

The pedestrian pound: the business case for better streets and places

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Established in 1929

Early successes: the first speed limits, driving tests, driving licence and zebra crossings

Living Streets launched 2001, 10 point manifesto, Walk to School takes off

LIVING STREETS



The State of our Streets

How better street management policy and practice can create safe, attractive and enjoyable streets



Living Streets is the national charity that stands up for pedestrians. With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk.



The pedestrian pound

The business case for better streets and places

Making the Case for Investment in the Walking Environment

A review of the evidence

University of the West of England, Bristol, and Cavill Associates



Building the evidence

Scene setting

- UK population increased by 5.8% between 1998 and 2009, accompanied by £10 billion increase in spend over that period
- That spending is not reflected on the high street
- Shopping as a share of all trips is falling
- On average there were 19% fewer shopping trips in 2011 compared to 1995-7
- High street spending only accounted for half of all retail spend in 2011







The Gift Basket

P437 S

GF51 FVP

MOSS OPE

KITCHEN



MIKE

GILL WING CAFE
GILL WING CAFE
Gill Wing Cafe
Organic
Delicatessen
Hand Made, Natural
Organic, Vegan, No
Egg, No Dairy, No
Soy, No Gluten, No
Sesame Oil, No
Soy Lecithin, No
Soy Protein, No
Soy Flour, No
Soy Oil, No
Soy Milk, No
Soy Yogurt, No
Soy Butter, No
Soy Syrup, No
Soy Sauce, No
Soy Vinegar, No
Soy Dressing, No
Soy Marinade, No
Soy Seasoning, No
Soy Powder, No
Soy Flakes, No
Soy Chips, No
Soy Nuts, No
Soy Beans, No
Soy Tofu, No
Soy Tempeh, No
Soy Miso, No
Soy Soybean Oil, No
Soy Soybean Lecithin, No
Soy Soybean Protein, No
Soy Soybean Flour, No
Soy Soybean Meal, No
Soy Soybean Hulls, No
Soy Soybean Stalks, No
Soy Soybean Straw, No
Soy Soybean Trunks, No
Soy Soybean Twigs, No
Soy Soybean Branches, No
Soy Soybean Leaves, No
Soy Soybean Pods, No
Soy Soybean Seeds, No
Soy Soybean Hulls, No
Soy Soybean Straws, No
Soy Soybean Trunks, No
Soy Soybean Twigs, No
Soy Soybean Branches, No
Soy Soybean Leaves, No
Soy Soybean Pods, No
Soy Soybean Seeds, No

DIR

There's a generally held view that good quality public realm is good for retail and regeneration





Methodological challenges

- It's a challenging area to measure; limited number of cost benefit analyses, mostly case study evidence
- Some information (e.g. prices, rents and attributes of buildings) is confidential
- It's hard to prove empirically that an improved pedestrian environment has had a direct impact on sales (to the exclusion of other factors)
- How to measure indirect benefits?



Report structure

The report brings together the evidence for:

- Impacts on existing business
- Urban regeneration
- Improved consumer and business perceptions

As a result of improvements to the public realm.



Impacts on existing business

- Well planned improvements to public spaces can improve footfall by up to 40%
- Public realm improvements to Peace Gardens, Sheffield, 35% increase in footfall and net increase in spending of £4.2m
- Examples of pedestrian improvements in Coventry and Bristol show a 25% increase in footfall on Saturdays and predict £1.4 million benefits



New Road
Brighton –
162%
increase in
footfall
following
£1.75 million
shared space
scheme in
2007



Nike on Oxford Circus saw profits increase by 25% following the introduction of the Oxford Circus diagonal crossing

Urban regeneration

This report looks at:

- Investment, tourism and business start-up rates
- Effects on property and rent
- Employment benefits, and
- Social exclusion



1. Business start-ups & tourism

- Limited evidence linked to start-ups
- But, improvements to Temple Bar area of Dublin led to an increase in the number of businesses from 60 to 450 (300% increase in employment) before 1990s economic boom
- Re-building the North Terrace of Trafalgar Square led to 300% increase in visitors



2. Effects on property and rent

- Walking and non-motorised projects increase land values from 7-300%
- Relationship to property values shows increases of 21.7% for retail rents and 24.2% for commercial rents
- St Annes on Sea, Lancashire: £4m regeneration works attracted £20m private sector investment, rental values up 10% and vacancy rates reduced 21% (1998 to 2006)



3. Employment benefits

- More jobs are created through pedestrian and cycling construction projects than road construction projects
- Higher employment can be inferred from higher turnover, but difficult to prove additionality
- Sheffield reported the creation 341-527 net additional jobs, based on attribution rates of 20-90% depending on how close to the original investment



4. Social exclusion

- Substantial urban regeneration projects are often located in areas of deprivation
- Few studies evaluate whether property or infrastructure improvements deliver for those communities
- Perceptions of an area really matter – can reinforce feelings of social exclusion or raise self-esteem and persuade business to invest



Consumer & business satisfaction

- Broadly positive link between urban environment and commercial returns
- Retailers over-estimate extent to which customers drive and importance of parking
- Shoppers more concerned by range of shops and the attractiveness of the environment
- A good street environment is so important, people are willing to pay for it
- It's about the experience



Of the 7 million visitors to York each year, less than 2 million actually reported going into the major attractions.

Overwhelmingly, the top activity was to “stroll around and enjoy the ambience”.

- The York Visitor Survey 2011-12



Street management

This is why street management and maintenance is vital. Streets should be:

- Clean - smart cleansing and refuse policies
- Safe - 20mph limits; pedestrian priority; crossings; good sight lines
- Pleasant - trees and greenery; entertainment
- Accessible - resting places; toilets; access for disabled people



Conclusions

- There is a good body of case study evidence supporting the case
- Some businesses appear out of step with their customers
- People show a willingness to pay for better streets



Conclusions *policy recommendations*

We need:

- More central Government investment to support high streets and town centres
- More powers for local authorities and communities on planning and “use class”
- “Softer measures” such as promotion, auditing high streets and routes to and from; 20 mph limits



Thank you!

Do contact us if you'd like us to help

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