



informed solutions

Driffield Vision and Action Plan

Summary Presentation



EAST RIDING
OF YORKSHIRE COUNCIL

27 January 2021

Contents

- Study Background and Context
- Key Findings
- Study Conclusions
- Recommended Vision
- Recommended Action Plan Summary

Study Background and Context

- Driffield has a rich history, heritage and positive reputation as a market town
- Driffield Town Centre, in common with many market towns, continues to face pressures such increasing strength of food stores, more spend online, gaining population decline in multiple retail offer and declining
- The recent Covid Pandemic has reduced footfall and trading opportunities for town centre businesses
- East Riding of Yorkshire Council and Driffield Town Council are committed to see the town grow and prosper
- The Retail Group was appointed to prepare and deliver this Vision and Action Plan following a competitive tender process
- A separate detailed study report is available containing the detailed findings, conclusions and recommendations of the study

Study Approach and Objectives

The primary research areas undertaken for this study, include:

- Survey of town centre operators currently trading
- Review of the town centre offer
- Extensive survey of stakeholders
- Shopper survey
- Review of consumer and retail trends and lessons from benchmark centres

Study Objectives:

- Identify the future needs of the Driffield consumer (in their various guises)
- Assess opportunities to secure the future of the town centre
- Develop a strategy that will enable the town centre to maximise its performance, benefits and role in the local retail hierarchy
- Develop an action plan to help the town centre recover from the Covid affected economic influences plus improve performance in the short to long term

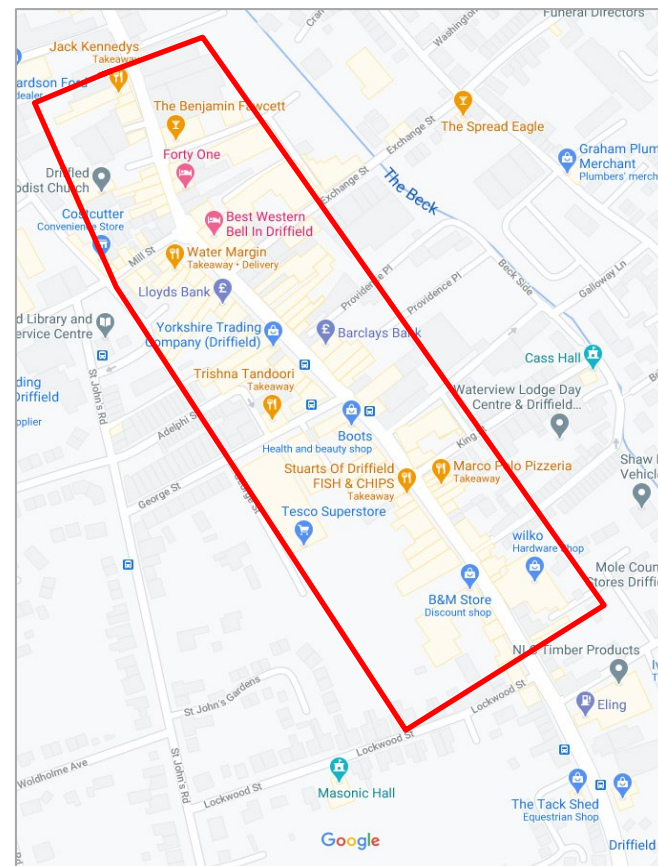
Retail Review - Key Findings

- Driffield has an excellent choice of independent operators
- The service offer is a particular strength, as is the convenience offer
- The market is potentially a major asset, albeit currently under performing
- There are many hidden assets which are easily missed
- The environment is poor and traffic dominated
- Signage (directional and welcome) is also poor
- Many of the building fronts are poor
- The food & beverage offer is limited, especially the night time offer



Survey of Operators - Key Findings

- We had an excellent response to our survey (66 completed surveys collated out of 100 handed out)
- The centre is shopping oriented, and is busy during mornings and lunchtimes
- Operators are positive about Driffield as a place to trade over the long term
- Tourism is seen as a major untapped opportunity
- Key improvements wanted include more events, more marketing and promotion, more parking, stronger market offer and improved environment (including better toilet provision)
- Businesses are optimistic about future trading prospects in the town



