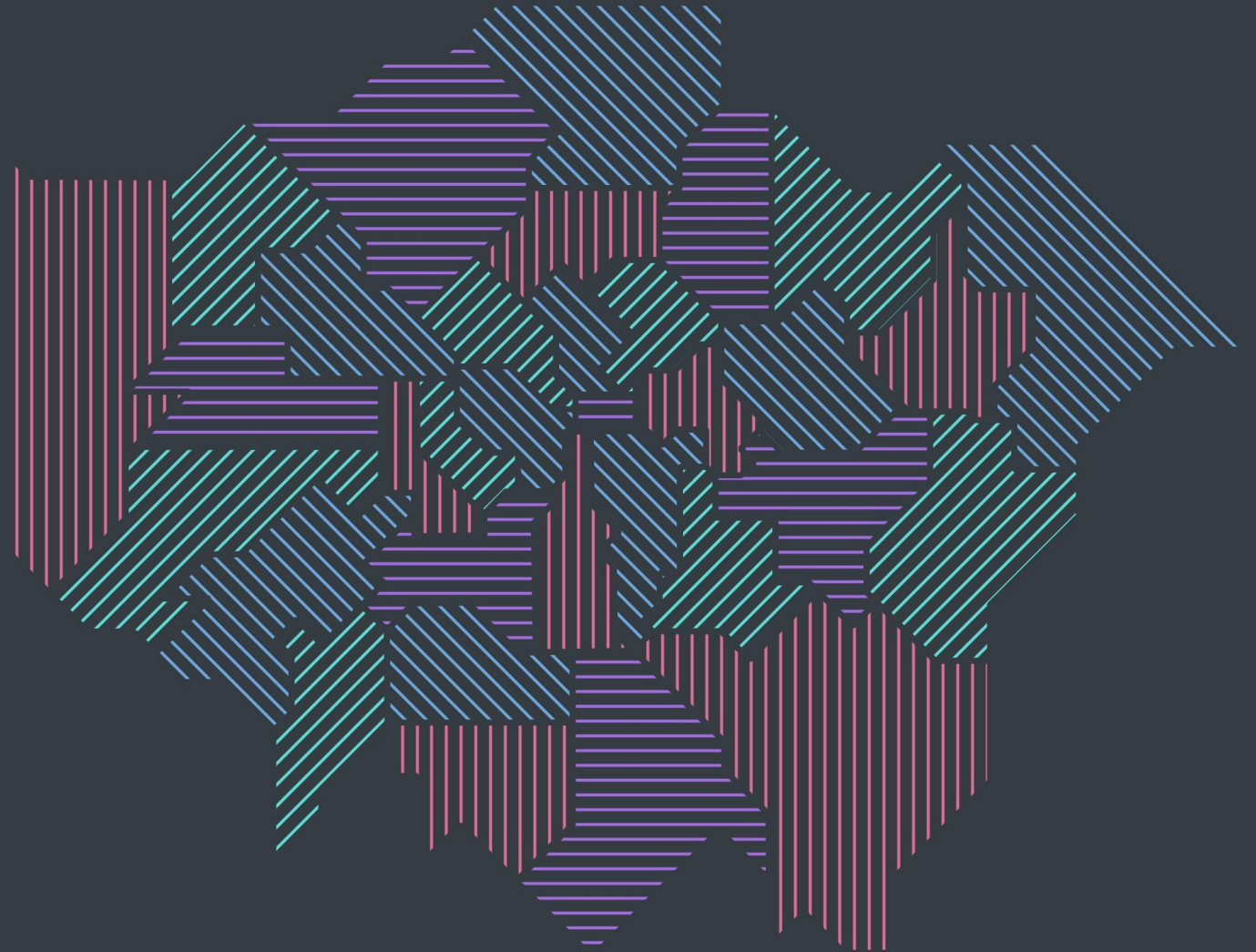


HIGH STREETS
DATA SERVICE

**Foundational
amenities &
services review**

August 2023



HIGH STREETS DATA SERVICE

Research questions
spring/summer 2023

Theme

**Focusing on high streets beyond retail:
how well are they meeting Londoners' needs?**

1

What does the foundational economy look like in London's town centres? Where is it strong?

2

How does the foundational economy link to service delivery for those most impacted by the cost of living crisis? Which areas are most affected?

3

What is the foundational night time economy? What does that look like across London's town centres?



