

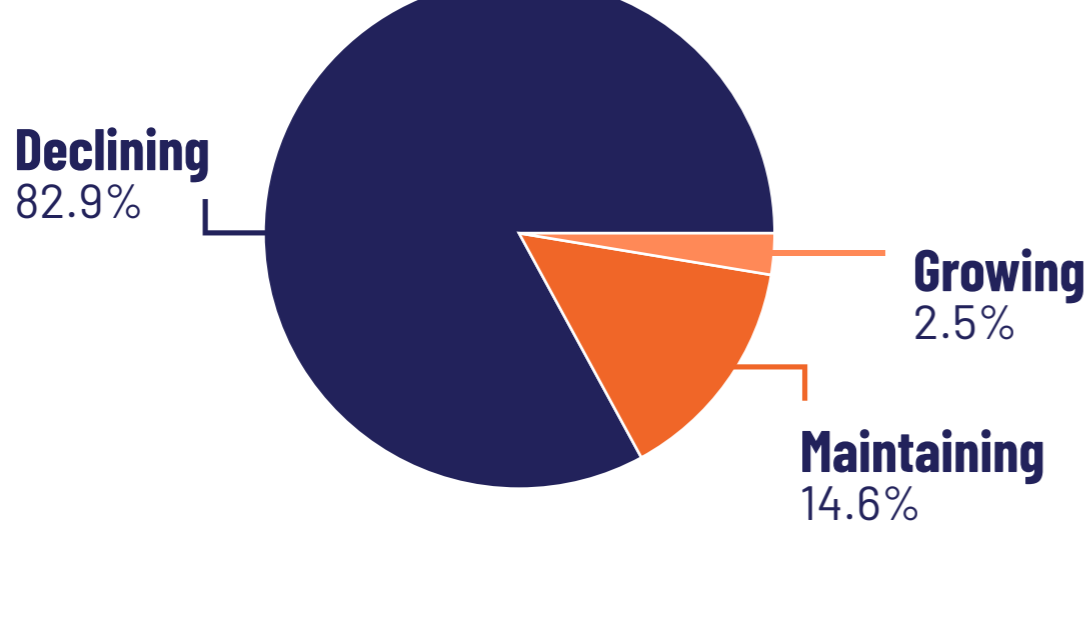
Survey results focus on understanding the impact of consumerism and the rapid decline of high street shopping in Hull City Centre. It seeks to explore factors contributing to this trend, such as the rise of online shopping, changing consumer preferences, economic challenges, and the role of local businesses. Questions address shopping habits, perceptions of Hull's high street, and potential measures to revitalise the area. The findings aim to provide insights into consumer behavior and identify opportunities for improving the shopping experience in Hull's city centre.

WE SURVEYED 40 INDIVIDUALS WHO OWN AND/OR WORK IN BUSINESSES IN THE CENTRE OF HULL TO ESTABLISH THE CURRENT STATE OF THE HIGH STREET AND WHAT BUSINESSES OPERATING IN IT NEED TO THRIVE.

