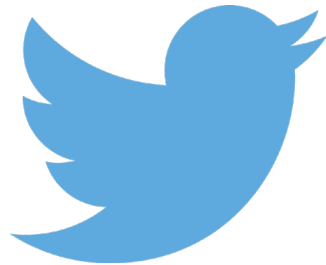




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Climate Change, COVID and High Streets

Mo Baines, APSE Head of Communities

The COVID-19 impact on human behaviour

Citymapper data finds:-

- During Strict Lockdown from March 2020 there was a 95% decrease in underground journeys in London
- In Cities like Manchester a drop in road traffic recorded at just 8% on the 4 April 2020
- Replicated globally

What about local shops?

Research by Kantar found:-

- Smaller local shops saw a 63% increase in trade during lockdown
- Double the pace of the fastest-growing grocery chain
- But...online grocery sales leapt 75% in the last month of the period (May 2020)
- Nearly one in five households bought their weekly shop online
- Digitally ordered groceries represent 11.5% of the market – up from about 7% before the pandemic hit.

Will this provide a long-term benefit for local High Streets?



Buying local is buying greener.....

- Shopping locally reduces car use
- Reducing carbon footprint of shopping and leisure
- Supporting the local economy
- Local food supplies and food provenance
- 65% of consumers say they want to buy purpose-driven brands that advocate sustainability..... but only about 26% actually do so.

Can we keep these new ‘local’ consumers?

The emotional appeal

- People are more likely to engage in a behaviour when they derive positive feelings from doing so
- Negative associations often do not change behaviours
- Hope and pride are particularly useful in driving sustainable consumption

Opportunities?

- Keeping that positive behaviour change
- Green investment fund – although £2Bn for households a £1Bn pot for public assets – does this create options for ‘anchor assets’ on local High Streets and Town Centre to improve and cement a greener message?
- Walking and cycling routes to help people stay local and improve active travel
- Remember pride – quality street-scene

Commercial opportunities

- If the days of 'BIG' retail are numbered what could you invest in?
- Work 'pods' not office developments?
- Mixed use facilities and developments
- PWLB and Assets for Investment
- Climate emergency declarations – do High Streets feature in your plans?

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Delivering for local people and local economies



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