

Driving research to support local authorities and marketplaces to regenerate high streets

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Falling town centre sales

Decline in town centre shops

Further info: Hallsworth, A.G. and Coca-Stefaniak, J.A. (2018), “National high street retail and town centre policy at a cross roads in England and Wales”, *Cities*, 79, pp.134-140, <https://gala.gre.ac.uk/id/eprint/19384/>

A black and white stencil of a person with a beard and long hair, wearing a jacket, sitting on the ground. The person is holding a large rectangular sign in front of their chest. The sign has the text "KEEP YOUR COINS, I WANT CHANGE" written on it in blue ink. The person is also holding a small white cup on the ground in front of them. The background is a red brick wall.

KEEP YOUR COINS,
I WANT
CHANGE

Evolution of place management



Social innovation,
smart communities,
third sector
engagement
and digital high
streets

Further info: Coca-Stefaniak, J.A. and Carroll, S. (2015), "Traditional or experiential places? Exploring research needs and practitioner challenges in the management of town centres beyond the economic crisis", *Journal of Urban Regeneration & Renewal*, 9(1), pp.38-45. <https://gala.ore.ac.uk/id/eprint/13949/>



NORSK
SENTRUMSUTVIKLING

ATCM
association of town & city management

T C M
ITALIA



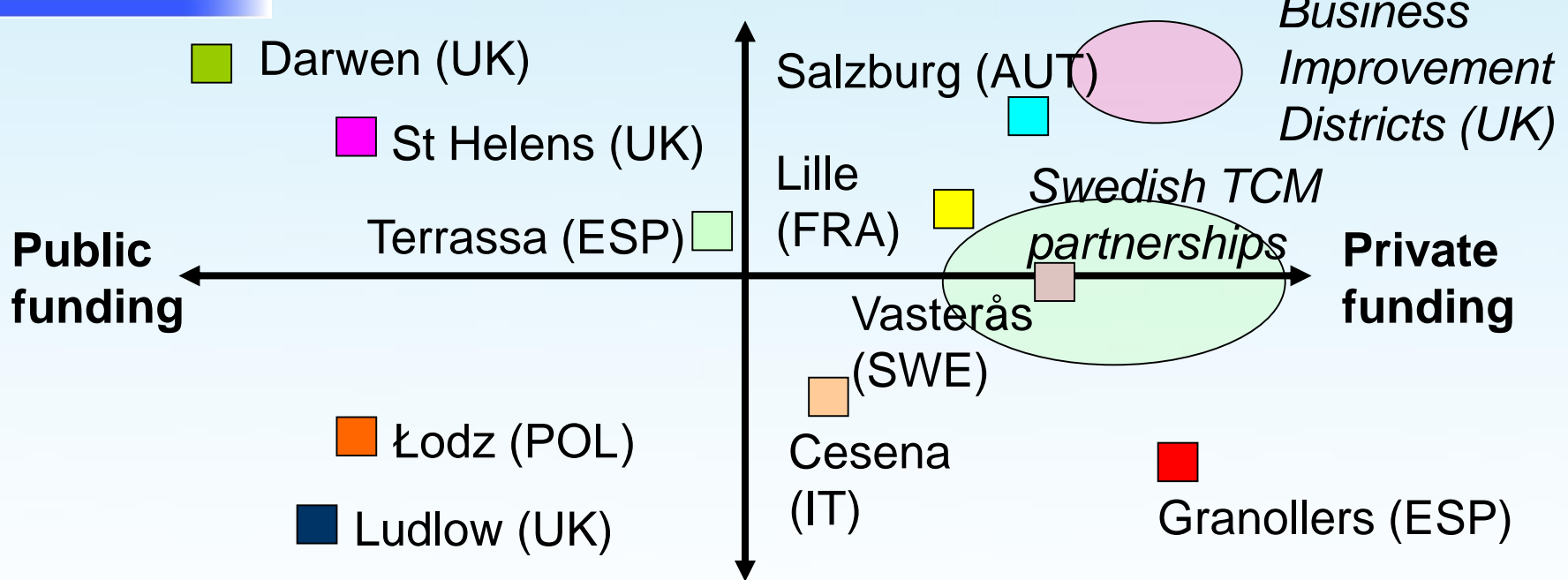
Asociación Española para la
GErencia de Centros Urbanos

BEST PLACE European Place
Marketing Institute
MARKETING FOR DEVELOPMENT

Diverse approaches to place management



Formal schemes



Informal schemes

Further info: Coca-Stefaniak et al (2009), "Evolution of town centre and place management models: a European perspective", *Cities*, Vol. 26, Issue 2, pp. 74-80, <https://www.sciencedirect.com/science/article/pii/S02642751080012>

So what takes up most of a town centre manager's time?



