

Digital Retail.

The role of Digital Technology and joined up thinking in revitalising our Town Centres.



Background

For over a hundred years, the high street mainly met our need to 'pop to the shops' for everyday goods and services.

But that role is changing. According to a recent LGA report, people now visit high streets for more than retail, with social, cultural and experiential reasons becoming increasingly important.

This shift comes alongside the rise of internet shopping. ONS figures show online sales grew from 2% in 2000 to over 40% during the pandemic in 2021, before falling back to less than 25% today, highlighting the continued importance of the high street in people's daily lives.

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The Challenge

It would be easy to conclude therefore that anything 'Digital' or 'Internet' related is a threat to traditional retail and the high street. As with any new disruptive technology, the reality is far more nuanced.

The Opportunity

New technology and thinking always comes along, and it's those people, organisations, cities, regions, towns and villages that can embrace and harness it that will benefit the most.

Attracting visitors, increasing footfall, optimising parking, improving air quality and promoting local businesses is crucial to supporting growth, social outcomes and job creation.

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**20% growth
in footfall**

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Having delivered this technology within a location that is now the fastest-growing town centre in the South of England, with 20% year-on-year growth in footfall, I have seen first-hand just how powerful this technology can be.

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Stuart Smith

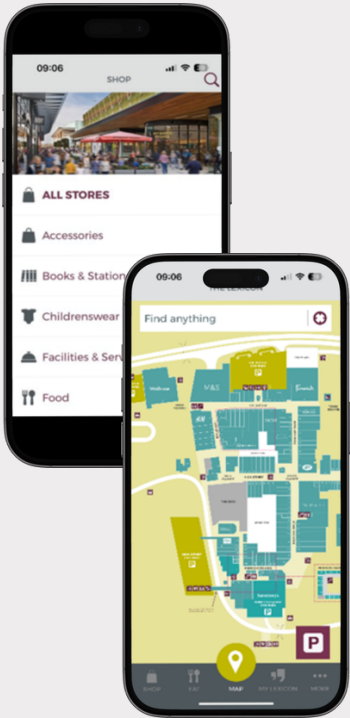
Head of Public Sector, dbfb

The Solution

To help support our local Town Centres, Shopping Centres and High Streets, dbfb has launched a suite of joined up 'Digital Retail' solutions that bring together various technologies into a single cohesive experience.

These solutions help attract visitors, enrich their experience whilst they are there, and encourage them back, to increase local prosperity, create jobs and strengthen local communities. The solution also provides retailers, administrations and policymakers with insightful data, within a single easy to use portal, that helps optimise the Town Centre and deliver on policy outcomes.

Visitor App



- Directory
- Local information
- Wayfinding map
- Events
- Offers
- Job boards
- Public Wi-Fi*

*Where available

Parking



- Parking availability
- Cashless parking
- Permit holders
- Concessions
- Promotions
- Multi-platform
- Off & on street parking

Data Platform



- Realtime footfall
- Parking trends
- App downloads
- Event reports
- Content syndication
- GDPR
- API capability



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Find out more

