

## Retail in the Community Workshops - Headline Summary

December 2015

### Overview:

Three workshops were held on 22nd and 23rd September and 23rd November 2015 to look in depth at 'retail in the community' and the vision for Pimlico Road. The events were well attended by a total of 73 residents and retailers, together with Grosvenor and its Newson's Yard design team in an open discussion on the types of retailers that could best complement and enhance the existing mix. The attendance map on the following page shows where representatives came from.

### In the first activity, participants were asked to respond to questions about Pimlico Road as it currently stands. In summary:

- Identity, specialism & quality, history & longevity, independent shops and a village atmosphere were the key elements participants considered make Pimlico Road unique.
- Similarly specialism & quality, identity and independent shops were also reasons given for why people come to Pimlico Road, together with the mention of places to eat and drink and the Orange Square market.
- Suggestions for why people don't come to Pimlico Road included it being expensive and exclusive, issues with traffic and parking and a lack of marketing.
- Some participants felt Pimlico Road offered local people amenity shops, food and drink and exclusivity.
- A large majority of participants thought that a more varied retail mix and local amenities would improve Pimlico Road for local people, along with improvements to traffic and parking and street/square upgrades.

### The second workshop activity invited participants to consider what type of retail they considered most appropriate for Pimlico Road, working with the vision:

- Results for many of the flash cards were conclusive with 'Antique shops', 'Art galleries', 'Book shop / cafe / meeting place' and 'Visible making' receiving the highest number of likes against dislikes with a 'Department store' and a 'Gym' receiving the greatest number of dislikes compared to likes.
- Some flash cards received polarised views, in particular 'Hardware store' which received the fourth highest number of likes and the fourth highest number of dislikes showing a strong difference in opinion between participants.

### In addition to the tables sheet discussions, an open Q&A session was also held. Topics discussed included:

- A need for increased footfall of the right kind
- The importance of marketing and a joined up approach working with Pimlico Road Traders Association
- Improvements to Orange Square
- Consideration for the Chelsea Barracks scheme and the changes this would bring
- Concern over the loss of 7 existing established retailers in order to provide 3 new retail units
- Concern about the loss of Travis Perkins as an amenity for the area
- Support for the proposal and uses more in-keeping with the character of the street
- Issues raised around traffic, in particular deliveries and coaches
- The provision of retail space that isn't priced out of everyone's reach
- Provision of more amenities such as a butcher, cafe, grocery store
- Polarised views on keeping things as they are versus exploring new ideas and change

### Next steps:

- A full report of the findings and discussions that took place will be issued in January
- The updated proposals will be presented at the next public exhibition in the New Year, allowing time for Grosvenor to consider and respond to feedback.
- If you would like to be kept informed about the project and upcoming events please email: [newsonsyard@soundingsoffice.com](mailto:newsonsyard@soundingsoffice.com)

Retail in the Community Workshops  
Event attendance map



Geographical mapping of workshop attendees (where an address was provided)