Survey of Stakeholders - Key Findings

- We also achieved an excellent response to our survey
- Driffield clearly has a lot of goodwill and people want to see it succeed
- Main strengths are variety of shops, independents to layout, access (arrival not so good!) and friendly community
- Weaknesses dominated by public realm (and private realm), hospitality, traffic, blockages and lack of pedestrianisation
- Derelict sites and vacant properties, including those visible as arriving into Driffield are an issue
- More promotion of the town and its offer, more events and a better market are all desired, as is a stronger hospitality offer
- Stakeholders are optimistic about the future and want to see a bustling, thriving and growing town

Trends and Benchmark Centres Review

- Town centres need to adapt and evolve
- Multi-purpose town centres will succeed
- Experience is a key driver / decision maker; ease of use is key, for all facilities
- Consumers like big brands, big stores and independents and online! We are now in the age of the retail multiverse!
- Operators are flexible in location choices and formats
- Service, services, repair, health, wellbeing, leisure (active), home are growth sectors
- Curated and customer focused offers stand out
- Start ups and independents helps centres to differentiate themselves



Survey of Shoppers - Key Findings

- Respondents were slightly biased towards female and split equally between middle aged / work consumers and elderly / retired consumers
- Consumers mainly visit the town centre for the shopping and service offer, mostly by car and then on foot
- Availability of parking only seems to be an issue at the weekends
- The cost of parking is not an issue
- Middle aged consumers would go out in the town centre more if there was a better food & beverage offer available
- In regards pedestrianisation of Market Place, circa half are happy as it is. A sizeable minority would like some form of part pedestrianization. Many middle aged / younger consumers would however like to see it pedestrianised on Saturdays
- Improvements wanted include more / better choice of shops, improved daytime and evening food and beverage offer, another supermarket and better-quality offer overall

Key Conclusions

- Driffield has a local & loyal customer base with broad needs
- Driffield has many strengths to build on
- Driffield's public realm is obscuring many 'hidden' assets, physically and virtually
- The town centre needs more layers of appeal, reasons to visit, extend visits
- Tourism / visitors presents a major growth opportunity
- Driffield needs to extend day part
- There are opportunities to expand the offer / attract new businesses
- Better promotion, social media, customer engagement needed
- Local stakeholders and businesses share the responsibility for delivery of the identified improvement actions. ERYC will not be able to deliver this plan in isolation

Future Recommended Vision

“Driffield and its many award winning independent businesses provides its shoppers and visitors with great product choice, experiences, excellent service and services.

An historic market town to visit everyday and for a special day”

Strategic Growth Objectives

The study has identified the following themes as improvement areas;

1. Improve the shopper, user and visitor experience
2. Make more of the existing assets to create a stronger combined offer
3. Improve and extend the markets offer
4. Create more reasons to be in the town centre
5. Make Driffield easier and more convenient to visit
6. Improve appeal of the town centre for visitors and tourism
7. Improve the marketing and promotion of the town

1. Improve Shopper, User and Visitor Experience

Recommendations include

- Trial pedestrianisation of Market Place
- Undertake deep clean and decluttering of core town centre
- Add good quality temporary seating and rest areas
- Target improvements in public realm in core shopping area, including car parks
- Review car parking signage and payment methods
- Investigate options for live parking information