Education and Culture DG

Lifelong Learning Programme



	Tourism and Leisure	Evening economy management	Engaging with visitors	Engaging with local residents
Country				
Czech	23,1%	15,4%	100,0%	84,6%
UK	41,0%	50,8%	54,1%	65,6%
Poland	14,0%	16,3%	76,7%	93,0%
Sweden	71,7%	37,0%	80,4%	87,0%

Responses: “Most of the time “ + “Some of the time”

Further info: Coca-Stefaniak, J.A., Plichta, J. and Branka, S. (2015), “Managing town centres and destinations – insights from an international survey of place management professionals”, *3rd Place Management & Branding Conference*, 6th-8th May, Poznan (Poland)., <https://gala.gre.ac.uk/id/eprint/13303/>

Country	Engaging with local businesses	Engaging with NGOs and social enterprises	Events and festivals	Marketing activities
Czech	76,9%	46,2%	100,0%	92,3%
UK	98,4%	57,4%	86,9%	86,9%
Poland	72,1%	65,1%	81,4%	79,1%
Sweden	87,2%	47,8%	82,6%	95,7%

Further info: Coca-Stefaniak, J.A., Plichta, J. and Branka, S. (2015), “Managing town centres and destinations – insights from an international survey of place management professionals”, *3rd Place Management & Branding Conference*, 6th-8th May, Poznan (Poland), <https://gala.gre.ac.uk/id/eprint/13303/>

Place Management v. Place Marketing



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Lifelong Learning Programme



**% of replies:
(strongly agree /
agree)**

Managing a place well is just
as important as **marketing** it
successfully

86,6%

Further info: Coca-Stefaniak, J.A., Plichta, J. and Branka, S. (2015), "Managing town centres and destinations – insights from an international survey of place management professionals", *3rd Place Management & Branding Conference*, 6th-8th May, Poznan (Poland)., <https://gala.gre.ac.uk/id/eprint/13303/>

Top 10 success factors in managing/marketing places and destinations

Rank		% responses
1	Events & festivals	54
2	Tourism & leisure	52
3	Marketing activities	48
4	Engaging with local businesses	42
5	Engaging with visitors	39
6	Engaging with local residents	36
7	Strategic Planning	35
8	Partnership management	33
9	Retail Development	21
10	Engaging with NGOs & social enterprises	18



Young Traders MARKET







GO TRADE project (£4.8 million) rationale:

- **Decline in town centre footfall, increase in on-line shopping and people favouring national companies**
- **Traditional and local produce replaced by manufactured / international goods**
- **Markets losing their appeal to locals and tourists**
- **Provide wide range of help and support for markets and traders**

Traditional Markets – visitor/customer ratings (10 = highest; 1 = lowest)

Highest ratings

Lowest ratings

1. Ease for visitors to move around the market from stall to stall (7.30)	1. Events and entertainment offer at the market (5.41)
2. Market's opening hours (7.28)	2. The market's ability to deliver a unique experience to visitors and tourists (5.98)
3. Overall service quality offered by the market (7.03)	3. Ease of access to the market (e.g. signage for visitors, street lighting, quality of pedestrian pavements) (6.00)
4. Safety and security at the market (6.97)	4. The market's overall variety of offer (6.50)
5. My overall level of satisfaction with this market (6.83)	5. Attractiveness of the market (6.51)