DATA INTRODUCTION

FOUNDATIONAL CATEGORIES & GEOGRAPHIC SAMPLE

HIGH STREETS DATA SERVICE

Foundational high street/town centre services & amenities categories

Core services	
Banks	n.b. data on standalone/wall ATMs not comprehensive or included
Childcare	
Post office	
Food	
Food basics	Butcher, bakery, grocer, fishmonger etc
Supermarkets	Chains e.g. Lidl, Tesco, Waitrose & other non-chain supermarkets
Convenience food & drink	Convenience stores/off-licences selling food
Health	
Health centres	
Chemists	
Opticians	

HIGH STREETS DATA SERVICE

Social, cultural & living high street/town centre services & amenities categories

Leisure	
Dining & drinking	Restaurants, pubs, cafes
Gyms & sports clubs	
Museums & galleries	
Cinemas, theatre & arts	
Other leisure	Bowling, snooker, night clubs, skating rinks
Retail	
Clothing	
Houseware & furniture	White goods, furniture, home textiles, nursery goods
Gifts	Florists, cards
Other food & drink	Sweet shops, off licences, tea shops
Sports & outdoor	Cycle shops, sporting goods
DIY & garden	Garden centres, DIY stores, builders merchants
Other hobbies	Books, crafts, haberdashery, music retail, art materials
General retail	Key cutting, internet cafes, charity shops, stationers, markets
Other services	
Community centres	
Laundry & clothing	Laundrettes, alterations
Personal care	Salons/barbers, health & beauty
Pet care	Vets, grooming, pet goods
Takeaways	
Motor vehicle services	Fuel, repairs, car wash



'BASIC' & 'CHOICE' PROVISION

FOUNDATIONAL AMENITIES & SERVICES

HIGH STREETS DATA SERVICE

High streets basic foundational provision

Which high streets provide at least one thing in all categories of foundational amenities/services?

17% (n = 40) of high streets provide at least one service or amenity in each foundational category

High street basic foundational provision (i.e. at least one of each category)

