Effect of Coffee Shops on High Street Economy

Choice of coffee shops is very important to consumers, as is the diversity of the High Street on which they choose to shop. 74% of consumers interviewed in the case study areas prefer to shop in an area where there are several coffee shops. 75% indicate they would prefer to shop on a High Street with a coffee shop than one without, despite similarities in the High Street.

FIGURE 4.13 IMPORTANCE OF COFFEE SHOPS TO THE ECONOMY OF THE AREA
Agree/Disagree: I prefer to shop in an area where there are several coffee shops.
Percentage of Respondents

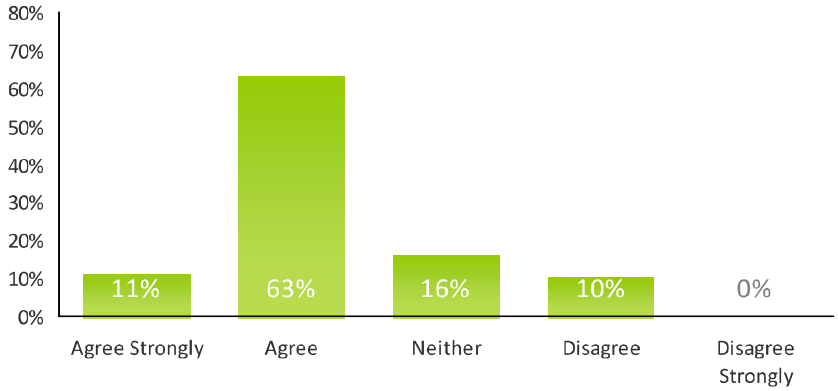
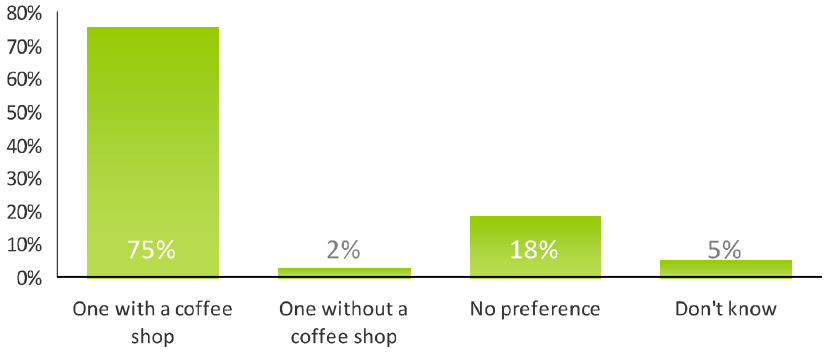


FIGURE 4.14 IMPORTANCE OF COFFEE SHOPS TO THE ECONOMY OF THE AREA
If you had two High Streets with the same shops, one with a coffee shop and one without, which High Street would you visit?
Percentage of Respondents



Source: Allegra Strategies Research and Analysis, 2009/10

Effect of Coffee Shops on High Street Economy

Customers' choice of High Street is now partly determined by the presence of coffee shops. Shopping and drinking coffee are connected in the minds of UK consumers. The absence of coffee shops on a High Street would make many customers reconsider their choice of shopping location.

Consumer Opinion

"A coffee shop is good for a break and makes shopping a nicer experience. I'm more likely to go shopping when I know there's a coffee shop nearby, it gives me something to look forward to."
[Male, 25-29, Office Professional, Bath, Old Bond Street]

"I'm a coffee drinker and I like branded chain shops. I would know I have the option to relax while shopping on a High Street with coffee shops."
[Female, 30-34, Middle Manager, London, Borough High Street]

"I would prefer to shop on a High Street with a coffee shop, because I can take a break and relax, and then shop again."
[Female, 25-29, Clerical/Secretarial, London, Borough High Street]

"I'm always out and about for work, so I combine work and shopping. I need coffee shops where I'm shopping so I can sit and relax and get something to eat."
[Female, 18-24, Media Runner, London, Borough High Street]

"I would rather shop on a High Street with coffee shops. That way I could take a break at the coffee shop and then shop some more."
[Female, 18-24, Student, London, Borough High Street]

"If I was choosing between visiting a High Street with coffee shops or visiting one without coffee shops I would always choose the one with coffee shops. The coffee shop is a great place to start the day no matter what else you're going to do that day."
[Female, 45-49, Senior Manager/Director, Cobham, High Street]