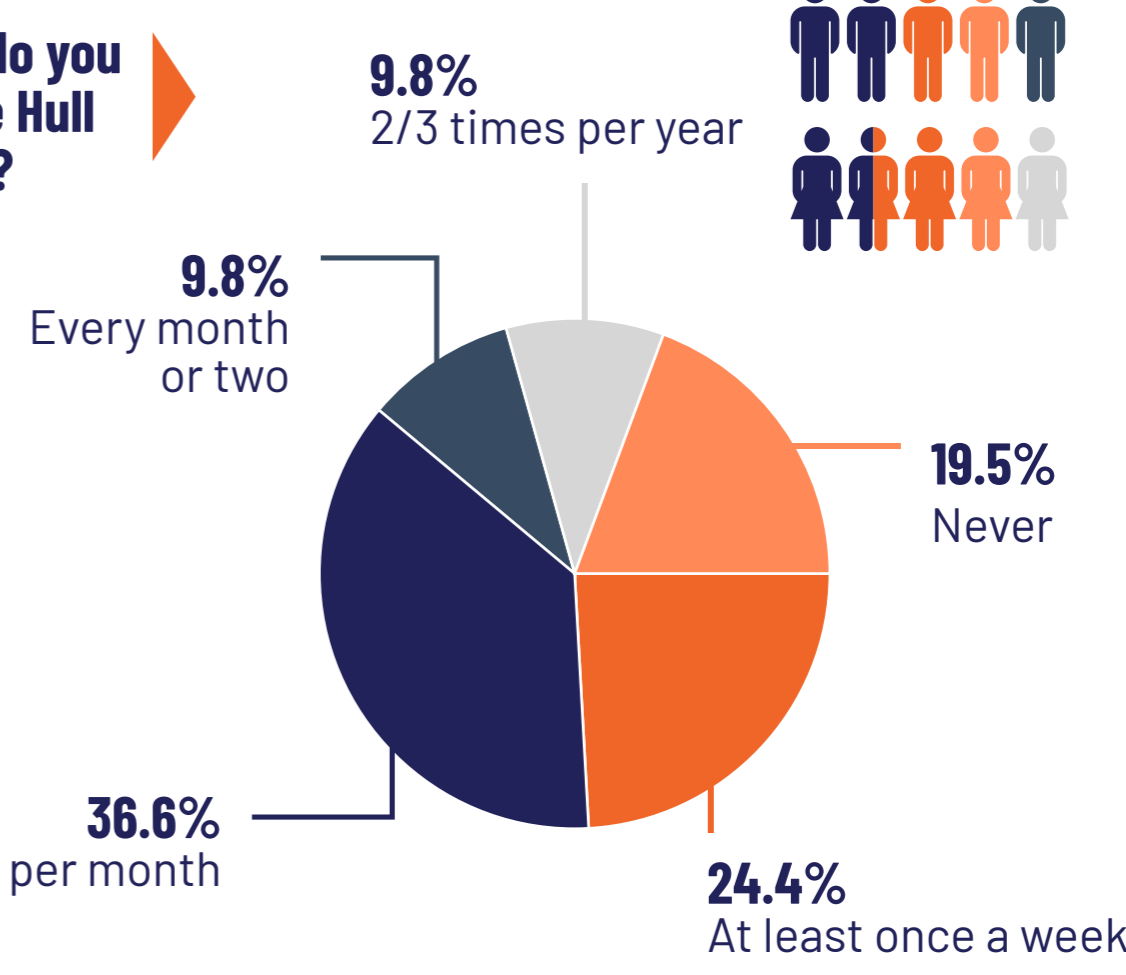
DRAMATIC DECLINE

Nearly 83% of Hull businesses and workers describe the high street as "declining", with only 2% reporting growth. 15% say it's "maintaining" its position from last year. Here we detail questions aimed at consumers and current views on high street shopping.

How would you describe the current state of high street shopping in Hull?



How often do you shop on the Hull high street?

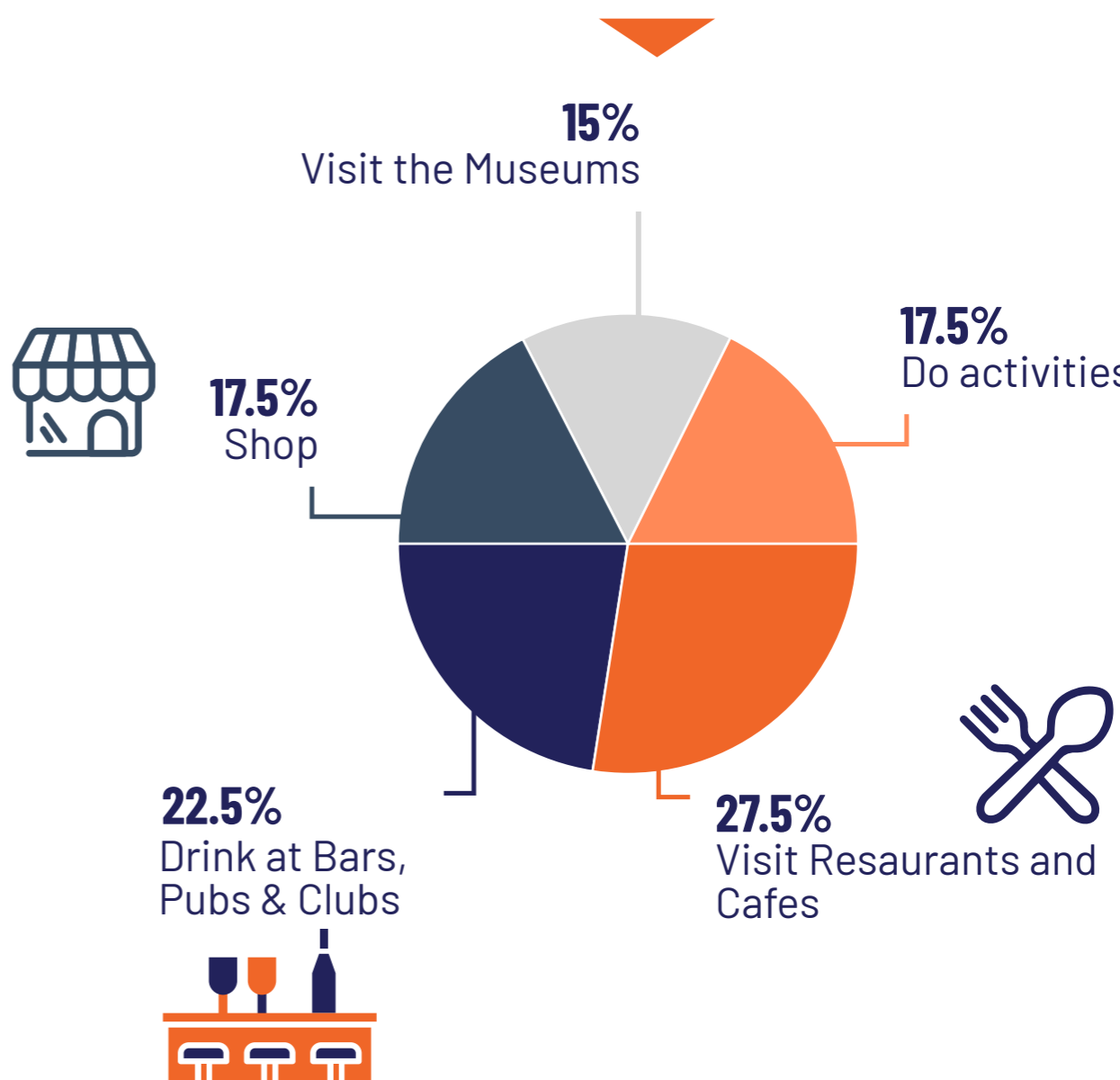


RETAIL VS LEISURE (SPLIT & SHIFT)

While retail businesses were the most pessimistic (82% reporting decline), food, drink, and leisure businesses showed more optimism with 33% maintaining or growing.