Circle size corresponds to approximate size of high street in hectares

Fill corresponds to the number of categories offering basic provision

More pink = more categories with basic provision

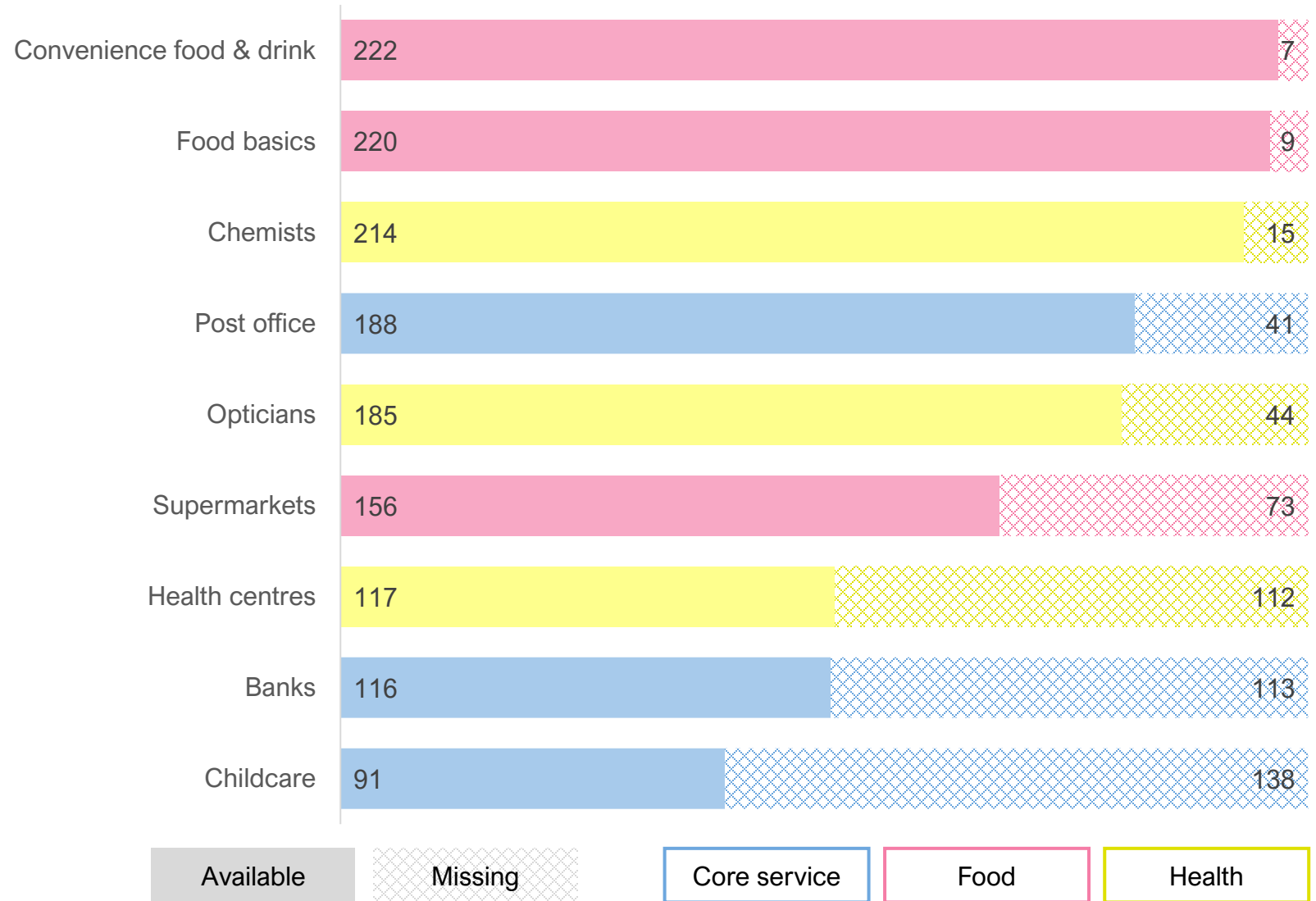


HIGH STREETS DATA SERVICE

High street basic foundational services and amenities

Which foundational categories
are available (or not) in high
streets?

Foundational services/amenities available in 229 high streets
Basic provision: at least 1 in a category



HIGH STREETS DATA SERVICE

High streets choice foundational provision

Which high streets provide at least two things in all categories of foundational amenities/services, other than post office?

8% (n = 18) of high streets provide at least two services or amenities in each foundational category

High street choice foundational provision (i.e. at least two of each category*)