"With the kids we have to shop on a High Street with coffee shops. It's necessary."
[Male, 30-34, Public Sector, Cobham, High Street]

"Given a choice I would definitely shop on a High Street where there are coffee shops. I think that stopping at the coffee shop is part of going shopping, particularly if you live alone because you might meet people. It's really good because you can have a look around the shops and then go have a coffee and watch the world go by."
[Female, 55-59, Middle Manager, Cobham, High Street]

"I would prefer to shop on a High Street which has coffee shops so that I can take a break and sit and plan the rest of my shopping."
[Female, 18-24, Student, Glasgow, Byres Road]

"I would definitely prefer to shop on a High Street that has coffee shops. I can have a break, recharge my batteries and then go spend more money!"
[Female, 30-34, Office Professional, Manchester, St. Ann's Square]

"I prefer to shop on a High Street where there are coffee shops. It's good for a break. I always combine shopping with visits to the coffee shop. It's something I look forward to!"
[Female, 18-24, Student, Manchester, St. Ann's Square]

"I have a strong preference for shopping in an area with coffee shops because I can sit and relax when the wife is out doing the shopping."
[Male, 60-64, Retired, Manchester, St. Ann's Square]

"I like to shop in an area with several coffee shops so I can have time out when I'm shopping. Having several coffee shops provides a choice which is especially important during busy periods or when I am pressed for time."
[Female, 30-34, Professional, Manchester, St. Ann's Square]

"The coffee shops help to create variation, so it's not all retail shops and I like the friendly, happy atmosphere."
[Female, 60-64, Office Professional, Sheffield, Fargate]

Source: Allegra Strategies Research and Analysis, 2009/10

Effect of Coffee Shops on High Street Economy

Coffee shops attract UK consumers and this increased footfall contributes to increased sales for surrounding businesses. Three-quarters of the consumers interviewed in the case study areas stated that they are more likely to shop for longer if coffee shops are present on the High Street. 41% of consumers stated they visited the area they were in more often due to the presence of coffee shops.

FIGURE 4.15 IMPORTANCE OF COFFEE SHOPS
When you are out shopping, are you more likely or less likely to shop for longer if you have a coffee shop nearby?
Percentage of Respondents

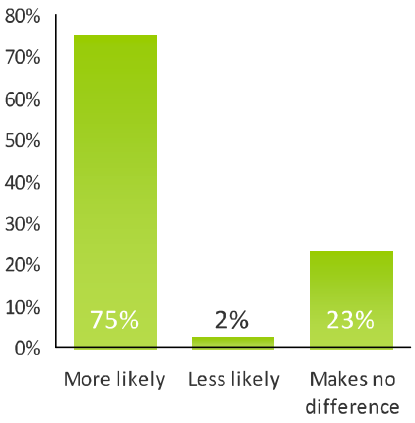
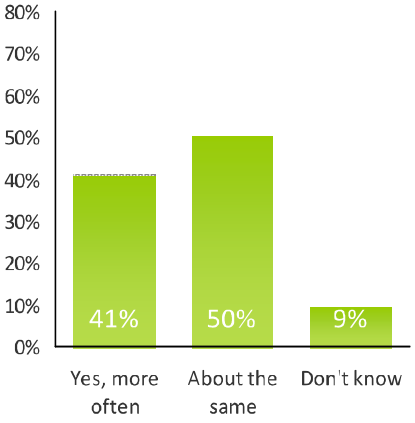


FIGURE 4.16 IMPORTANCE OF COFFEE SHOPS
Does the presence of THIS coffee shop make you want to visit this area more often?
Percentage of Respondents



"I do choose to come to this particular area because of the Starbucks. If there was no Starbucks here, I would go somewhere else where there was one."
[Male, 30-34, Middle Manager, Cobham, High Street]

"I come to this area more often because I prefer this coffee shop. It has a nicer atmosphere than other coffee shops and it's quieter."
[Female, 18-24, Student, Manchester, St. Ann's Square]

"The added convenience of a coffee shop means I visit the High Street more often than I would otherwise."
[Female, 60-64, Professional, Sheffield, Fargate]

