INNOVATION IN TOWN CENTRE USES
shifts in business models

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Clones and Ghosts

Figure 8 displays the $R^2$ values for three possible interpretations of the trend in VAT registered retail businesses from 1980 to 2000. The linear and exponential trend forecasts are both plausible, judging by their reasonably high $R^2$ scores – a test of statistical robustness. If either of these extrapolations is correct, we would approach a situation where there were only about 150,000 retail businesses left in Britain by the period 2015-2020.

But of the three forecasts, the polynomial curve, which starts to dip away sharply, is an even better fit to the data, suggestive of what could happen if retail was approaching a tipping point beyond which it could no longer be sustained. An $R^2$ value of 0.97 is alarmingly significant suggesting that if nothing changes, the number of retail businesses in the UK could fall below 100,000 by the year 2010.

Note that these trends simply find the most convincing fit to the existing trend and are in no way a model based on estimates of the impact of current or future policy.

Figure 7: Ghost Town Britain 1980-2000 with linear trends to 2010

Figure 8: Ghost Town Britain trends and forecasts for all retail outlets (VAT registered) 1980-2000 and trends to 2010

NEF: Ghost Town Britain, 2002
Where is footfall?
We Want an ‘experience’
A start-Up Economy: new approaches beyond retail
Temporary is the new permanent
Lighter, Quicker, Cheaper (LQC)
Tactical vs guerilla urbanism

San Francisco’s Pavement to Parks

Incredible Edible Todmorden
Diversity: the ‘multiplier effect’

Brixton Village, London
Pavements to Parks

Incredible Edible Todmorden

Bubbleware, Austin Texas
Shop front animations

Windows on Willesden, London

Whitefriarsgate, Hull
LQC2: Events and Interventions
Restaurant Day: Pop-Ups

FoodLab, San Francisco

Frank’s Café and Campari Bar, Peckham
Market Pop-Ups

Red Market, Shoreditch
LQC3: Light-touch development
Business start-up

Camden Town Unlimited, London
Creative micro-enterprises and social activities

Canning Town Caravanserais, Newham
Pop-Up Theatres and cinemas

Arcola Tent, Hackney and Small Cinema, Oldham
Pop-Up Retail
Engagement and governance
Neighbourhood Plan
Social Media

PopUpHood, Oakland revitalisation USA
www.popuphood.com/
Partnerships

Camden Town Unlimited BID
Incentives

Gabriel’s Wharf, Southbank, London
“Imagination is more important than knowledge. Creativity is contagious - Pass it on.”
— Albert Einstein

Thank you
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