

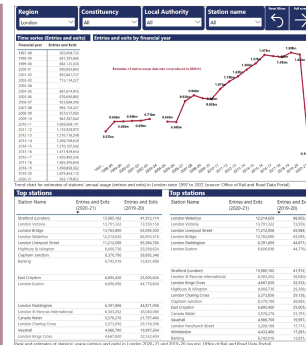
# Understanding the Impact Restrictions on Mobility and Working from Home has had on Greater London Train Station Hubs as Desirable Retail Environment Locations

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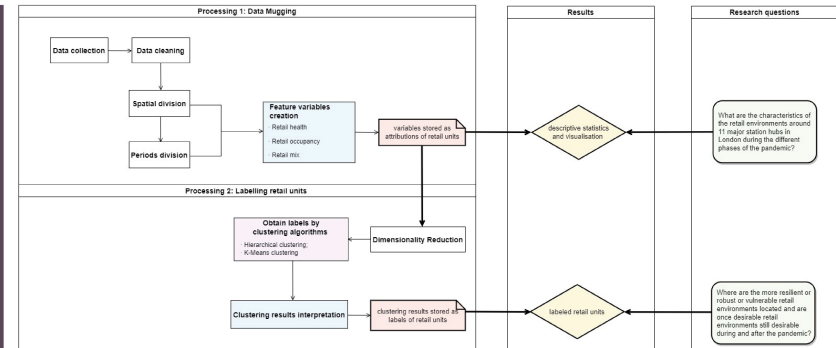


## INTRO

Since the outbreak of COVID-19 and the accompanying restrictions on mobility have caused sustained retail losses and long-lasting changes to consumer travel and shopping habits. By addressing the new trend of using spatial big data and clustering methods for retail site-selection, this study sought to assess the performance of the retail environment around 11 major London station hubs during the various phases of the outbreak of COVID-19 using key indicators, tries to identify those areas that shown robustness, vulnerabilities and resilience in facing of external impacts.

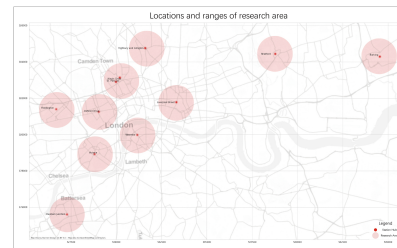


## METHODS



## OBJECTIVES

- What are the characteristics of the retail environments around 11 major stations?
- Where are the more resilient or robust or vulnerable retail environments located? Are once desirable retail environments still desirable during and after the pandemic?



## LITERATURE REVIEW

### • Characteristics of a Desirable Retail Environment

Easily accessible; able to attract sufficient footfall; let shops profitably; with a resilience to face potential future changes (Ghosh et al., 1983).

### • Why Station Hubs Can be the Desirable Retail Environment

Convergence of various transport networks and people provides ample opportunities for the expansion and development sought by retailers (Calimante, 2012).

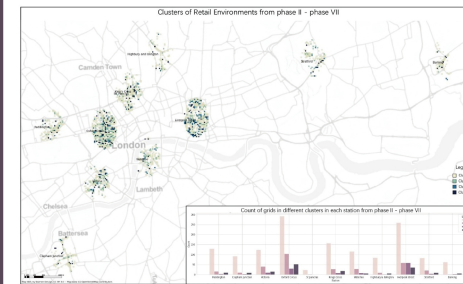
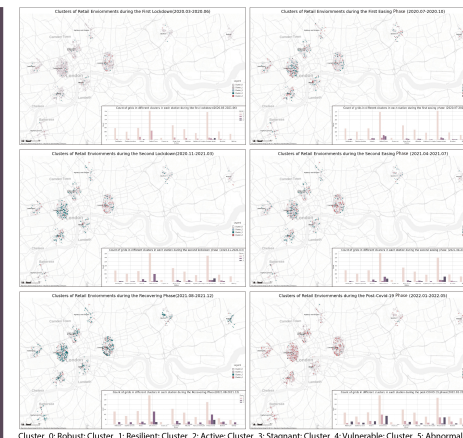
### • The COVID-19 as A Trigger of Impact

The series of travel restrictions triggered by COVID-19 led to a precipitous decline in public transport use in London, meaning the reality of the rapid contraction of consumer activity, the loss of retail district function and the collapse of the inner-city regional economy (Kim, D. et al., 2021), the once desirable environment is bound to take a hit.

### • Retail Environment Resilience — An Ability to Face to Disturbance and Adapt to Change

Vacancy rates, foot traffic, the number of anchor stores and premium brands, dynamics of retail turnover and tenant structure are considered appropriate indicators to measure the resilience of a retail catchment area (Dolega and Celińska-Janowicz, 2015; Dolega and Lord, 2020; Zhang and Li, 2018).

## FINDINGS



C.a: Consistently robust across all phases; C.b: Resilient; C.c: Vulnerable; C.d: Able to resist the impacts from the pandemic but lacked the ability to adapt to the new normal

• Retail environments around different station hubs do not always respond immediately to external shocks such as lockdowns in the immediate phase, and most have lags.

• Around Liverpool street station, more vulnerable units appeared during lockdowns than at other stations; for Oxford circus station, more stagnant units during lockdowns but more vulnerable units appeared during easing phases.

• The resilience of regional station hubs connected to suburbs and other cities has gradually diminished since the beginning of the First lockdown but is gradually returning as the various restrictions are lifted.

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