Only 18% say shopping is their preferred activity in Hull city centre, while bars/restaurants (50%) and cultural activities (37%) dominate.

What is your preferred thing to do in the Hull town centre?

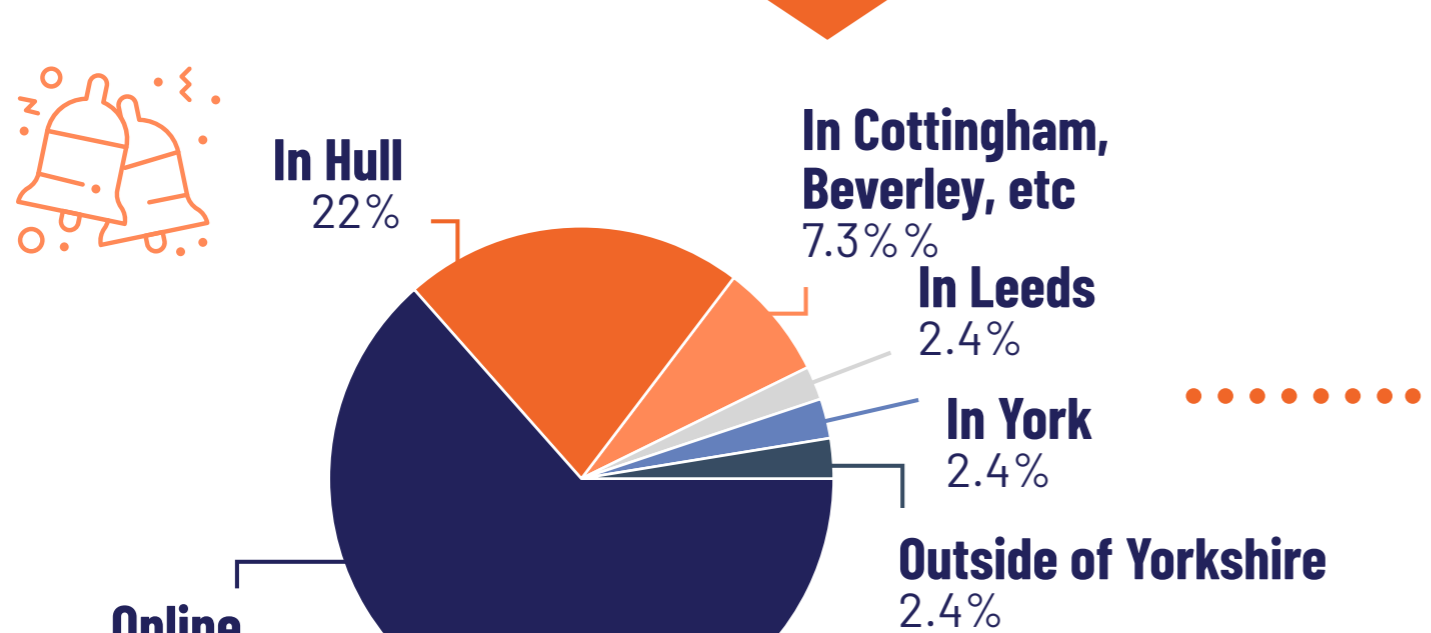


DIGITAL MIGRATION, RIVAL TOWNS

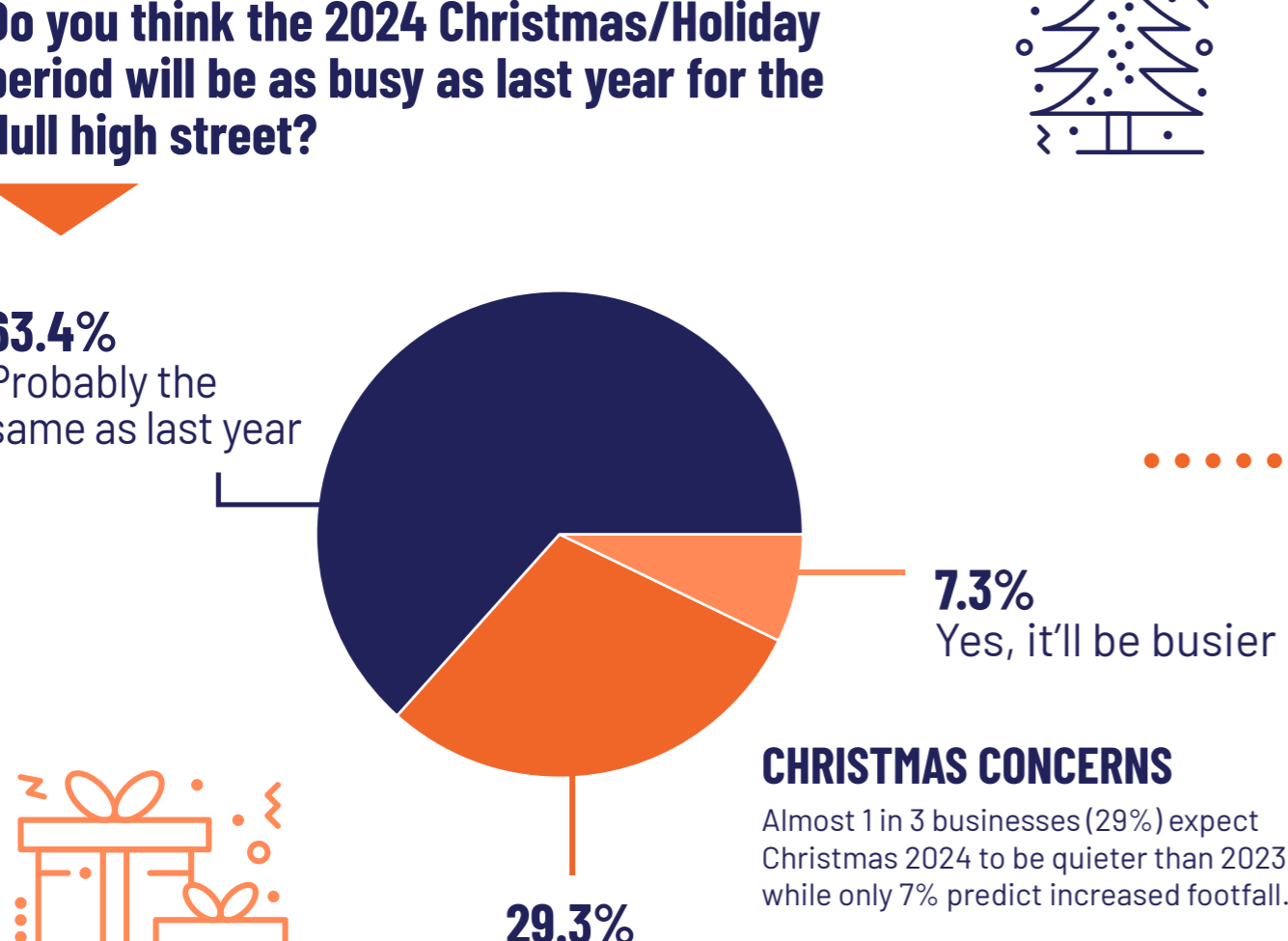
Over half (63%) of respondents plan to do their Christmas shopping online rather than in Hull city centre.