"I love the quiet, relaxed atmosphere of coffee shops – especially this Costa Coffee. I come here more often because it's a great environment and I can read books too! This coffee shop is quieter than others because it's inside a bookstore."
[Female, 65-69, Retired, Manchester, St. Ann's Square]

Source: Allegra Strategies Research and Analysis, 2009/10



"Coffee shops help populate the UK High Street."
[Female, 30-34, Manager, Sports Clothes Shop, Sheffield, Fargate]

Coffee Shops Attract People to the High Street

Coffee shops are one of the main focal points on the High Street. 60% of local businesses interviewed in the case study locations acknowledge that coffee shops help to attract more people to the High Street. 89% agree that coffee shops help to improve the vibrancy and atmosphere of the High Street.

FIGURE 4.17 IMPORTANCE OF COFFEE SHOPS TO THE VIBRANCY OF THE LOCAL AREA
In your opinion, do local coffee shops help attract more people to the High Street?
Percentage of Respondents

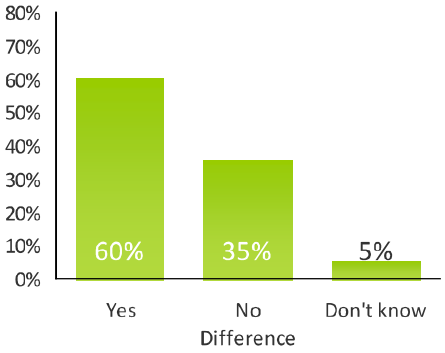
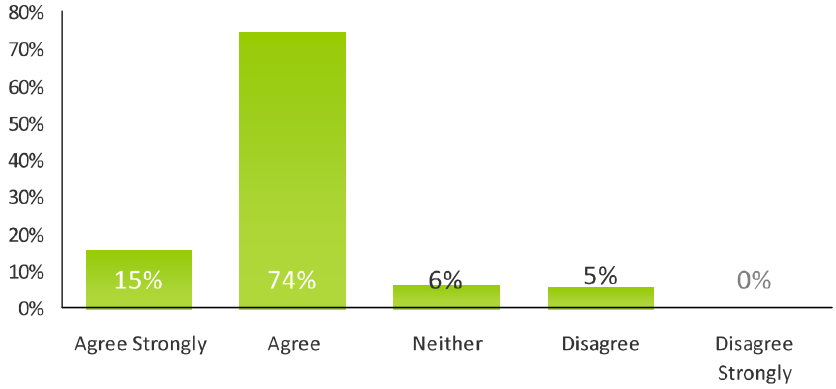




FIGURE 4.18 IMPORTANCE OF COFFEE SHOPS TO THE VIBRANCY OF THE LOCAL AREA
Agree/Disagree: Coffee shops help to improve the vibrancy and atmosphere of the High Street.
Percentage of Respondents



Source: Allegra Strategies Research and Analysis, 2009/10

Coffee Shops Attract People to the High Street

Local businesses recognise the significant positive contribution coffee shops make in bringing UK consumers to the High Street and their business as well as making their local area a more attractive place to visit overall.

Local Business Opinion

"The coffee shops attract more people to the High Street and they spend more time in the town centre."
[Male, 25-29, Shop Assistant, Craft Shop, Bath, Old Bond Street]

"It brings more people out to the High Street, which is a side effect of the social and cultural changes happening. Popping out for a coffee is now a normal thing to do."
[Female, 50-54, Shop Assistant, Fashion Boutique, Cobham, High Street]

"Coffee shops attract more people to the High Street, in fact I know people who specifically come here just to get a coffee."
[Male, 35-39, Owner, Cycling Store, Cobham, High Street]

"The increase in coffee shops has resulted in the increase of people to the High Street."
[Male, 50-54, Owner, Newsagents, Glasgow, Byres Road]

"If it wasn't for the coffee shop, the footfall of this end of the High Street would be quite low, as we are an upper market retail area."
[Female, 18-24 Supervisor, Jeweller, Manchester, St. Ann's Square]

"People are more likely to visit the part of the High Street where the coffee shops are located."
[Female, 45-49, Manager, Designer Shop, Bath, Old Bond Street]

"For us, coffee shops contribute greatly to the vibrancy and atmosphere of the High Street."
[Female, 50-54, Manager, Food & Catering, Cobham, High Street]