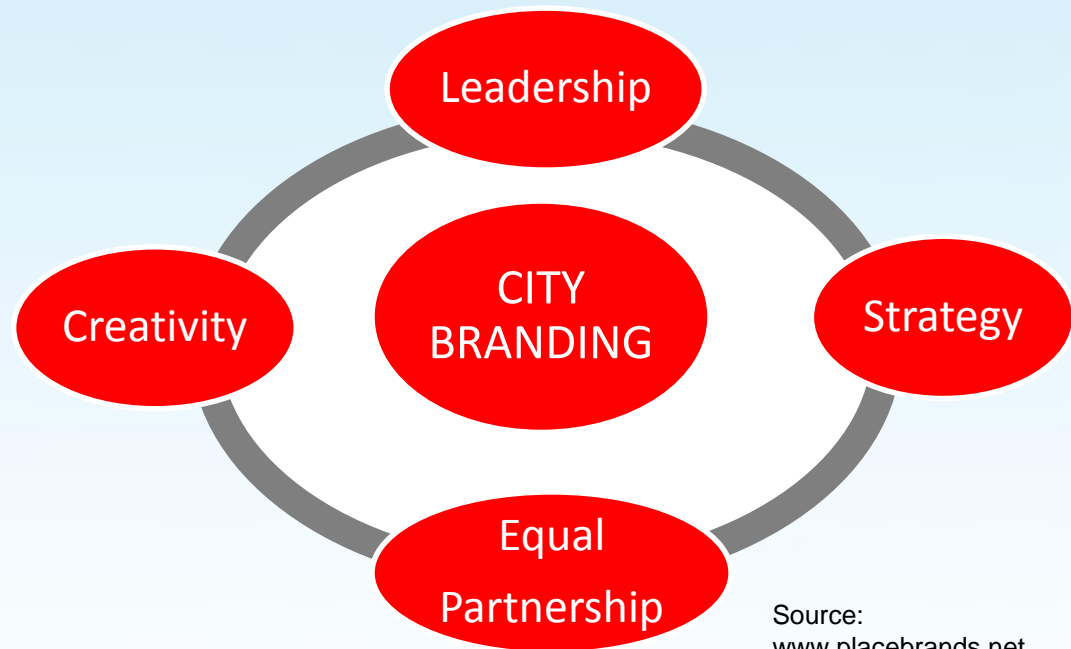
Town centre – visitor/customer ratings (10 = highest; 1 = lowest)

Highest ratings	Lowest ratings
1. Overall safety and security of this town centre (6.06)	1. The town centre's evening economy (5.04)
2. Events organised by the town centre (6.04)	2. Amount of independent shops in this town centre (5.20)
3. Access to this town (e.g. adequate roads, coach and train stations, etc.) (5.86)	3. Amount of chain stores (franchises) in this town centre (5.66)
4. Level of liveability of this town (e.g. connectivity, quality of life) (5.84)	4. Town centre's ability to deliver a unique experience to visitors and tourists (5.71)
5. Overall leisure offer of this town centre (incl. cinemas, swimming pools) (5.79)	5. Overall cleanliness of the town centre (5.75)

Enter place branding ...



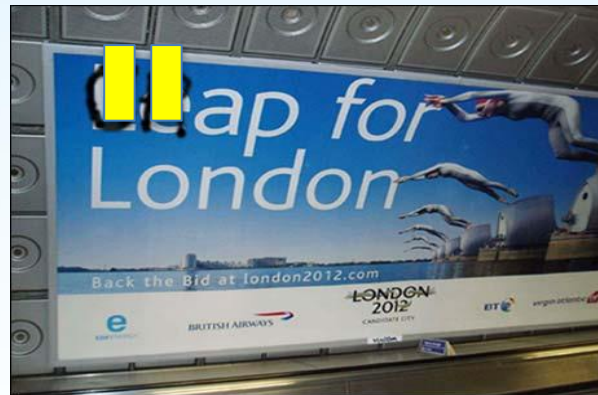
Which approach?



Further info: de Noronha, I., Coca-Stefaniak, J.A. and Morrison, A.M. (2017), Place branding practice in the UK and Ireland, London: ATCM-University of Greenwich, <https://gala.gre.ac.uk/id/eprint/18011/>

Question 1

Should we have purpose-designed place brands at any cost to attract (new) residents and visitors?



Further info: Coca-Stefaniak, J.A. (2014), "Place branding and city centre management – exploring international parallels in research and practice", *Journal of Urban Regeneration and Renewal*, Vol. 7, No. 4, pp. 367-373, <http://gala.ore.ac.uk/13297/>