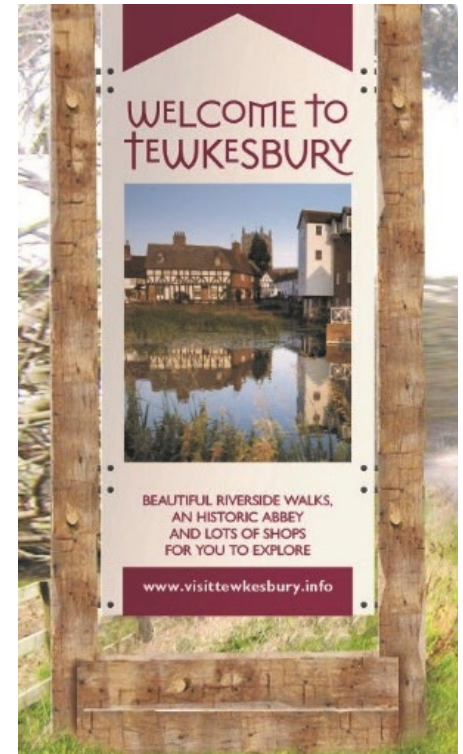


Make it easier and more rewarding for consumers to use town centre

2. Make More of the Existing Assets

Recommendations include

- Proactively promote Driffield's unique attractions / nearby attractions / USP's
- Promote breadth and depth of service offer / repair economy
- New signage / information package needed for town centre
- Treat specialist independents as anchors
- More multi site simultaneous events needed
- Better information about offer needed at station and car parks
- Encourage Tesco to improve their frontage and linkages



Promote Driffield's strengths and reasons to visit the town centre

3. Improve and Extend the Markets Offer

Recommendations include

- Better 'Market trading today!' signage
- Encourage more visiting themed markets
- More impactful 'Welcome to Driffield Market' signs
- More trading days, more categories
- Active recruitment program for new traders
- Add more emphasis for existing market. Over emphasise it!
- Undertake strategic review and opportunity study for markets

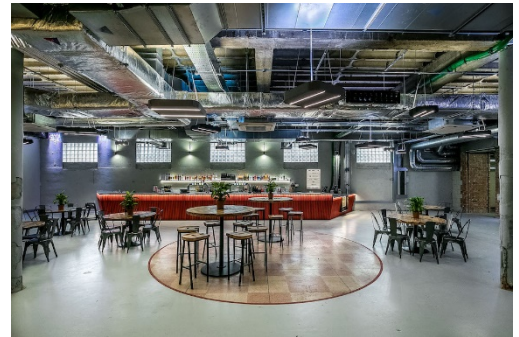


The market (s) could be and need to be one of Driffield's greatest assets!

4. Create More Reasons to be in the Town Centre

Recommendations include

- Encourage more external tables and chairs
- More focus on people, less on cars (and parking)
- Town centre rewards program / loyalty cards
- Encourage more longer trading days for F&B / target the twilight economy
- Develop prospectus to target new operators
- Encourage more meanwhile uses
- Develop community hub – leisure / culture / admin etc.

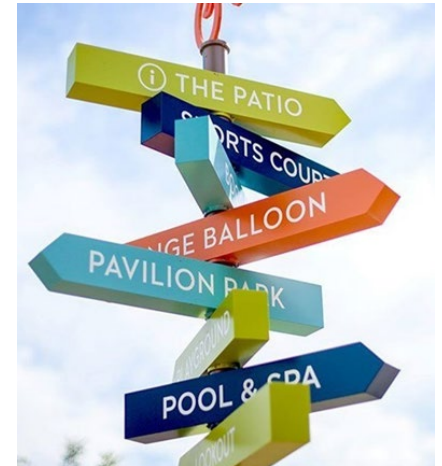


Extend the trading day & more consumers will use the town more often for longer

5. Make Driffield Easier and More Convenient to Visit

Recommendations include

- Widely and easily accessible info on social media in regards the town's offer, trading hours, events, promotions etc
- Improve shopper / visitor parking signs
- Promote secure offer / visit experience
- Welcome pack for new residents and visitors



Highlight the hidden gems and nuggets!

6. Improve Town Centre Appeal for Visitors & Tourism

Recommendations include

- Cross promotion of offer with other nearby and regional attractions
- New tailored guides for specific activities
- Visit Driffield Guides
- Stronger links with Showground; development of more mutual events and shared activities
- Encourage operators to host more events
- Encourage and help operators to up their external appeal / improve their shopfronts and window displays



Target the plethora and growing number of visitors to the region

7. Improve the Marketing and Promotion of the Town

Recommendations include

- New Town Centre Manager / Coordinator
- Dedicated social media promotional resource
- New town centre management group / partnership
- Separate town centre marketing group
- Promote Driffield Safe Shopping / Welcome Back
- New annual events and promotions calendar



Inform, educate & promote

Next Steps / Implementation

- Implementation of branding and communications package
- Traffic modelling study
- Civic pride initiatives
- Consultation with non / lapsed users of town centre
- Cascade of report
- Collective delivery and build on workstreams already underway



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