York, Leeds, Beverley, and Cottingham were specifically named as preferred shopping destinations by 15% of respondents.

If you celebrate it, where will you do most of your Christmas shopping this year?

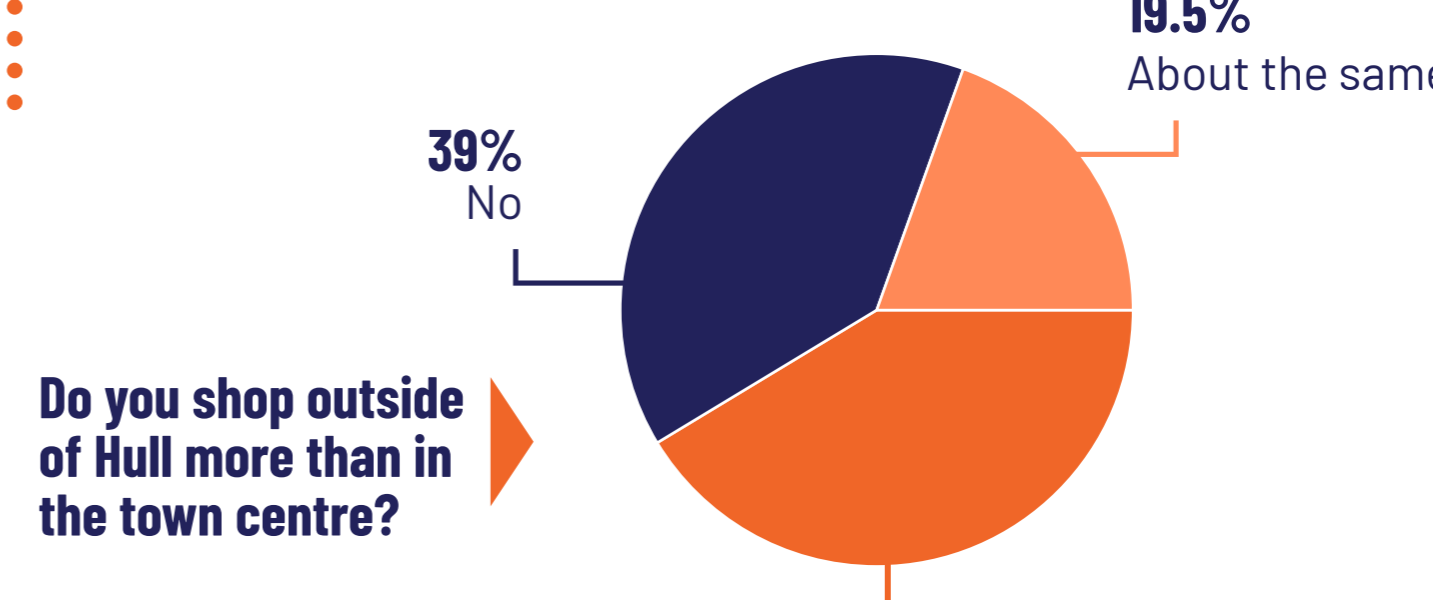


Do you think the 2024 Christmas/Holiday period will be as busy as last year for the Hull high street?



