ grocery stores, liquor, pharmacy, newsagent	37.8%	54.0%
Has services, e.g. hairdresser, barber, nails, dry cleaner, medical etc.	47.2%	29.0%
Has Council-run services, e.g. library, community facilities	23.9%	11.8%
Has a variety of shops that I can buy non-essential items in, e.g. gift stores, florist, clothes etc.	32.8%	20.2%
Has a good range of eat-in cafés and restaurants	36.7%	29.2%
Is a place I can easily walk to	30.5%	39.7%
Is a place I can get to easily if coming by car or public transport	36.0%	55.0%

KEY FINDINGS

For the experience factors, less than one-in-five residents thought their local centre was very good.

Experience factors that are most important and the proportion of residents who rated that attribute good/very good in respect to their local centre include:

- **safe and secure** (76%)
- feeling **inviting and welcoming** (58%)
- **aesthetic** value (50%).

One-in-three respondents stated that they typically visit a centre other than their nearest. This highlights that consumers will travel further afield when local precincts do not meet their expectations.

What type of experiences does your local shopping precinct provide?

	Good	Very good
It has a distinct identity	34.0%	16.9%
It has authentic local character	32.7%	15.1%
It has aesthetic value, e.g. attractive internal and external areas, buildings and public areas	35.1%	15.3%
It feels safe and secure	50.3%	25.3%
It has a good balance of indoor and outdoor, and good balance of shelter, shade and sun	35.4%	17.6%
It is a place that supports a healthy lifestyle	29.9%	12.2%
It is inviting and welcoming	43.1%	14.7%
It is a place I want to visit and hang out at	29.3%	13.5%
It is a place for meeting people	33.2%	16.4%
It is a place I feel attached and connected to	26.6%	13.7%