Circle size corresponds to approximate size of high street in hectares

Fill corresponds to the number of categories offering choice provision

More pink = more categories with choice provision

*Other than post office

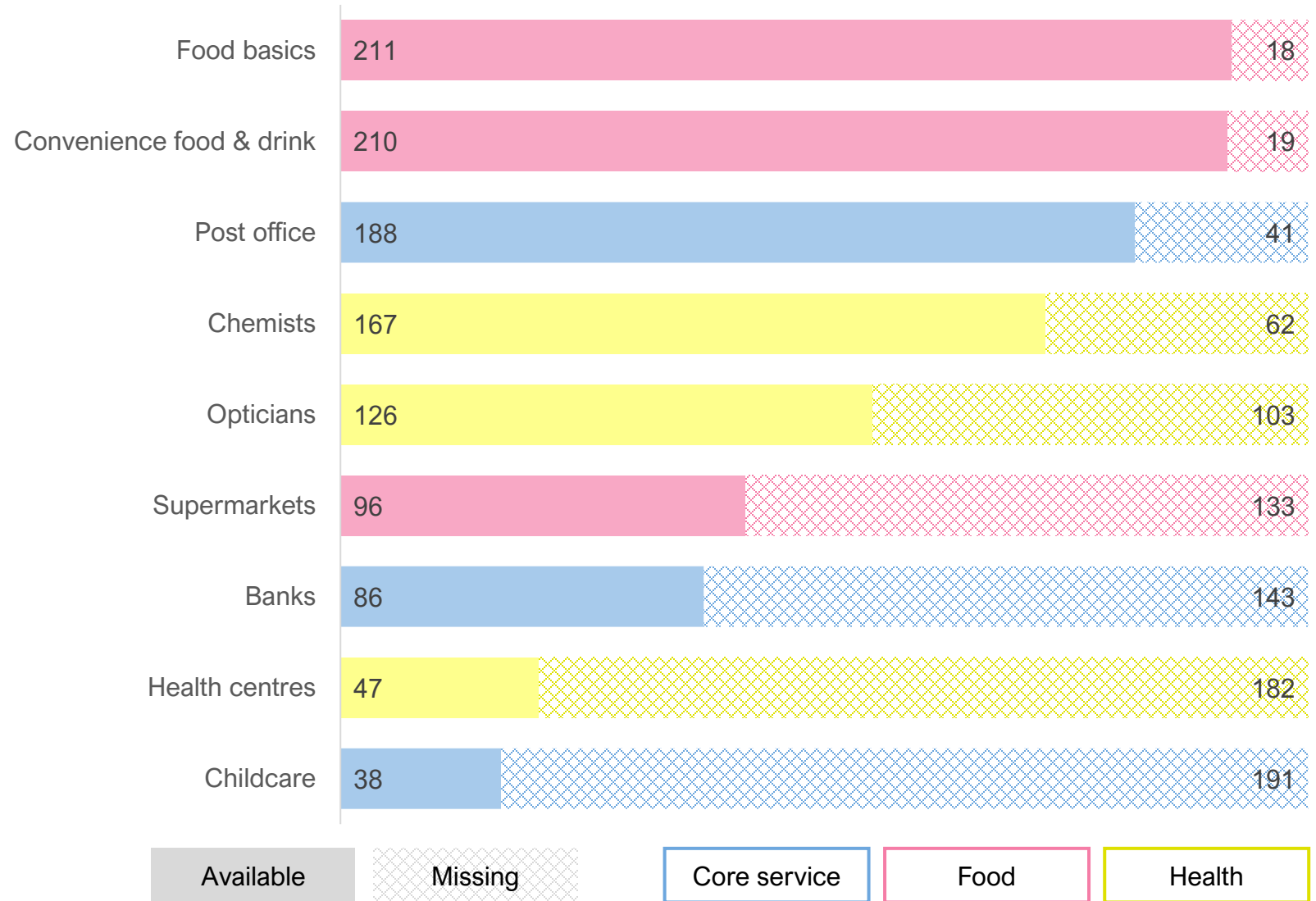


HIGH STREETS DATA SERVICE

High street choice foundational services and amenities

Which foundational categories
are available (or not) in high
streets?

Foundational services/amenities available in 229 high streets
Choice provision: at least 2 in a category, other than post office