The visitor economy



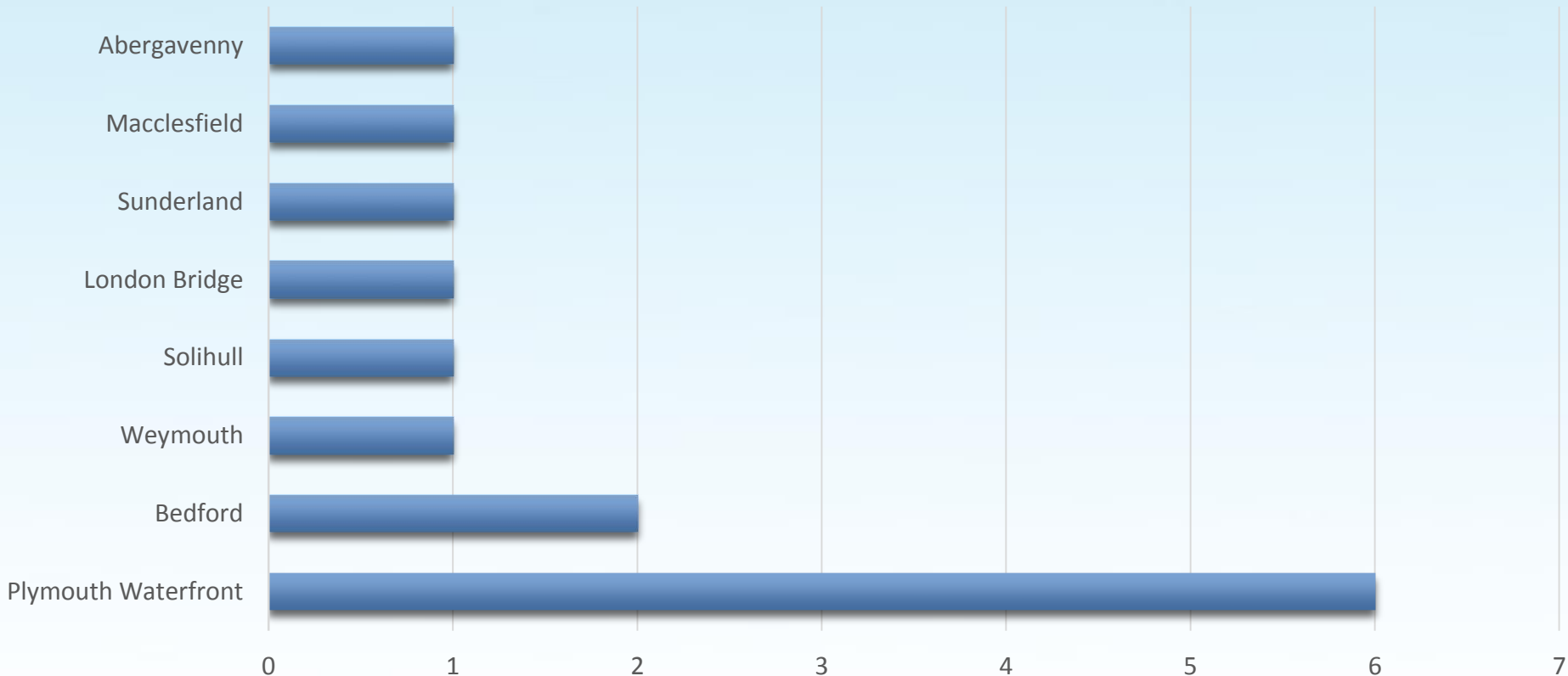
How seriously are UK BID taking the visitor economy?

- **Total of 133 BID strategies analysed**
- **80 BIDs make reference to tourism**
- **Only 8 BIDs make reference to the visitor economy**



Further info: Chaperon, S., Coca-Stefaniak, J.A. and Kennell, J. (2016), *Business improvement districts and the visitor economy*, London: ATCM-University of Greenwich, <https://gala.gre.ac.uk/id/eprint/14772/>

The 8 BIDs that mention the visitor economy



Further info: Chaperon, S., Coca-Stefaniak, J.A. and Kennell, J. (2016), *Business improvement districts and the visitor economy*, London: ATCM-University of Greenwich, <https://gala.gre.ac.uk/id/eprint/14772/>

Question 2



Are big budget place management schemes the only ones who can afford to target the visitor economy?*

* The highest proportion of BIDs that mention tourism and/or the visitor economy are based in Scotland.