"Coffee shops are a necessary part of the High Street. They complement the other shops and improve the character of the High Street."
[Female, 25-29, Manager, Shoes Shop, Manchester, St. Ann's Square]

"Coffee shops add a lot to the atmosphere of the High Street, especially in summer."
[Female, 40-44, Manager, Jeweller, Manchester, St. Ann's Square]

"Coffee shops fit in well and add variety to the shops. Coffee shops complement the other retail outlets. I believe customers definitely shop for longer on a High Street with coffee shops."
[Male, 18-24, Manager, Mobile Phones Shop, Manchester, St. Ann's Square]

"It's nice to have coffee shops nearby and because of the prices they charge, they attract a certain type of person."
[Male, 35-39, Hire Manager, Menswear, Manchester, St. Ann's Square]

"Coffee shops are a necessary addition to the High Street and they improve its character."
[Male, 25-29, Office Assistant, Mobile Phones Shop, Sheffield, Fargate]

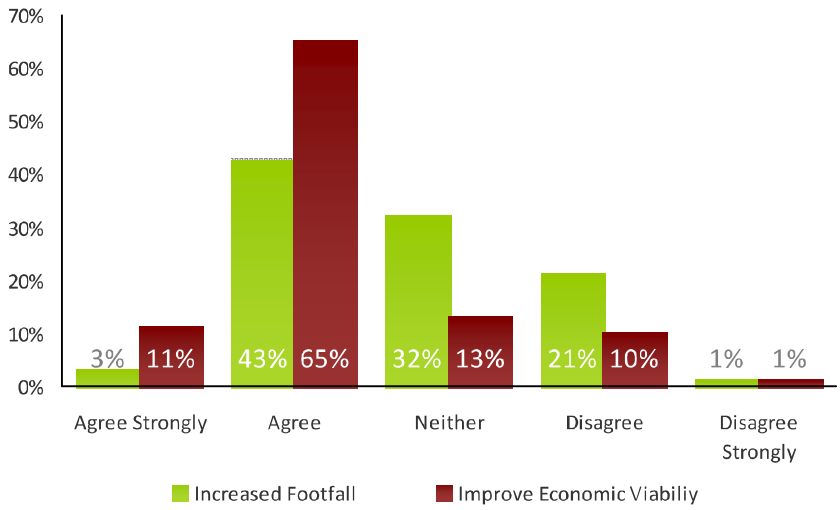
"The coffee shops give the High Street a level of sophistication."
[Male, 18-24, Assistant Manager, Jeweller, Sheffield, Fargate]

Source: Allegra Strategies Research and Analysis, 2009/10

Coffee Shops Increase Economic Viability

Local businesses recognise that increased footfall equates to a significant increase in spend. 76% of local businesses surveyed notice the improved economic viability vs. 46% noticing increased footfall on the High Street since coffee shops opened.

FIGURE 4.19 IMPORTANCE OF COFFEE SHOPS TO THE ECONOMY OF THE AREA
Agree/Disagree: There has been an increased footfall on the High Street since the coffee shops opened.
Agree/Disagree: Coffee shops improve the economic viability of the local area.
Percentage of Respondents



"The presence of coffee shops does attract more people to the High Street and may actually help drive the footfall for other businesses."
[Female, 45-49, Shop Assistant, Clothes, Bath, Old Bond Street]

"People tend to spend more in the High Street because of the coffee shops."
[Female, 50-54, Shop Manager, Clothes Shop, Bath, Old Bond Street]

"The coffee shops provide huge employment, especially for students."
[Female, 18-24, Shop Assistant, Oils & Vinegars Shop, Bath, Old Bond Street]

"I think coffee shops are particularly useful for shoppers because they can take a break and refresh. This in turn keeps them longer on the High Street."
[Male, 35-39, Assistant Manager, Jeweller, Bath, Old Bond Street]

"People are more likely to visit a particular area if they know there are coffee shops where they can take a break from shopping."
[Female, 18-24, Shop Assistant, Chocolate Shop, Manchester, St. Ann's Square]

"Coffee shops always help to regenerate the areas in which they are located."
[Female, 35-39, Assistant Manager, Charity Shop, Sheffield, Fargate]

Source: Allegra Strategies Research and Analysis, 2009/10