What Shop Here?

How it works…

A shop needs a new tenant.

25
EAST GATE
HARLOW

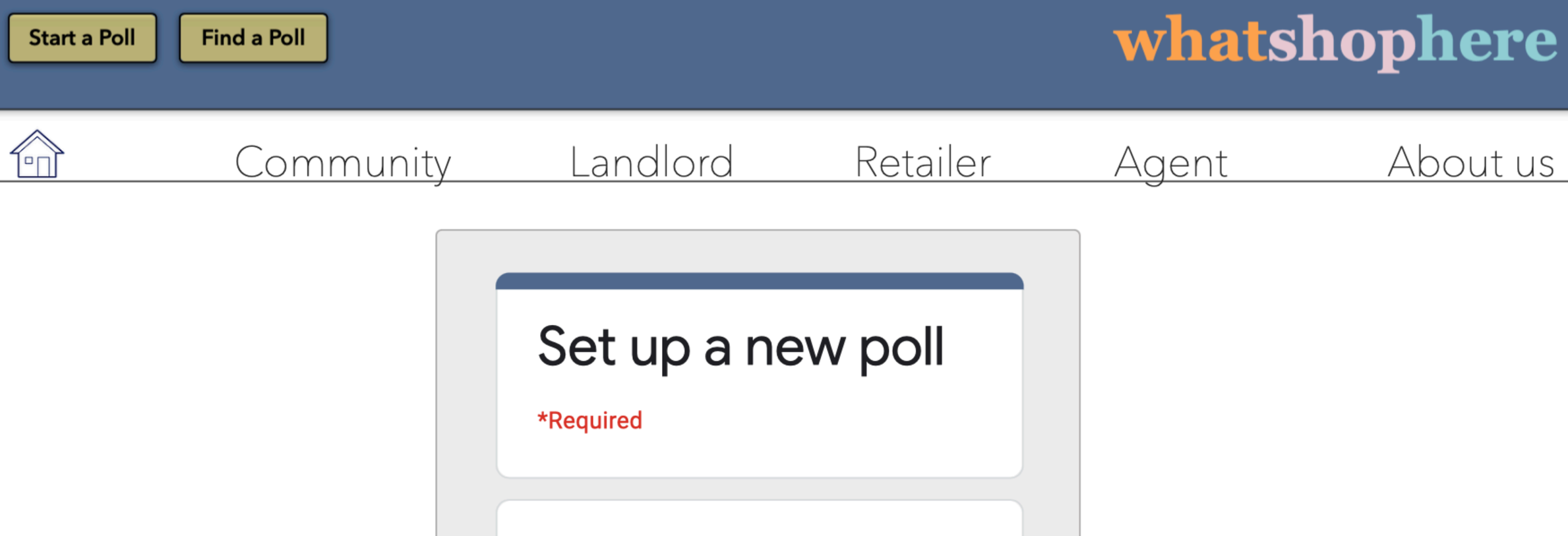
Kings
GROUP

Sales 0

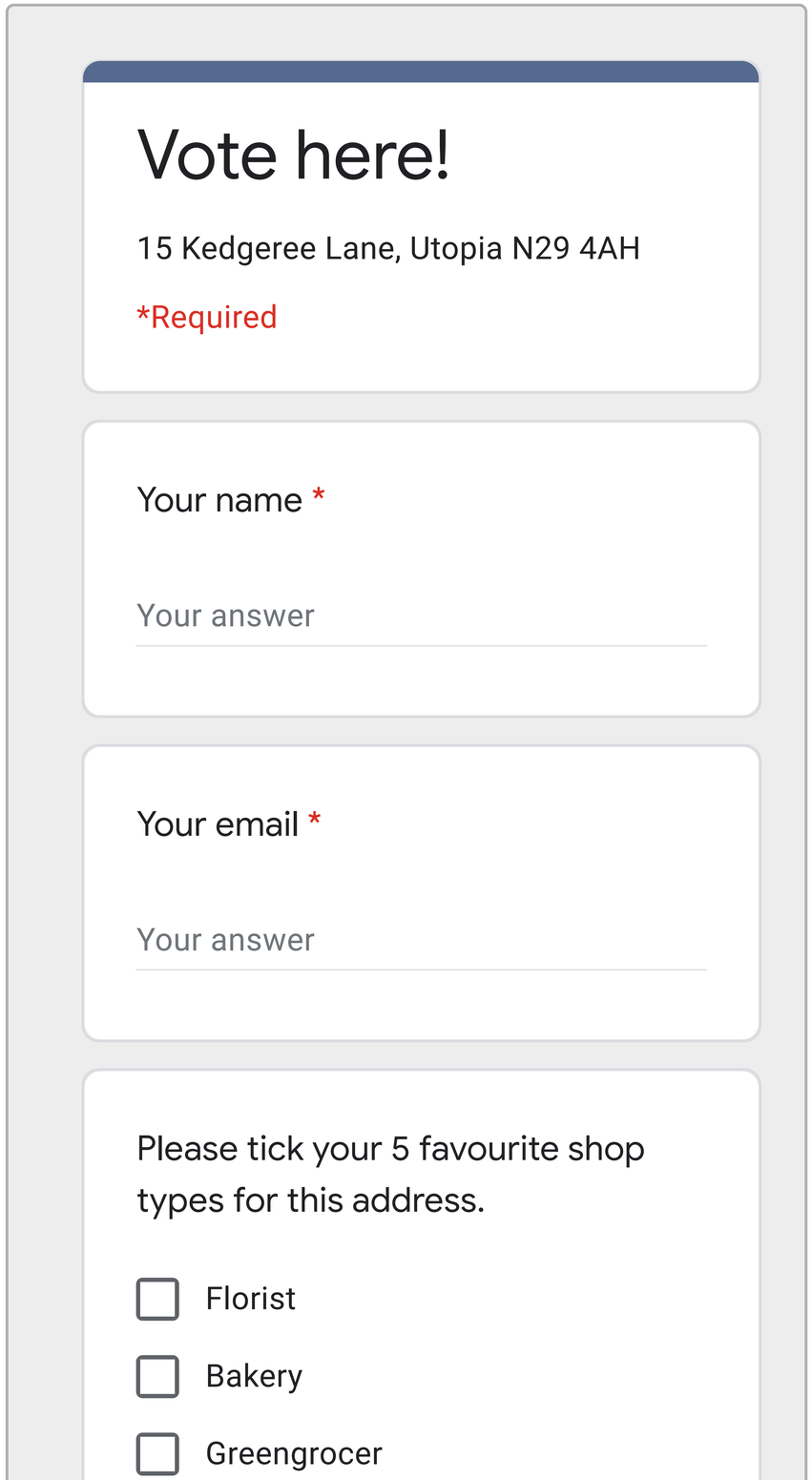
www.kings-group.net

Step 1

Someone tells us the address of an empty shop (by completing a short form), and we set up a community poll asking local people what type of shop they would most like in it.



We provide a poll page on our website…



Vote here!

15 Kedgeree Lane, Utopia N29 4AH

*Required

Your name *

Your answer

Your email *

Your answer

Please tick your 5 favourite shop types for this address.

- [ ] Florist
- [ ] Bakery
- [ ] Greengrocer

We provide a poster to print and put in the shop window, directing passers-by to the poll page.



25
EAST GATE
HARLOW

What Shop Here?

VOTE HERE

whatshophere.com/n29-4ah

kings GROUP

Sales 0

www.kings-group.net

We provide flyers to share on social media,
or to leaflet door-to-door in the community.



Step 2

Communities are encouraged to canvas friends and neighbours to vote, on the basis that the shop will be made more attractive to retailers if more people have spoken - that a higher number of votes helps to demonstrate a higher level of local demand for a given shop type.