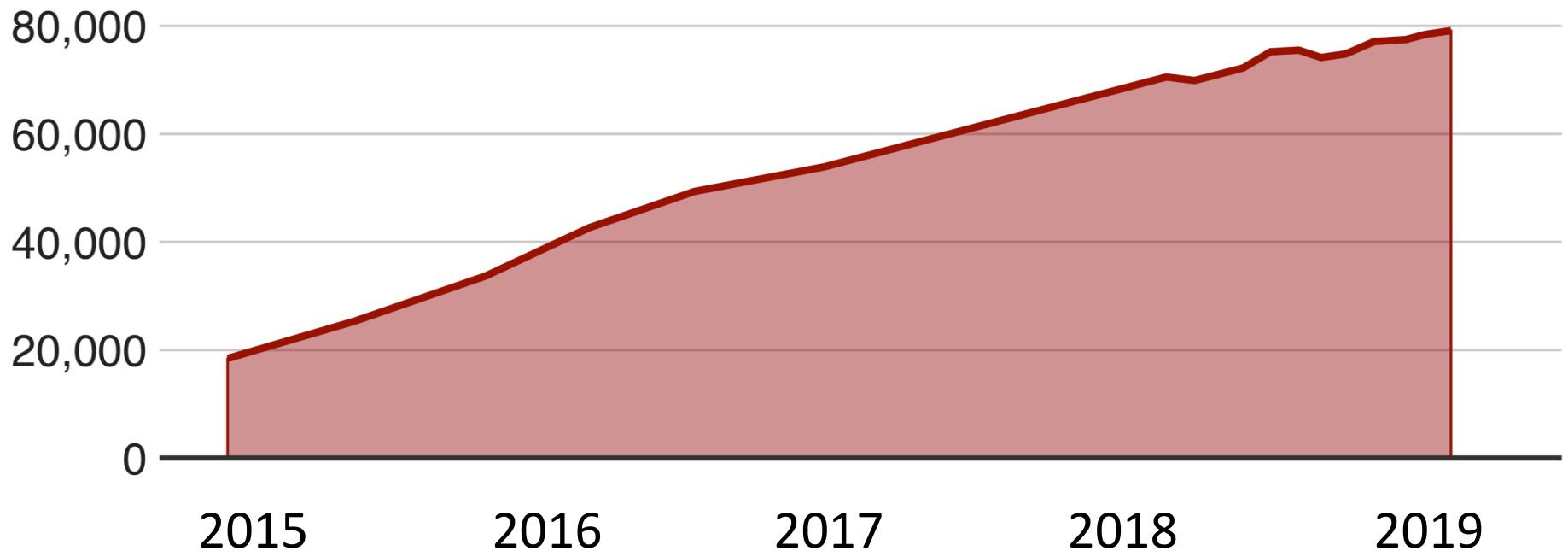
The sharing economy



Further info: Paulauskaite, D., Powell, R., Coca-Stefaniak, J.A. and Morrison, A.M.. (2017), "Living like a local: Authentic tourism experiences and the sharing economy". *International Journal of Tourism Research*, 19(6), pp.619-628, <https://gala.gre.ac.uk/id/eprint/17125/>

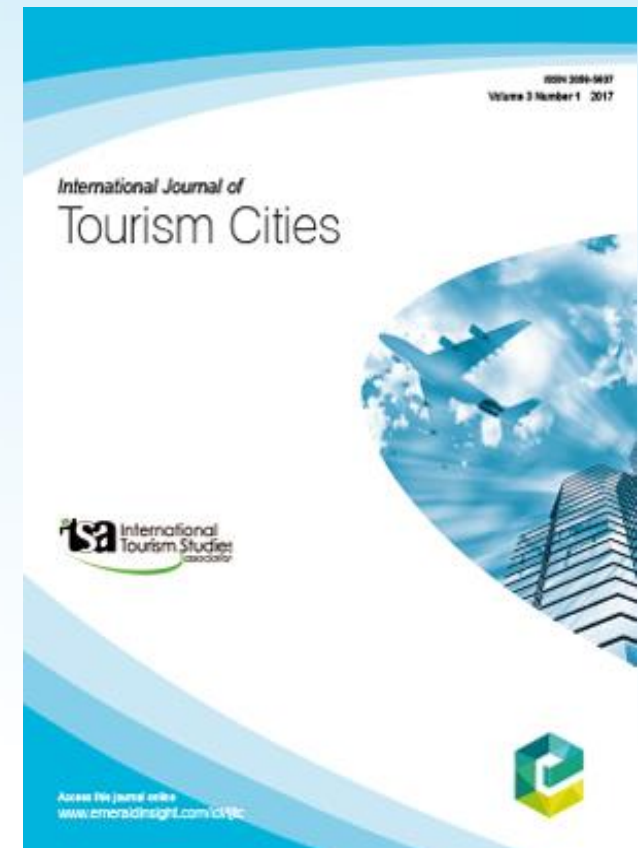
How Airbnb has grown

London's Airbnb market has quadrupled since 2015, from 20,000 to 80,000 listings...