AMAZON IMPACT

When asked about the three biggest challenges to the high street "Online Marketplaces like Amazon" was cited as the single biggest threat to Hull's high street, mentioned by 75% of respondents. General online shopping was listed by 47.5%, and lack of spending by 45%, putting them close behind.



"My name is Al Kilvington and I've traded as Gough and Davy since I took over Hull's historic music shop in 2007 with my business partner Robert Dearing. The firm has been present on the high street since 1860.

I've obviously seen many changes in that time, people's buying habits have changed with the advent of online shopping and indeed the pandemic. The town centre is a quieter place these days but fortunately for us we are a 'destination retailer', the products we sell demand that customers touch and feel instruments such as guitars and pianos.

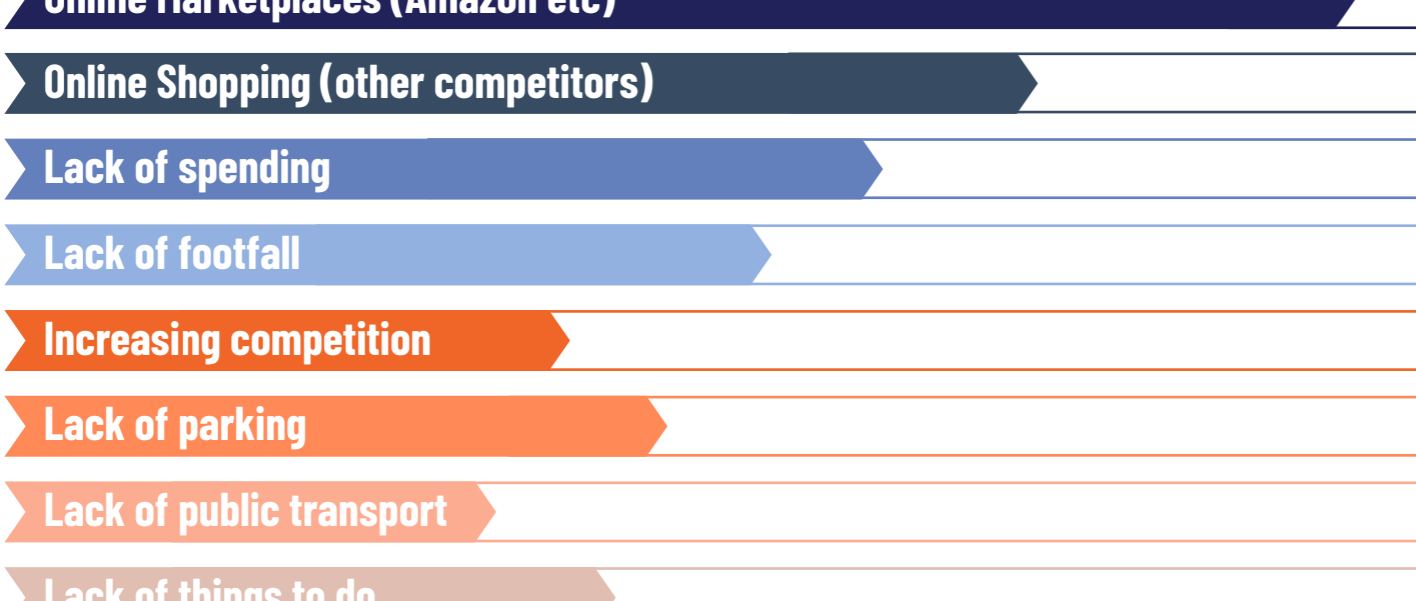
They are very individual products and a lot of parents, buying for youngsters, rely on my staff who collectively have over 100 years of experience and knowledge.

We are maintaining sales levels due to investing in our online presence. Gone are the days when we just opened the doors and fill the window to attract customers.

I find customers use our social media content and website as a menu, to find items, and then, complete their purchase in-store, with comparison of physical products and advice from my team." - Al Kilvington, Owner of Gough & Davy

