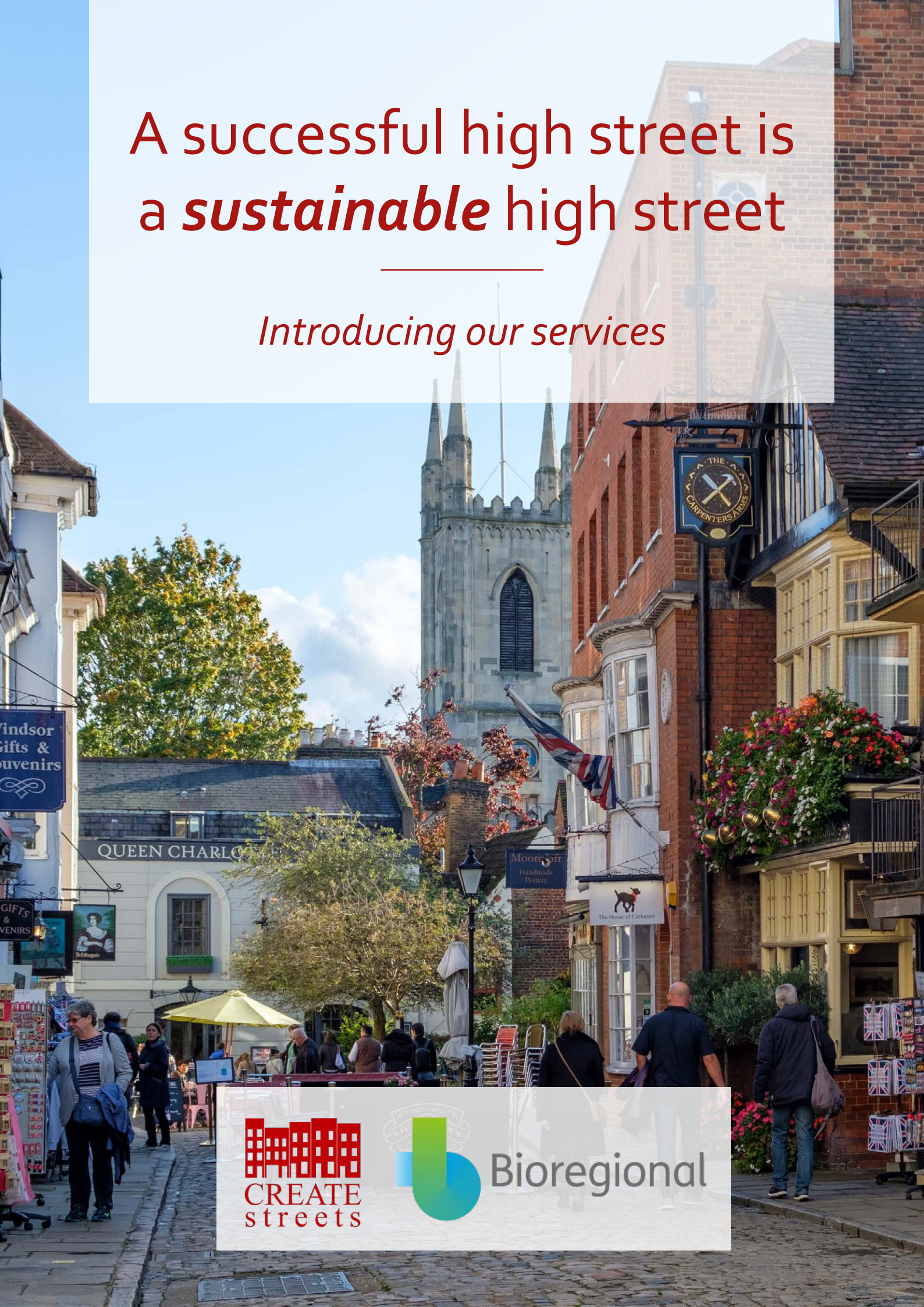


A successful high street is a *sustainable* high street

Introducing our services



Bioregional

Let's reimagine our high streets

Bioregional and Create Streets believe that a successful high street is a sustainable high street

What if there was a way to re-imagine our high streets and town centres? So that residents can easily access the goods and services they need? So that start-ups and other local businesses can thrive? And so that people can live healthily and happily, and feel part of their local community? And what if all this happened in a way that benefits the planet too?