Further info: Guibourg C. and Peachey K (2019), What the Airbnb surge means for UK cities, BBC news, 25 April 2019, <https://www.bbc.co.uk/news/business-47910700>

Sharing economy in tourism remains a hot topic for further research



Question 3

Can the sharing economy deliver authentic visitor experiences regardless of the type of location?



Further info: Paulauskaite, D., Powell, R., Coca-Stefaniak, J.A. and Morrison A.M. (2017), "Living like a local: Authentic tourism experiences and the sharing economy", *International Journal of Tourism Research*, <http://onlinelibrary.wiley.com/doi/10.1002/jtr.2134/full>

The road to authenticity – Strategic town centre positioning



Further info: Coca-Stefaniak J .A .(2013), *Successful town centres – developing effective strategies*, London: Gfirst-BIS, <http://gala.gre.ac.uk/14927/>

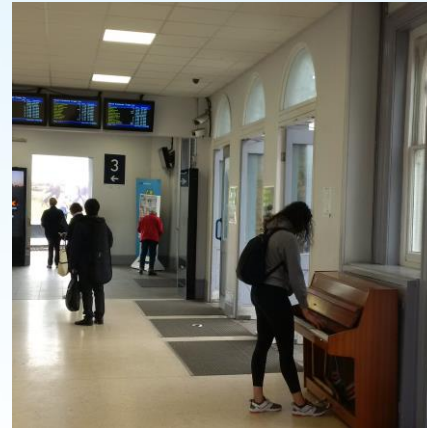
Connected (smart?) cities

*Over 20 billion connected devices
world-wide ...*



Question 4

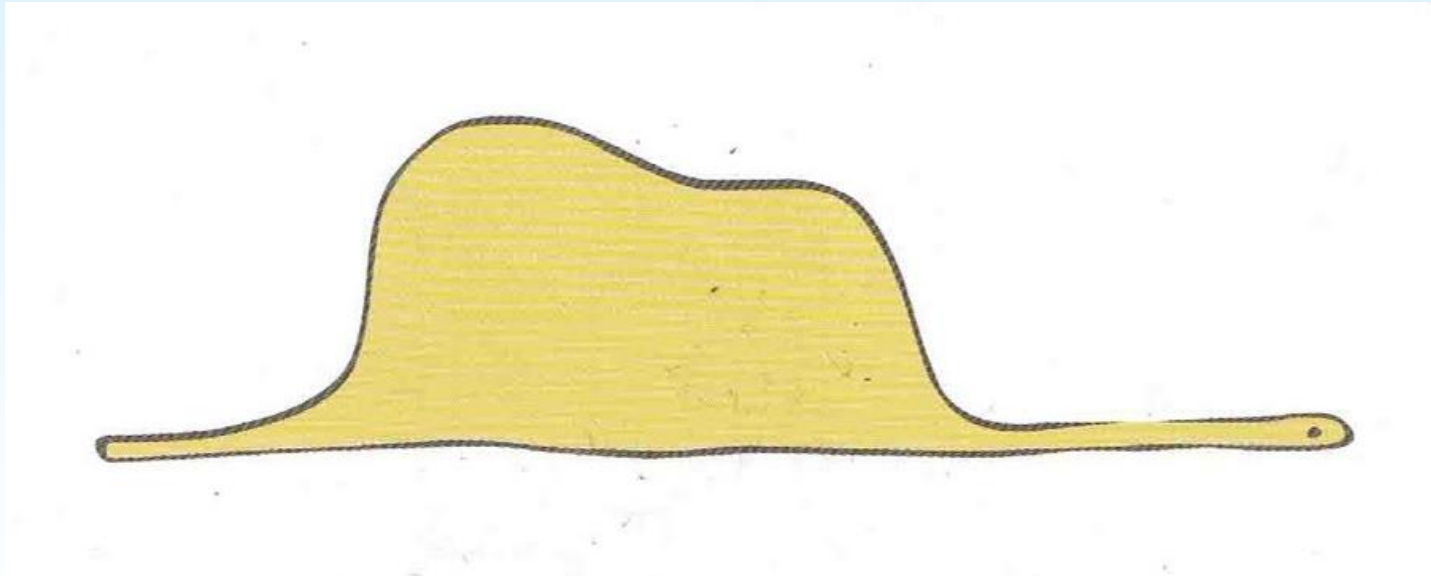
Can smart city connectivity initiatives alone help to engage and empower local communities?