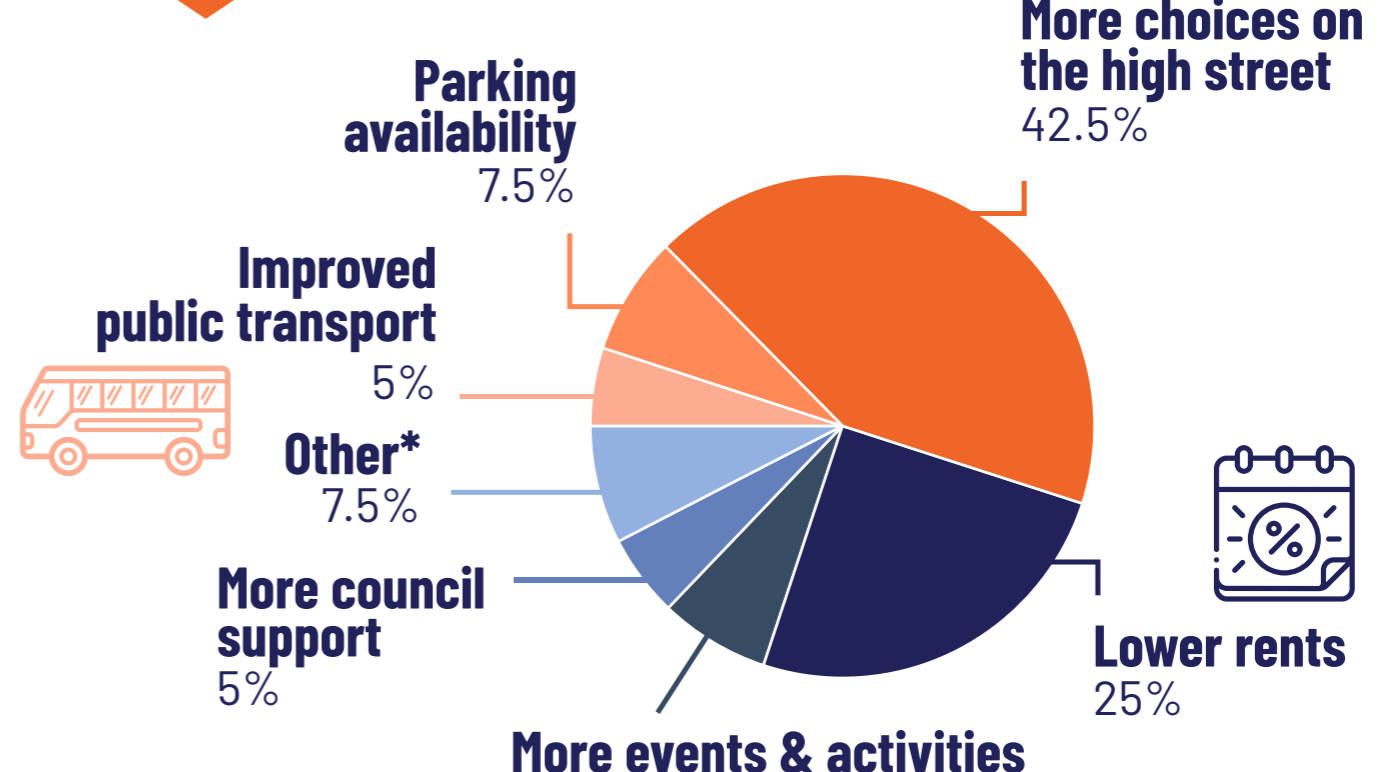


WHAT ARE THE THREE BIGGEST CHALLENGES FACING HIGH STREET RETAILERS TODAY?



Parking Problems: 33% of respondents cited parking issues as a top-3 challenge, with many specifically mentioning "expensive" parking charges.

What change do you think is most necessary to revitalise the high street in general?



*includes improved cycle lanes, independent businesses being open outside of the standard working hours, increased accessibility for free events & the cost of living.

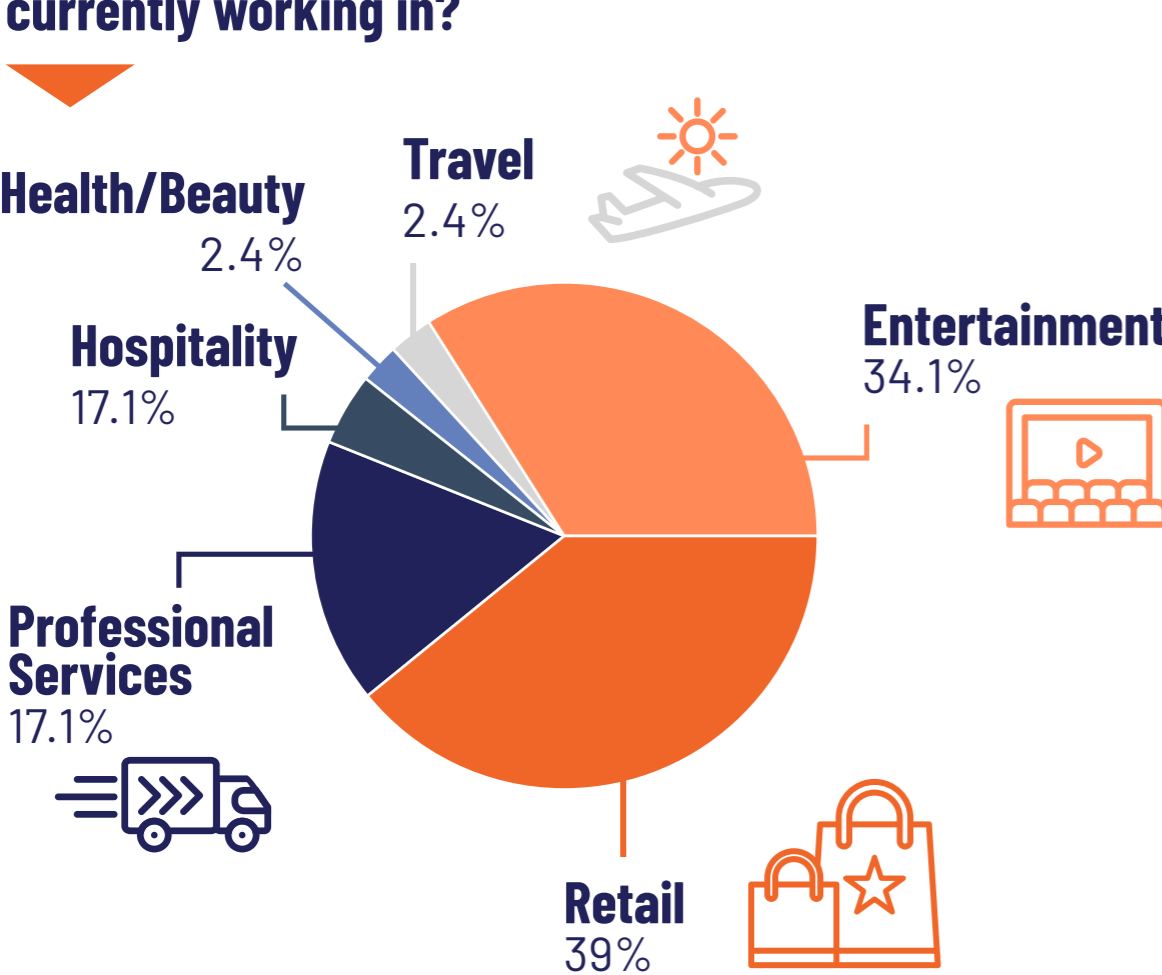
RENTAL CRISIS - 25% of businesses identified "Lower Rents" as crucial for high street revival.