We believe it's possible. But our high streets and town centres, the hub of many communities, are facing multiple challenges. Already in decline as the way we shop has radically changed, the Covid-19 pandemic has hit local economies hard. This is happening against the background of the climate and ecological emergency, which most UK councils have declared. A key factor behind the emergency is the unsustainable consumption patterns that our shopping centres rely on and promote.

We can help

We will help you take swift, practical action to enable your high streets and town centres to recover from the pandemic and become more prosperous, resilient and flexible – and sustainable.

This brochure sets out how we can help you work with your key stakeholders to

- Diagnose the challenges and opportunities
- Co-create a vision for the future
- Develop a route map to create a high street or town centre that looks after people, business, and the planet

This approach has been developed by sustainable business experts Bioregional, and wellbeing and design experts Create Streets.

The trilemma facing our towns

High streets face three key challenges – with new opportunities emerging

Shifting shopping habits

According to the Centre for Retail Research there are around 50,000 fewer shops on our high streets than just over a decade ago. Even before the pandemic, big, well-established brands were failing thanks to the growth of out-of-town shopping malls and the shift to online shopping. Traditionally at the heart of communities, high streets risk being deserted.

But the shift to online has also enabled a much wider range of micro-business and self-employment opportunities, creating a need for flexible spaces for people to work and meet. As well as new pop-up offices, there are strong signs of a revival in independent stores, community shops and pubs, and a trend towards shopping for experiences, not things.



The climate and ecological emergency

The UK has signed into law the requirement to achieve net zero greenhouse gas emissions by 2050. Transforming our economy to be zero carbon, resource efficient and in harmony with nature is now expected by all citizens and seen by the Government as a key plank of the post-pandemic economic re-boot.



Recovering from the pandemic

A rapid transition to homeworking, economic lockdown, continued uncertainty over jobs and incomes and anxiety about exposure to the virus will all impact the high street. Exactly what the impact will be in the long term is unclear, but the trend towards local versus city centre high streets, the need for local office space and the new focus on walking and cycling are all likely to continue.

A successful, sustainable high street is:

Good for families and communities

- An accessible, attractive, safe and pleasant area to stroll through and spend time
- Plenty of street trees and pocket parks and roads free from congestion and pollution
- Community space catering for a range of different needs, including those of parents with young kids and the newly retired
- Unwanted retail space is repurposed into affordable homes, homes or other uses as necessary

Good for landlords and tenants

- Easy for landlords and tenants to be flexible about how they use space;
- Fosters start-ups and intriguing new businesses
- Easy for neighbours to run shops and businesses sustainably
- Café-style space is provided for casual remote working as well as dedicated co-working spaces

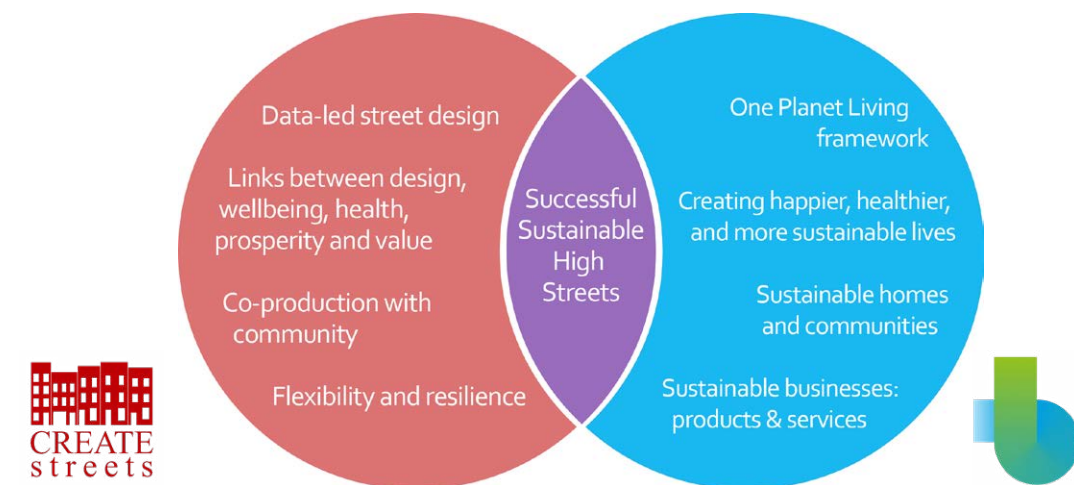
Good for the planet

- Attracts money-saving refill shops, repair cafés or hire shops -all helping reduce waste
- Encourages and enables arrival by clean, sustainable modes of transport and reduces the need to travel with a rich mix of uses (retail, residential and commercial) all within a short walk
- Makes space for nature, allowing wildlife to flourish

All of the above builds a sense of belonging and local pride – and attracts footfall.

