

THE 12 RETAILINK INNOVATIVE STRATEGIES

What is necessary for vital and viable retail areas in our European midsize cities? The 12 innovative strategies, based on the lessons learned from RetailLink!

- 1. Analysis:** know your customer and know your city retail. Consider perceptions and customer experience
- 2. Rethink local retail:** create conditions to attract a variety and good quality of retail that meets the target consumers' needs and expectations
- 3. Good feeling:** aim at a positive feel-good experience for your customers, create an attractive retail area both in urban space and in retail concepts
- 4. Skills:** support retailers in skills training concerning retail trends, consumer behaviour, on-line strategy
- 5. Business support:** enable support to entrepreneurs to facilitate setting up and investing in the retail area
- 6. Cooperation:** organise partnerships with retailers and other local agents for mutual gains, work together locally in public private cooperation with a common vision, organise leadership and management, find allies in a supra-municipal strategy
- 7. Compact and multifunctional:** work on compacting and transforming your retail area, allow multifunctional use (housing, work, services and retail) to stimulate higher footfall, enable mediation to find solutions for vacancies
- 8. Urban space:** create and maintain an inviting and stimulating public space, which contains all the basic facilities for a comfortable and convenient visit, such as walkability, accessibility, car-parking, Wi-Fi zones, clean streets, toilets, benches etc.
- 9. Regulation:** ensure regulation that stimulates your retail strategy (tax exemptions, grants, contests) and an outlet distribution consistent with the retail proposition
- 10. City branding:** cooperate in finding your city's identity (DNA) and shaping this to a marketing and promotional approach for you retail area
- 11. Events:** offer events and leisure opportunities in the public space to attract footfall involving creative, sports and cultural agents
- 12. Digitalisation and connectivity:** provide a single shared online proposition for your retail area, making a connection between the retail offer, services, shops, events and hospitality

For more info, please check the extensive report on the RetailLink findings on www.icre2018.eu!