HOPE FOR REVIVAL - 43% of businesses said that more businesses/more choice on the highstreet is the best hope for high street revival. 15% said that parking and transport held the key. Interestingly, only 1 respondent said more council support.

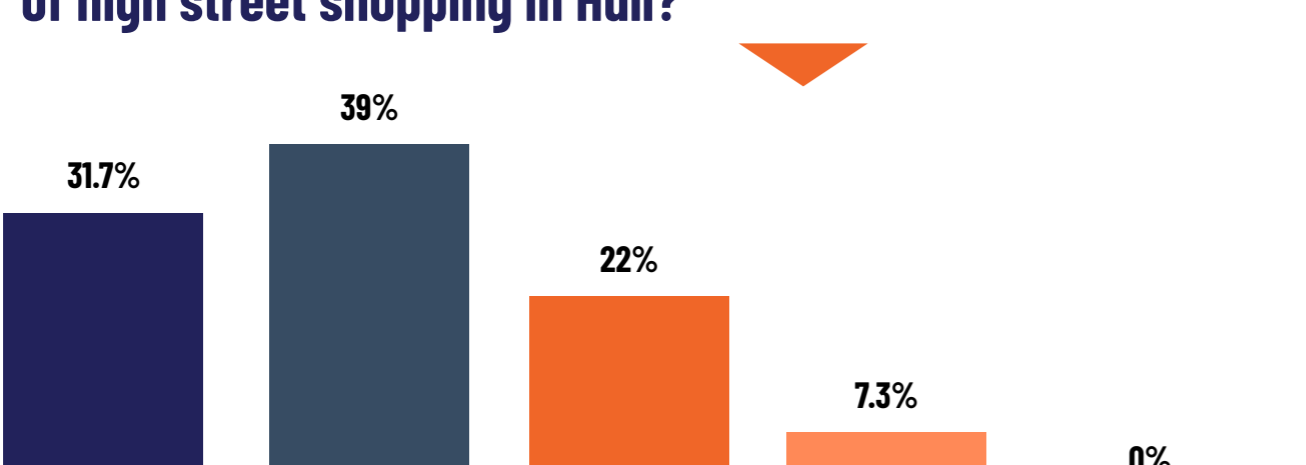
TRANSPORT TROUBLES - Public transport was identified as a key issue, with calls for improved links between the station and Old Town.

BRAND GAP - Multiple respondents specifically called for major brands to come into Hull, mentioning the likes of Zara, Uniqlo, and Jo Malone to help drive footfall.

What industry are you currently working in?



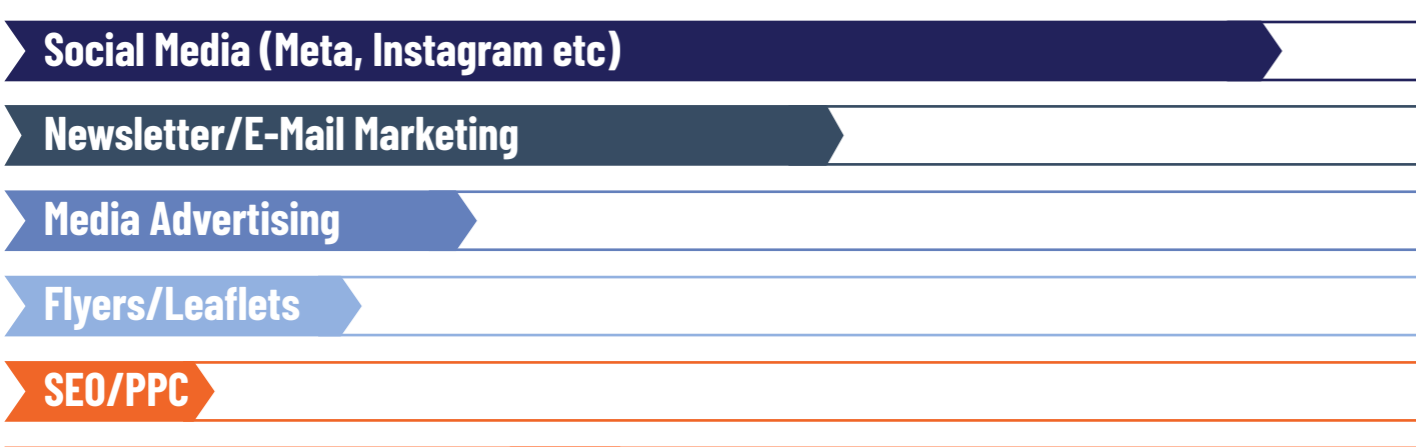
How optimistic are you about the future of high street shopping in Hull?