Introducing our expert team

Bioregional and Create Streets combine 35 years of experience in business and creating sustainable communities and lifestyles. With our wealth of knowledge and insight we are well placed to help you to develop a vision and action plan for a high street that helps build a better future.



Bioregional's vision is for people to live healthy, happy lives within the means of our one planet. We call this One Planet Living®. After helping 'set the sustainability standard' with our Stirling Prize-shortlisted BedZED development in 2002, we have since applied our One Planet Living framework to over \$30bn of real estate as well as some big high-street names. More recently we have helped major developers and landlords re-imagine mixed-use town centre redevelopments that aim to enable sustainable lifestyles.

Create Streets exists to make it easier to create high density, beautiful, resilient, economically and socially successful developments with strong local support. Over the last decade we have transformed the approach being taken by the national planning system and the analysis and understanding of placemaking. After analysing data from 19,000 streets and squares we are able to show the links between urban form and value, prosperity and popularity. Create Streets also created Street Score: 8 key factors that tend to make for more prosperous and popular places.

How will we work with you?

Step 1 - Assess and diagnose

Our high street assessment process uses a structured set of detailed empirical questions that cover:

- How walkable is your high street?
- How resilient is your high street?
- How popular is your high street?
- How sustainable is your high street?

We will use Bioregional's One Planet Living principles to review how your high street or town centre compares to best practice/sustainability benchmarks.

The insights derived from Create Streets' Street Score index are also vital to assess the value, prosperity, popularity and resilient flexibility of your high street in its current form, and provide insight into areas for development.

We will evaluate what is working and not working with your high streets, and what the practical opportunities are to improve their prosperity, vitality and sustainability.