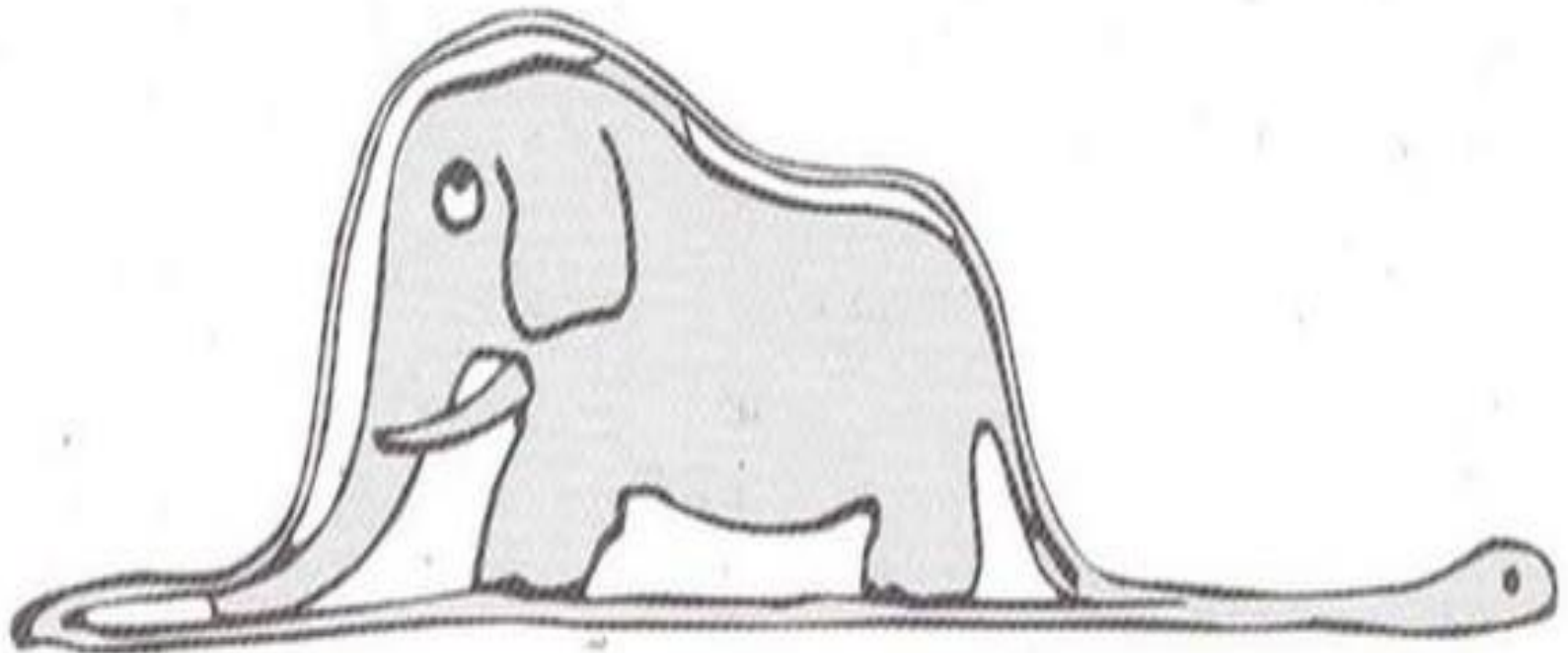
For 4 million people in the UK, their main companion all day is a TV set ...

Source: Age UK (2014) and <https://www.campaigntoendloneliness.org/loneliness-research/>

The challenge for town centres



The challenge for town centres



The road to authenticity – town centre ‘personality’ as strategic positioning



Further info: Coca-Stefaniak J .A .(2013), *Successful town centres – developing effective strategies*, London: Gfirst-BIS, <http://gala.gre.ac.uk/14927/>



Thank you



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