94% of participants were not optimistic about the future of the high street in Hull

Your Marketing

Which of the following marketing methods do you use?



How effective do you find your digital marketing efforts in driving foot traffic to your store?



Despite digital marketing in some form being used by over 90% of businesses surveyed, SEO & PPC are heavily underutilised and could play a hand in promoting online success.

Multichannel marketers, those using 4+ marketing tactics, reported significantly higher effectiveness than those with 1-2 tactics, with 21% of participants rating their marketing as less than effective.

With various marketing grants available via Hull City Council throughout the year, awareness of council support is perhaps something more businesses need to be given regularly.

WHAT 3 THINGS WOULD BE MOST HELPFUL TO YOUR BUSINESS TODAY?



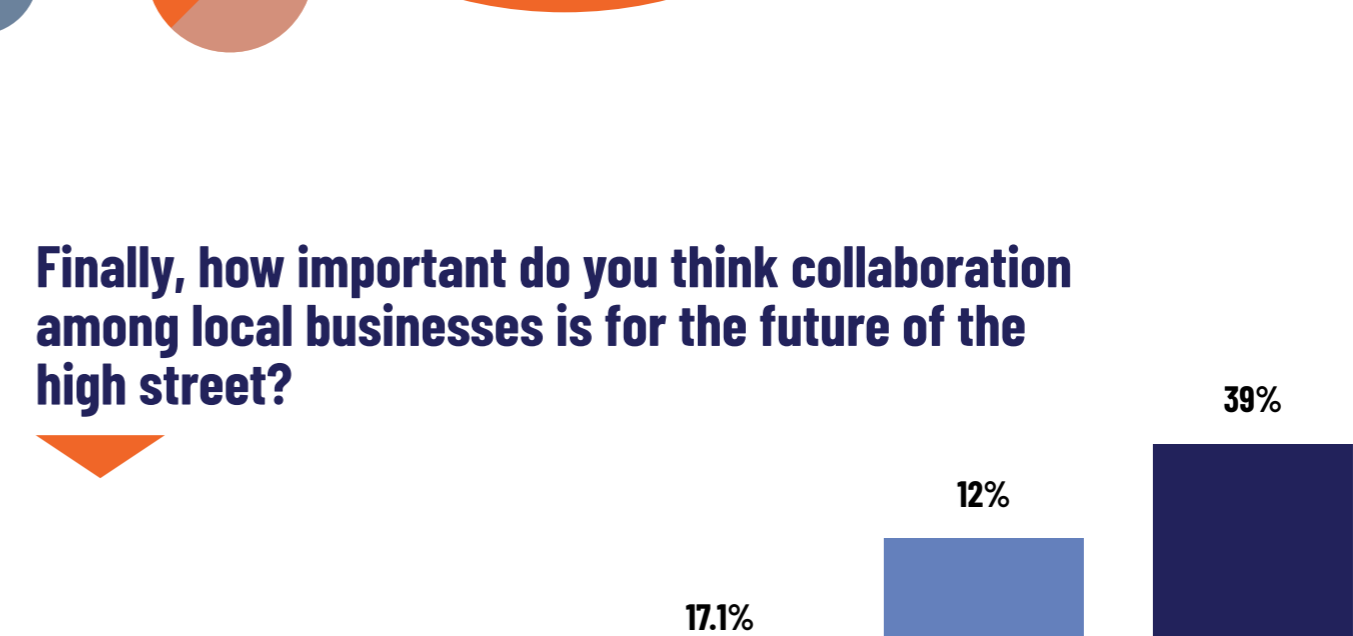
EMPTY UNITS - The prevalence of empty shop units was cited as a key concern, with calls for landlords to take a more "thoughtful approach" to tenant mix.

WEATHER IMPACT - Multiple businesses called for more covered shopping areas and shelter from rain.

INVESTMENT INEQUALITY - Some businesses feel investment is concentrated in areas like Fruit Market and the docks, neglecting traditional retail areas.

SAFETY CONCERNS - Security issues were highlighted by several businesses, with one noting it as "the only major change that would improve things immediately."

Finally, how important do you think collaboration among local businesses is for the future of the high street?



Collaboration is Key: 70% of respondents rated business collaboration as highly important (4-5 out of 5) for the future of the high street.

"Conducting this research was a real eye-opener in terms of what the people actually working in the centre of Hull experience on a daily basis. The results paint a clear picture of both the challenges and opportunities facing Hull's business community, and how we can help the high street to survive.

The vast majority of the survey follows the same theme, which is that we need to make it easier and more appealing to get into the town centre, and to shop locally more often.

It's also clearer than ever that online shopping is effecting just about everyone in the city centre, and utilising it for retail businesses is essential. With that said, making the town centre about more than just shopping is also vital for long term success. Having more reasons to be on the highstreet helps everyone to thrive, not just small businesses and independent retailers, and it's these non retail spaces that can help to make all the difference, creating experiences and not just shopping trips.

By bringing together landlords, the council, and business owners, we can create a more vibrant, accessible city centre that serves both traditional shoppers and digital-savvy consumers. Hull has always been a city of innovation and adaptation, and it's time to harness that spirit again." - Joshua Pearson, Owner of Peaco Marketing