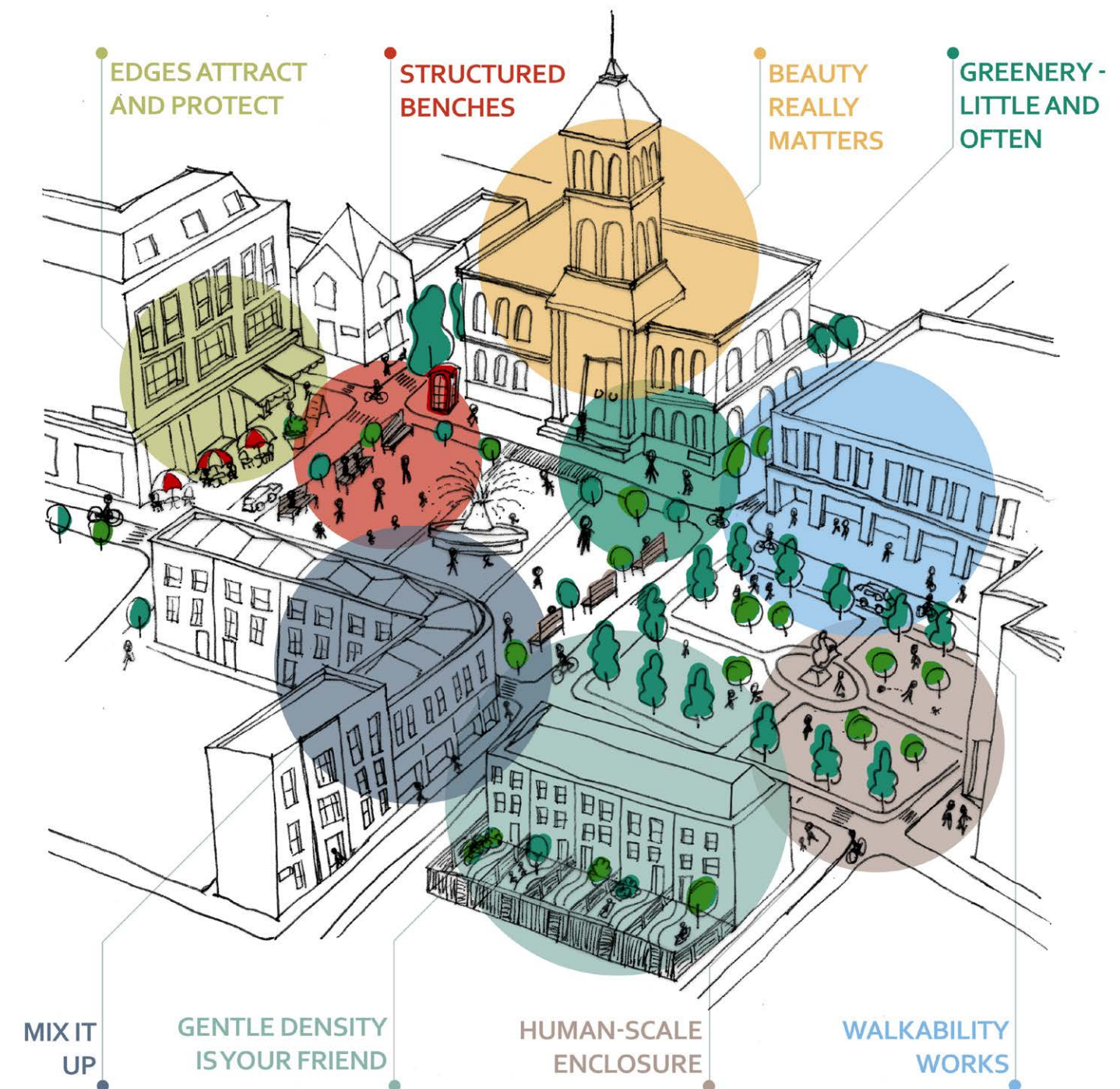
Step 2 - Collaborate and co-create vision

We will then develop a bespoke vision for your high street. Through site visits, workshops and one-to-one interviews with key stakeholders we will access local knowledge and insights, as well as ensuring that ongoing ownership of the vision lies with local stakeholders. As a co-created vision, it will be specific to your high street and your local community.

Step 3 - Co-create action plan and set targets

We will work with key stakeholders to create a route map to a more resilient high street. This will include a series of defined short, medium and long-term actions for relevant stakeholders (landlords, local planning authorities, highway authorities, business improvement districts, shopkeepers and local residents to take at different stages of the action plan. We will ensure that the plan is based on how people want to live, and meets the needs of the local community and businesses.

If you wish, we can also work with you to help share this action plan and inspire your teams and residents with a positive vision for more connected, prosperous, sustainable and attractive high streets.



Hear from our partners:

"What sets Bioregional apart from their competitors is they understand how to create ownership in others, driving sustainability into the vision of our developments, and weaving One Planet Living into the fabric of our project and design teams. This requires leadership and influencing skills, which are often lacking in sustainability consultancy, but everyone we have worked with from Bioregional has in spades."

- **Edward Vaughan Dixon**, *Sustainability Insights Director, Landsec (now Aviva Investors)*

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"Bioregional's understanding of the sustainability challenges of different retailers made them a great partner to work with on this project. The outputs and insights [for our workshop] are helping us deepen our retailer engagement work."

- **Louise Ellison**, *Group Head of Sustainability at Hammerson*

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"When I see Create Streets' work I see hope"

- **David Cowan**, *Surrey Community Action*

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"A masterful study which recognises that satisfying streets and squares are not lucky coincidence but the result of a number of ingredients that we can and must plan for when designing cities. An artful recipe book for that most crucial of human achievements: good cities."