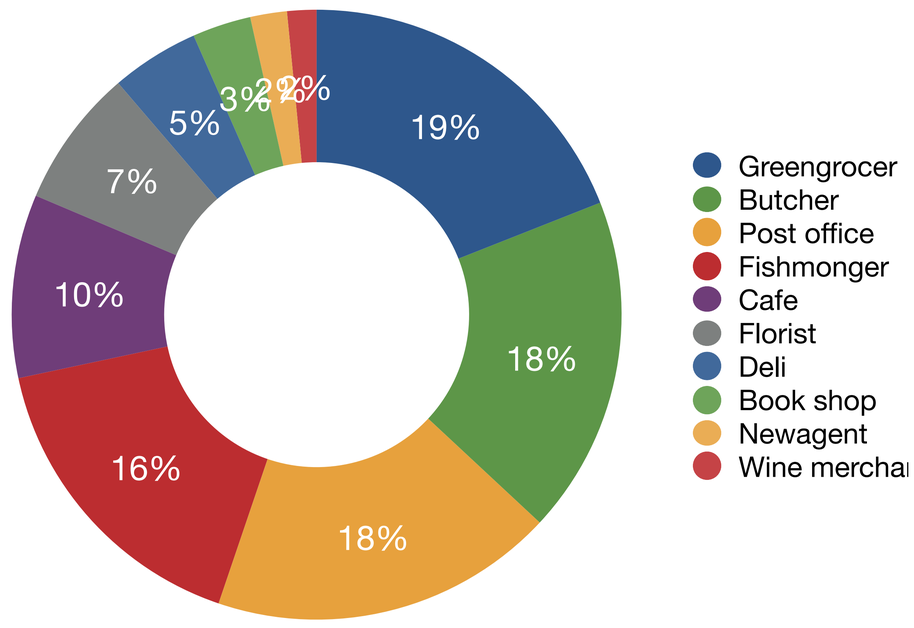
Step 3

We generate vote results

VOTE RESULTS!

532 local people voted for their five favourite shop types

Top Ten most popular choices	Votes
Greengrocer	489
Butcher	461
Post office	470
Fishmonger	423
Cafe	250
Florist	189
Deli	120
Book shop	80
Newagent	50
Wine merchant	40
Total votes	**532**



Step 3 (contd)

Share vote results with favourite retailers:

- Communities share vote results with popular types of retailer. Collective action can yield impressive results.
- Agents / Landlords can also share vote results with potential tenants, making their unit more attractive to retailers whose business has been shown to be in demand.
- WhatShopHere - If retailers register for notifications they will be notified automatically if their shop type is one of the most popular choices for this unit.

Step 4

Retailers intrigued by the vote results are invited to view the unit, and consider the particulars.

- For a retailer, the level of risk investing in a new location is more measurable when a community has demonstrated local demand.
- Being approached by a member of the community can be very persuasive because their interest is genuine, and they demonstrate the authentic enthusiam of customers in the area for this retailer.
- The retailer now has an opportunity to make an offer in competition with bids attracted by the open market.
- The landlord will know that the community's favourite retailer will stand a better chance of thriving in the long-run, knowing that there is an expressed demand for the business.

Why it works…

- It benefits everyone involved: retailers, landlords, agents and communities.
- It enables retailers to find locations where there is an expressed demand for their business, without them having to do the research. (500 votes for your shop type = 500 local customers).
- It provides agents with persuasive data that helps them to rent their units.
- It provides landlords with resilient tenants that will thrive in the setting, enabling them to pay the rent, month after month, year after year.
- It provides communities with the shops they want, gradually building high streets that serve local people, with the local services they want and need on their doorstep.
- When communites are given the chance to improve their local high street with this simple mechanism, they can help publicise the availability of units, and help landlords, agents and retailers make more informed choices.

Choose-your-own shopping parade to fill its final unit as businesses fight back

The *new* street where residents decided which shops moved in

by DAN CARRIER

THE final shop in a new Highgate parade is set to open on Monday – drawing to an end a 15-year redevelopment saga.

And while fears over the decline of the traditional high street have been accelerated by the Covid-19 crisis, residents who took charge to find independent businesses to fill seven new units in Swain's Lane say the experience could be rolled out to other civic centres and shopping parades.

In a unique arrangement, people living nearby were given the chance to find the retailers they wanted to move in.

As part of the planning consent deal struck with the council, developer Noble House set up a "community retail forum" which saw neighbourhood polls on what businesses were wanted.

The forum then approached independent traders who might be interested, looking out for a butcher, florist, grocer, baker, wineseller, fishmonger and dry cleaners.

Residents had feared an influx of the multinational chains which have swamped most high streets.

Architect Julian De Metz, one of the forum's members, said: "This was the first example of this happening in Camden. Stores had to have one or two other shops so there would be no big chains, and there was real sense of what the demand was. It means when they were opening, the owners knew the custom would be there."

He said the model showed how sometimes close relations between residents and developers can be made to work to benefit all.

He added: "The message to businesses is this is not just quaint dreams – it makes good sense from a business point of view. If the developer had just put it all on the open market and waited to see what would come along, we may not have got the shops people living here wanted or would use."

Among the arrivals are Bourne's fishmonger and Roni's Bakery which are familiar to those living in Belsize Park.

The opening up of the Roni's deli next week marks the end of more than a decade of false starts and uncertainty.

Dating from the 1930s, the Swain's Lane parade had been inherited by the Earl of Listowel.

The peer made repeated attempts to build four storeys of housing but faced objections and failed to win permission.

