

Comments e-mailed - Support for the Retail Sector Scrutiny Panel

	Comments	Date e-mailed
1	<p><i>How can Brighton & Hove's unique retail offer be supported, and the impact of high inflation and the economic downturn be mitigated?</i> Anecdotal feedback from out of town customers is that parking charges will put them off returning, or returning as frequently to the town.</p> <p><i>How can the independent retail sector and multiple/larger chains work in partnership to ensure work towards sustaining the viability of the retail sector?</i> The BID tax is an unwelcome burden on small businesses (which mostly vote against it). It is not perceived to off value for money, but pays large salaries to its staff.</p> <p><i>What effective marketing and promotion would benefit the city's retail sector?</i> What Brighton has to offer is well understood – as a town it does not need marketing. . The town should spend time and money in improving access and continuing with its excellent tradition of hosting events like Gay Pride, Beach Concerts, Classic Car events ,sporting events etc etc. The events should be publicised according to their need – not the town itself.</p> <p><i>How can retailers, landlords, prospective developers and agents develop the city's retail sector?</i> The council could ask its Conservation officer to delist half of the listed buildings in the Centre. The conservation area rules protect the external appearance – Listing adds lots of expense and undermines viability of businesses who are forced to trade out of these buildings.</p> <p><i>How can regulations and advice regarding the retail sector be utilised and accessed more by retailers?</i> Reduce the number of regulations.</p> <p><i>How could street markets have a more positive impact on retailers?</i> Allow them less frequently</p>	30/1/2012
2	<p>Telephoned – wanted more information and wasn't sure about coming to speak.</p> <p>Unfortunately I am unable to attend any of the 3 dates proposed in your email below. I would be happy to come and meet the members of the panel though. I have also attached the Southampton University research I mentioned in my call to you last week.</p> <p><i>Attached the large food stores report 2012</i></p>	1/2/2012 8/2/2012
4	I am a Brighton resident.	2/2/2012

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	<p>Here are a few thoughts.</p> <ol style="list-style-type: none"> 1. Pedestrianise the north lanes. It' so much better on a Saturday when there is no vehicular access. Having travelled around Europe, cars are restricted in many town centres and they create an environment for "hanging about" much more. 2. Keep independent shops business rates down 3. Encourage more pop up shops/cafes, street markets, seasonal markets. Especially when the town is busy like the Brighton Festival or The Great Escape. 4. Keep chains out of the lanes. 	
5	<p>23/02/2012I have heard via Gavin Stewart at the brighton BID that there is to be a panel looking into the retail sector in Brighton & Hove.</p> <p>We trade in both Hove and Brighton, and before Christmas we had an ongoing battle with a saturday market in George St, Hove. It would be too complicated to go into here but Andrew Wealls or Jim Whitelegg in Licensing would be able to fill you in.</p> <p>I am therefore very disappointed that traders in george st have not been contacted with details of the Scrutiny panel.</p> <p>What steps are the Council taking to make retailers aware of this process? Please don't tell me that you've only told the traders associations, what would be the point of you having another chat with Tony Mernagh and co ?</p> <p>Were you aware of the problems a market created in George St?</p> <p>If it would help you, I can tell you now what 90% of retailers will say.....lower rates....no rise in rates in April..... cheaper car parking plus free park and ride for brighton.....2hrs free voucher parking in hove (you get the timed voucher from a retail outlet, set the time on it put it on your dashboard , do your shopping and drive home)...no markets.</p> <p>This is not rocket science, this should all have been done already, while you are talking around in circles people will be going out of business.</p>	13/2/2012
6	<p>I'm really pleased to see this initiative as I have championed this cause since setting up the 'Unique to Brighton' web directory in 2005.</p> <p>I have responded to 5 of the queries in the attached document. These are a combination of things I have been told by retailers themselves, by locals and visitors who appreciate Brighton's unique retail offer.</p> <p>1. How can Brighton & Hove's unique retail offer be supported, and the impact of high inflation and the economic downturn be mitigated?</p>	15/2/2012

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	<ul style="list-style-type: none">• <i>As the city's largest employer, Brighton & Hove Council could do more to draw the attention of its own employees to shop locally on its internal network.</i>• <i>Have a workshop to hear & collate ideas of those who responded to this Scrutiny</i>• <i>Learn from successful US initiatives like this one http://www.shoplocally.com/profile/</i>• <i>Allow varied loading/ parking arrangements possible on a micro level? (For example, could loading at Fiveways start at 7am rather than 8am)</i> <p>2. How can the independent retail sector and multiple/larger chains work in partnership to ensure work towards sustaining the viability of the retail sector?</p> <ul style="list-style-type: none">• <i>Through Destination Management Initiatives or BIDs</i> <p>3. What effective marketing and promotion would benefit the city's retail sector?</p> <ul style="list-style-type: none">• <i>Providing an up to date, online map that shows Brighton and Hove's various parking arrangements.</i>• <i>Random free parking offers</i>• <i>Providing Links to sites like www.uniqueto.co.uk on Visit Brighton</i> <p>4. How can retailers, landlords, prospective developers and agents develop the city's retail sector?</p> <ul style="list-style-type: none">• <i>Address the appearance of boarded - up shops right across the city as soon as they are vacant? For example, the art hoardings that were been put up in some places in the city centre in 2007 & 8 were very effective. There are also cheaper ways.</i>• <i>Bring in experts (on, Dan Thompson, e is based in Worthing) from this organisation http://www.artistsandmakers.com/staticpages/index.php/emptyshops</i> <p>5. How can regulations and advice regarding the retail sector be utilised and accessed more by retailers?</p> <ul style="list-style-type: none">• <i>Only by speaking to individual retailers face to face and with information flyers.</i>	
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