- **Alain de Botton**

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"Thank you Create Streets for inspiring my work to bring about better design"

- **Rt Hon Robert Jenrick MP**, *Secretary of State for Housing*

Our work

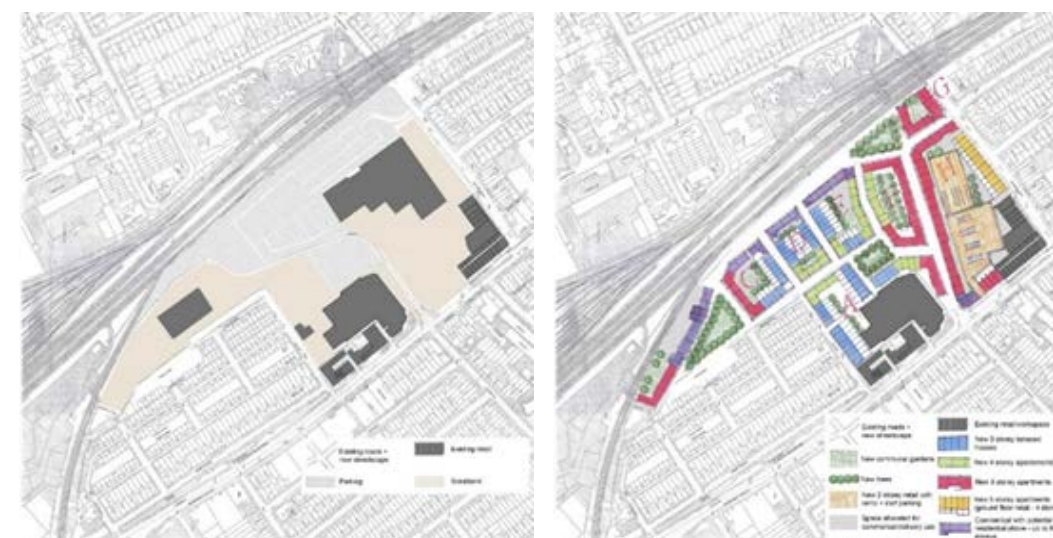
Create Streets

Enfield Council. We have recently completed a feasibility study for regeneration on a challenging council-owned site. Our recommendations are being followed and we have recently launched a second project for Enfield - a critical-friend review of a strategic council-led development on commercial and brownfield site.

Surrey County Council. We have recently kicked off work at a senior level and are now working with the highways team on how their approach to street design and management can more effectively deliver Surrey's strategic focus on health, wellbeing and sustainability, whilst working predictably with districts and boroughs.

Hastoe Housing. We are currently managing a pattern book and house type project for Hastoe, a rural Registered Social Landlord, to put in place a flexible house and public-realm design approach for multiple developments across their portfolio.

Rochdale Boroughwide Housing. We recently undertook a 'critical friend' review of Rochdale Boroughwide Housing's estate regeneration programme and public realm. We have subsequently been engaged as ongoing strategic advisor on their estate regeneration design and strategy and that work is ongoing at this time.



Bioregional

Supporting Landsec to develop a vision and plan to sustainably redevelop town-centre shopping centres:

Bioregional is supporting Landsec on the redevelopment of various town-centre shopping centres into sustainable mixed-use schemes that will include residential, commercial, retail and food & beverage spaces. As part of this work we are developing the vision for the non-residential aspects of the development using our One Planet Living framework. We are also undertaking a social value analysis of our recommended approach, in order to determine the added value of embedding social and environmental sustainability into the redevelopment plans.

Helping Hammerson start a sustainable retail conversation:

We used our retail experience to help Hammerson explore collaborating with its tenants on sustainability. This included planning and facilitating a half-day workshop to open up an initial conversation. With 12 major retailers present along with a team from Hammerson, it was the perfect space to explore major sustainability opportunities and challenges for the sector – and practical solutions. The workshop also helped to identify trends emerging within the retail sector and how they impact on retail stores, such as changes in consumer behaviour, growing awareness of sustainability, and disruptive business models. Our post-event report shared proposed solutions to the challenges retailers face, further informed by future sector trends. The report has since been developed into a microsite.

Exploring the future of retail with Intu:

We helped Intu, the company behind some of the UK's biggest shopping centres, explore the future of retail by reviewing plans and providing inspiration for its proposed multi-use retail space. As part of this work, Bioregional used One Planet Living to develop an overall vision statement for the space that would establish it as an exemplar for a values-led, multi-use retail space that placed sustainable living and sustainable lifestyles at the core of its operations. Bioregional also produced a series of recommendations and considerations for both the design and operational phases, as well as insights and inspiration for each of the intended uses of the space.

If you're interested in finding out more, please contact us on either:



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