Drivers do not spend more, but they cost more: incentivising access to UK shopping centres by public transport and walking

Giles Semper
The Means LLP
• What retailers think about cars & parking
• The behaviour of shoppers in centres owned by The Mall Corporation
• Similar experience from other UK Centres
• Conclusions
What retailers think about cars & parking
### What most retailers believe

<table>
<thead>
<tr>
<th>Study</th>
<th>Bus Actual %</th>
<th>Bus Shopkeepers Perception %</th>
<th>Car Actual %</th>
<th>Car Shopkeepers Perception %</th>
<th>Walk Actual %</th>
<th>Walk Shopkeepers Perception %</th>
<th>Bike Actual %</th>
<th>Bike Shopkeepers Perception %</th>
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</thead>
<tbody>
<tr>
<td>Graz</td>
<td>16</td>
<td>12</td>
<td>32</td>
<td>58</td>
<td>44</td>
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<td>5</td>
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<tr>
<td>Bristol</td>
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<td>11</td>
<td>22</td>
<td>41</td>
<td>55</td>
<td>42</td>
<td>10</td>
<td>6</td>
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</tbody>
</table>
What experience shows

- York – retailers reported 20-30% increase in turnover following pedestrianisation
- There is even a ‘knock-on’ positive effect upon retailers outside the pedestrianised area
- A Leicester study showed that vacancy rates are higher where there is higher traffic flow
The behaviour of shoppers in centres owned by The Mall Corporation
• The largest portfolio of branded shopping centres in the UK
• 17 sites
• All in town and city centres
• All centres have substantial paid-for car parking. Most car parks are owned by The Mall, but some are council owned (and therefore lack investment)
• We have looked at six of them
• We will feature four
• Norwich – historic, cathedral city
• Bristol – thriving big development city
• Walthamstow – upcoming city-centre area dominated by the young
• Ilford – east London suburb
• Uxbridge – university-dominated market town
• Sutton Coldfield – wealthy dormitory town in Birmingham
Conditions of survey

- Data from ROI Group
- Exit survey (doesn’t include those not shopping)
- Minimum 300 full interviews per centre per year
- Negligible number of cyclists
Survey findings

The Mall is not a car economy

- Uxbridge
- Ilford
- Walthamstow

- Bus
- Car
- Walk
Car shoppers shop less frequently

- Bristol
- Uxbridge
- Walthamstow

- walk
- car
- bus
Car shoppers have the lowest spend per month

Survey findings
Survey findings

Urban Prosperity Shoppers like to walk

<table>
<thead>
<tr>
<th>Location</th>
<th>Wealthy Achievers</th>
<th>Urban Prosperity</th>
<th>Comfortably Off</th>
<th>Moderate Means</th>
<th>Hard Pressed</th>
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</thead>
<tbody>
<tr>
<td>Ilford Bus</td>
<td>8%</td>
<td>29%</td>
<td>25%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Ilford Car</td>
<td>7%</td>
<td>28%</td>
<td>23%</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td>Ilford Walk</td>
<td>1%</td>
<td>43%</td>
<td>18%</td>
<td>30%</td>
<td>8%</td>
</tr>
<tr>
<td>Uxbridge Bus</td>
<td>10%</td>
<td>14%</td>
<td>38%</td>
<td>21%</td>
<td>17%</td>
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<tr>
<td>Uxbridge Car</td>
<td>16%</td>
<td>11%</td>
<td>40%</td>
<td>17%</td>
<td>17%</td>
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<tr>
<td>Uxbridge Walk</td>
<td>10%</td>
<td>42%</td>
<td>28%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Walthamstow Bus</td>
<td>1%</td>
<td>48%</td>
<td>9%</td>
<td>17%</td>
<td>24%</td>
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<tr>
<td>Walthamstow Car</td>
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<td>48%</td>
<td>14%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Walthamstow Walk</td>
<td>1%</td>
<td>72%</td>
<td>7%</td>
<td>8%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Oldest and youngest shoppers prefer the bus

- **Ilford**: Bus 47%, Car 21%, Walk 32%
- **Uxbridge**: Bus 30%, Car 16%, Walk 24%
- **Walthamstow**: Bus 34%, Car 21%, Walk 20%

The diagram shows the percentage preference for each mode of transport in three age groups (16-24, 25-44, 45+).
Survey findings

Walkers show the greatest loyalty

Question: What is your opinion of this Mall?
% of respondents agreeing with ‘I couldn’t get along without it’
Similar experience from other UK Centres
Camberwell shoppers survey 2008

- Around 1000 surveys completed
- Admittedly low level of car use (4%)
- The highest spenders were walkers, followed by bus travellers
TfL’s bus user study 2009

<table>
<thead>
<tr>
<th>Mode</th>
<th>Average Spend per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>£135.89</td>
</tr>
<tr>
<td>Bike</td>
<td>£114.27</td>
</tr>
<tr>
<td>Bus</td>
<td>£105.45</td>
</tr>
<tr>
<td>Taxi/minicab</td>
<td>£105.03</td>
</tr>
<tr>
<td>Car</td>
<td>£94.91</td>
</tr>
<tr>
<td>Train</td>
<td>£89.21</td>
</tr>
<tr>
<td>Tube</td>
<td>£86.53</td>
</tr>
</tbody>
</table>

Average spend per month, per mode
4,637 users across 15 London town centres
Conclusions
Conclusions

- Gradual decline in car-borne shoppers accessing individual centres
- Shoppers arriving by public transport & walking are often from high socio-economic categories
- Local ‘walk-up’ market has high spending power
- However, major retailers now only need 75 stores to reach 50% of the population. 20 years ago it was 175 stores. This is probably due to increased mobility – by car.
• Incentive for changes to planning regime?
• Retail centres should make a virtue of not catering for the car
• Marketing initiatives to incentivise non-vehicular modes (e.g. ‘we will refund your bus fare’)
• A prompt for wider town centre regeneration
Thank you

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