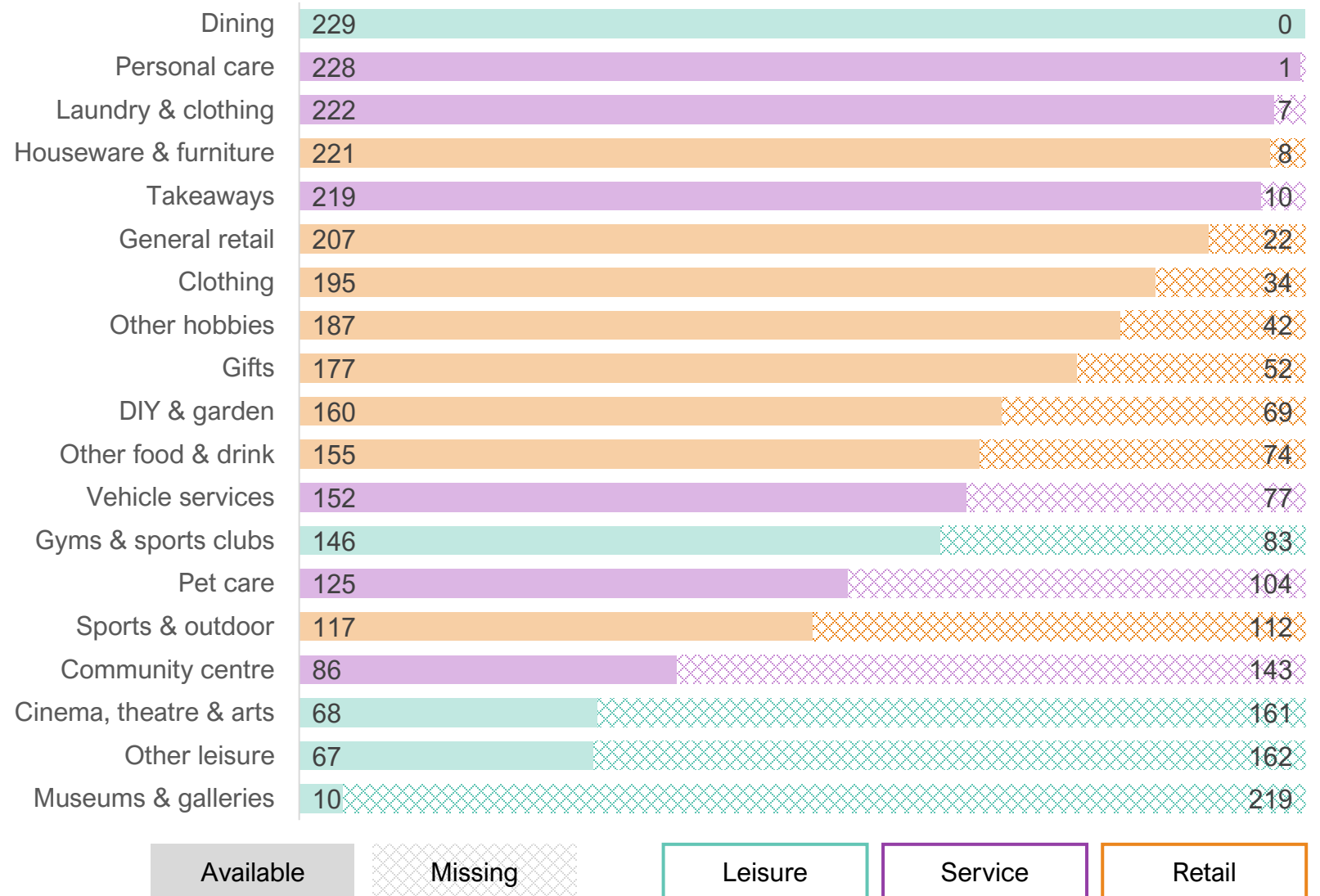


HIGH STREETS DATA SERVICE

High street basic foundational+ services and amenities

Which foundational+ categories
are available (or not) in high
streets?

Foundational+ services/amenities available in 229 high streets
Basic provision: at least 1 in a category