Instead, a more modest scheme of 12 homes and seven shops was eventually passed by the Town Hall – and once confirmed, the Earl sold the land to Noble House.



ELECTRIC Daisy sells flowers grown on a two-and-a-half-acre Somerset farm.

It was the first shop in the parade to open in March but then had to close for lockdown.

Manager Maya Mathias said: "We had a lot of beautiful flowers growing – no one had sent them the memo to stop."



SEV DNMZ runs Fam, a greengrocer, but was still waiting for the builders to finish when lockdown came.

She said: "It was a hard period. We could not get the business going. Now we have to try and recover the money we have lost, work hard and repay our debts – it is such a relief to be open and people have been welcoming."



LES WOOD runs Swain's Lanes Butchers, having opened in the first week of lockdown.

He said: "It felt like a bad time to open, but we stuck through it."

A delivery service proved to be popular.

Mr Wood added: "Food retailers have done well – we have been rushed off our feet."



BOURNE'S the fishmonger has been trading for three weeks.

Owner Lee Bourne said: "It's been busy but I have noticed, since opening, how there is a generation who are used to supermarkets. We are complemented by the others that are here in Swain's Lane – it is like a supermarket on a high street, but with better quality produce."



RONI'S Bakery is to open a new branch in Swains Lane on Monday.

Owner Alon Kubi's said: "When did you last see a new high street development like this? The parade looks nice and the retail forum have done a great job." The bakery has branches in Belsize Park and Hampstead.



Forum members Julian De Metz and Dan Outram

With shoppers allowed to return following the coronavirus, Mr De Metz argues much can be learned from the model.

He said: "If you can make somewhere a conservation area because of the way it looks, why can't you do the same for a retail area?

"The argument that it would bring bias into a commercial activity ignores that this already happens with historic buildings. It stops them being used for a certain purpose for the public good. The same rule could be applied to shops."

Swain's Lane
Before









Swain's Lane
After















Routes of engagement
Landlord & Community Collaborate

*Participants might perform some steps in a different order. Not all steps illustrated are necessary to reach goal.

A SHOP BECOMES VACANT

COMMUNITY hears about WhatShopHere

COMMUNITY finds out who landlord is

COMMUNITY tells LANDLORD about WhatShopHere

COMMUNITY or LANDLORD starts a poll

LANDLORD hears about WhatShopHere

LANDLORD starts a poll

AGENT hears about WhatShopHere and tells LANDLORD

AGENT starts a poll

LANDLORD puts poll poster in shop window

COMMUNITY members see poster in shop window

COMMUNITY members vote and share poll page

COMMUNITY shares poll page and the poll flyer on social media / whatsapp / nextdoor etc

COMMUNITY encouraged to collaborate with LANDLORD in canvassing votes

Poll-flyers are printed and distributed door-to-door by COMMUNITY and LANDLORD

Flyer recipients vote and invite friends to vote word-of-mouth

Voters encouraged to join a facebook group for poll. The group encourages community dialogue, collaboration, and helps spread word of the poll

VOTE RESULTS GENERATED!

COMMUNITY and LANDLORD find good examples of the most popular shop choices

COMMUNITY and LANDLORD present results to favourite RETAILERS and invite them to view the space

Community member meets retailer to introduce the area to them at the same time as shop viewing

RETAILER MAKES AN OFFER

Routes of engagement
Community process without Landlord Involvement

* 'Community' could mean anyone from the area local to the vacant shop. Neighbourhood Forums, and Business Improvement districts, could be interested in this process.

A SHOP BECOMES VACANT

COMMUNITY notices vacancy and hears about WhatShopHere

COMMUNITY starts a poll

COMMUNITY shares poll page and the poll flyer on social media / whatsapp / nextdoor etc

Poll-flyers are printed and distributed door-to-door by COMMUNITY

Flyer recipients vote and invite friends to vote word-of-mouth

Voters encouraged to join a facebook group for the poll. The group facilitates dialogue, collaboration, and helps spread the word.

VOTE RESULTS GENERATED!

COMMUNITY looks for good examples of the most popular shop types.

COMMUNITY approaches favourite RETAILERS with results in hand explaining the value of this demonstration of local demand

COMMUNITY shares the rental particulars of the available unit with the retailer

RETAILER arranges a viewing of the unit directly with AGENT

COMMUNITY member meets RETAILER when they visit the unit to give them an intro to the area they know so well, selling the location from a local's point of view

RETAILER MAKES AN OFFER!

Hence the community and retailer could benefit without the landlord or agent ever even being aware that this process has taken place.