CASE STUDIES

FOUNDATIONAL AMENITIES & SERVICES × ONS DATA × BT FOOTFALL

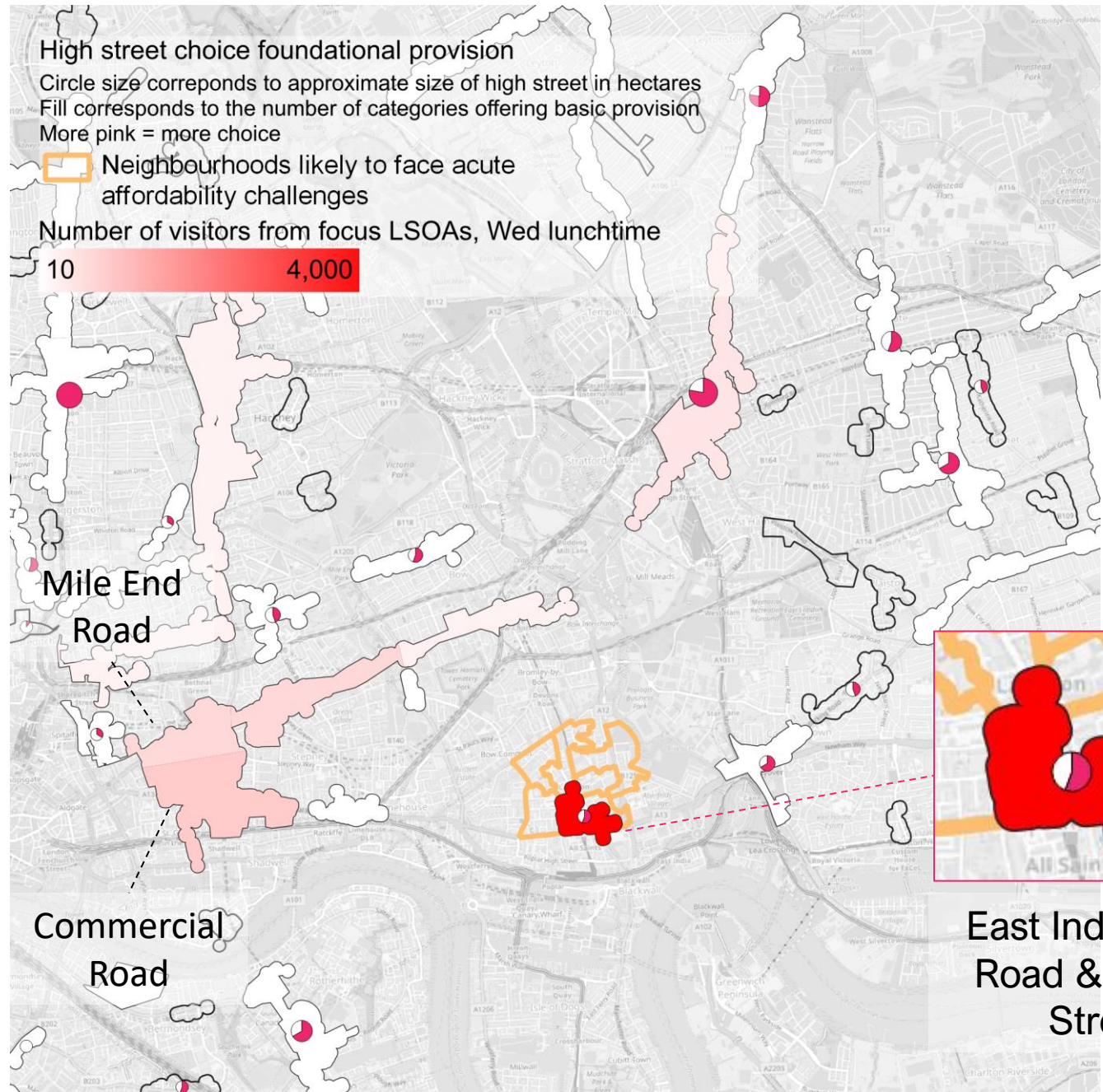
POPLAR

Foundational provision & areas with residents facing affordability challenges



POPLAR

High streets visited by residents facing affordability challenges



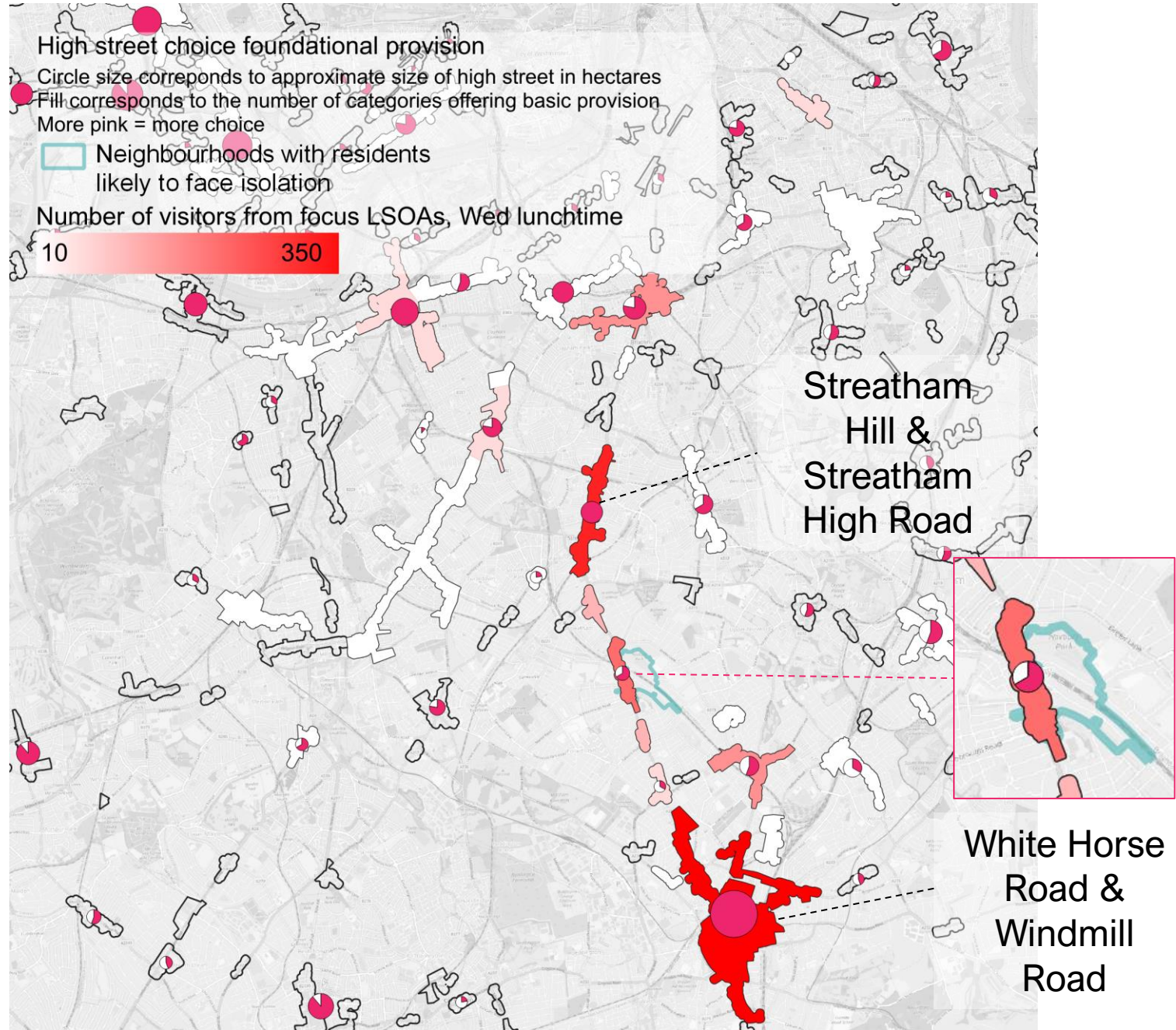
NORBURY

Foundational provision & areas with residents facing isolation



NORBURY

High streets visited by residents facing isolation





CASE STUDIES

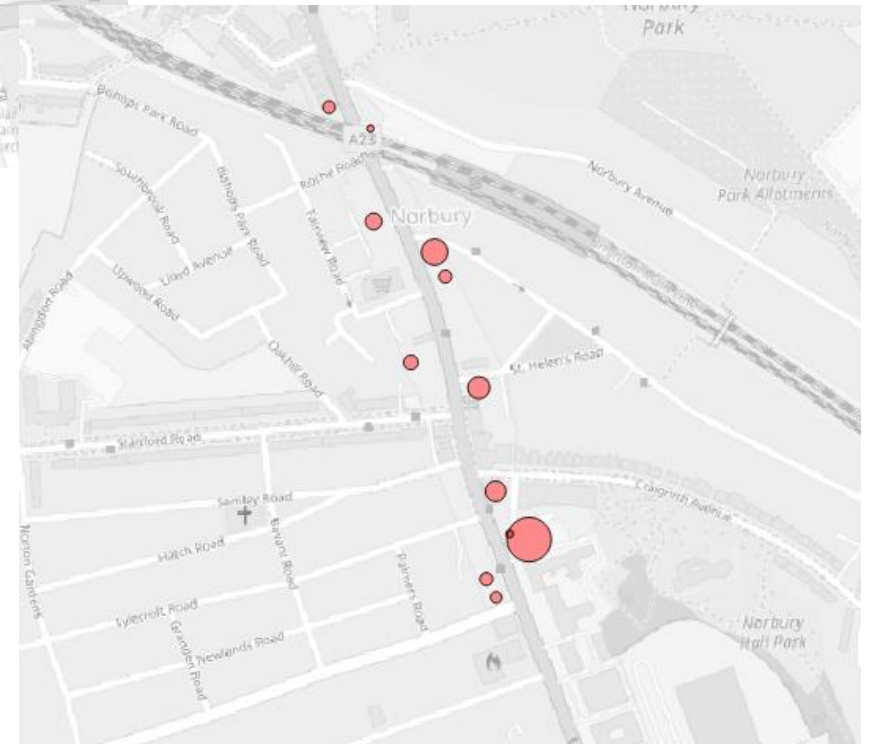
SPACE FOR NEW AMENITIES & SERVICES?

HIGH STREETS DATA SERVICE

Vacant space in Poplar & Norbury



Poplar
~15,100 sqft across 13 units
Unit size range 100 to 3100 sqft



Norbury
~26,800 sqft across 12 units
Unit size range 300 to 7200 sqft

DISCUSSION

FOUNDATIONAL AMENITIES & SERVICES

Questions from the group

Questions for the group:

- Do the categories align with your expectations or experiences based on your work with high streets and users?
- How might you apply Experian or foundational amenities data to your own projects?
- How can we make the foundational amenities data useful and easy to work with in the Datastore and High Streets Explorer or Map tools?