



LOCAL DATA COMPANY

GB TOWN RECOVERY FOLLOWING THE COVID-19 PANDEMIC

ANALYSING THE IMPACT OF THE PHASED REOPENING PLAN ACROSS 6 DIFFERENT TOWN PROFILES

METHODOLOGY

This graphic illustrates how a phased reopening of the retail and leisure market will impact GB towns differently based on the profile of each location. The column on the left maps the entire retail and leisure mix pre-COVID. The column on the right demonstrates how the planned phased reopening will have different implications for UK towns and cities dependent on the retail mix, catchment, profile of location, geographical factors as well as the health of the location before the pandemic.

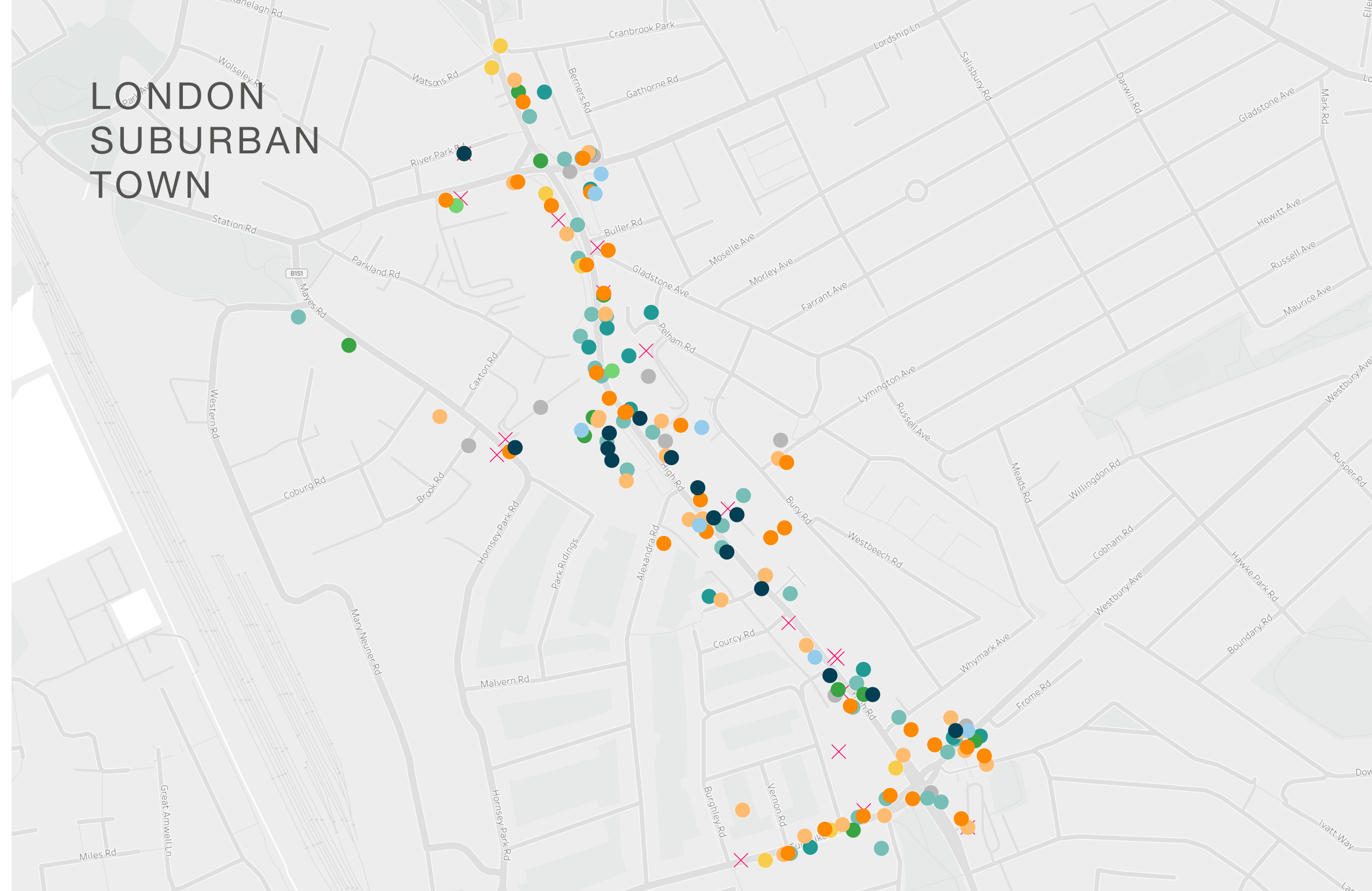
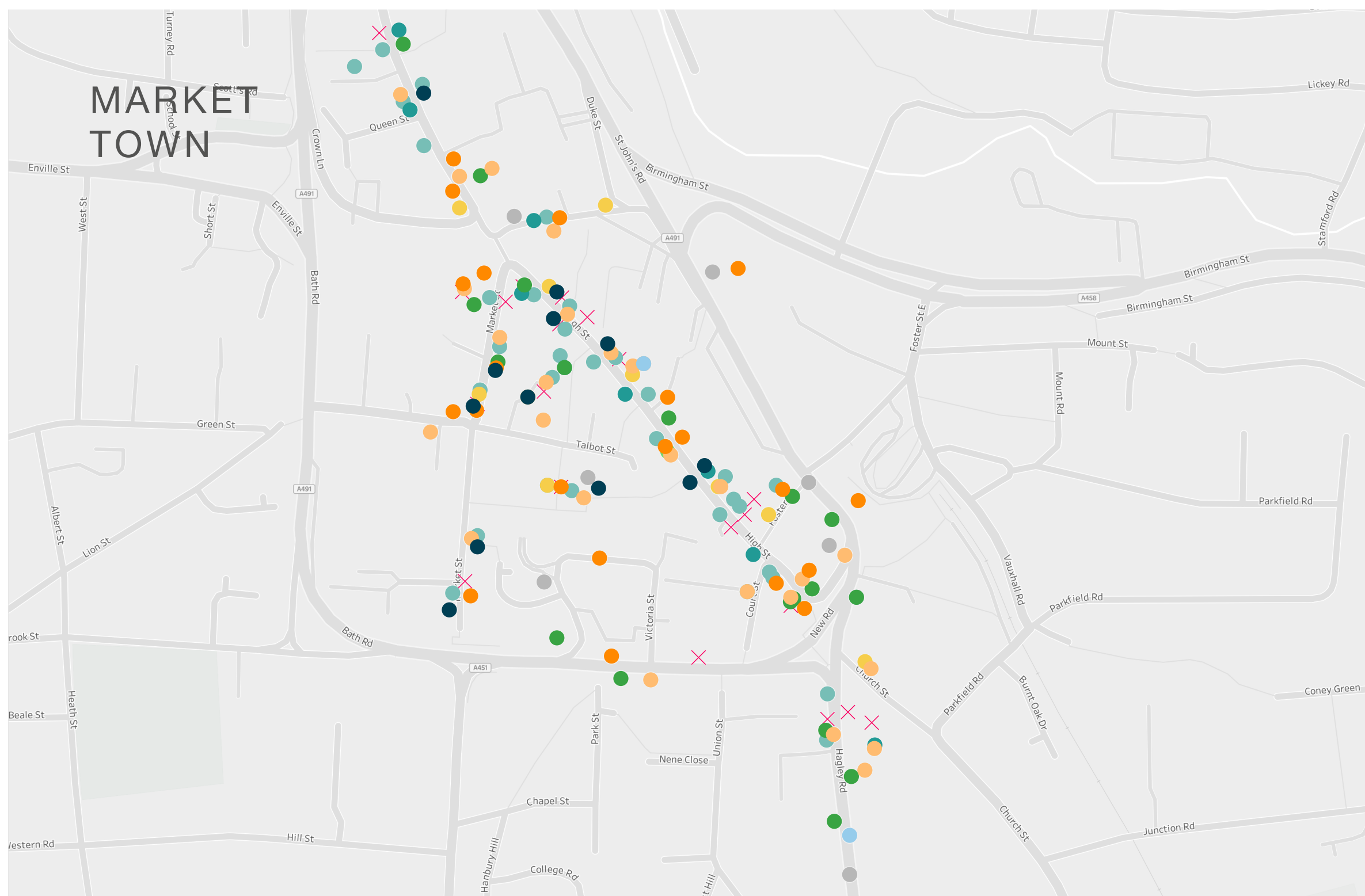
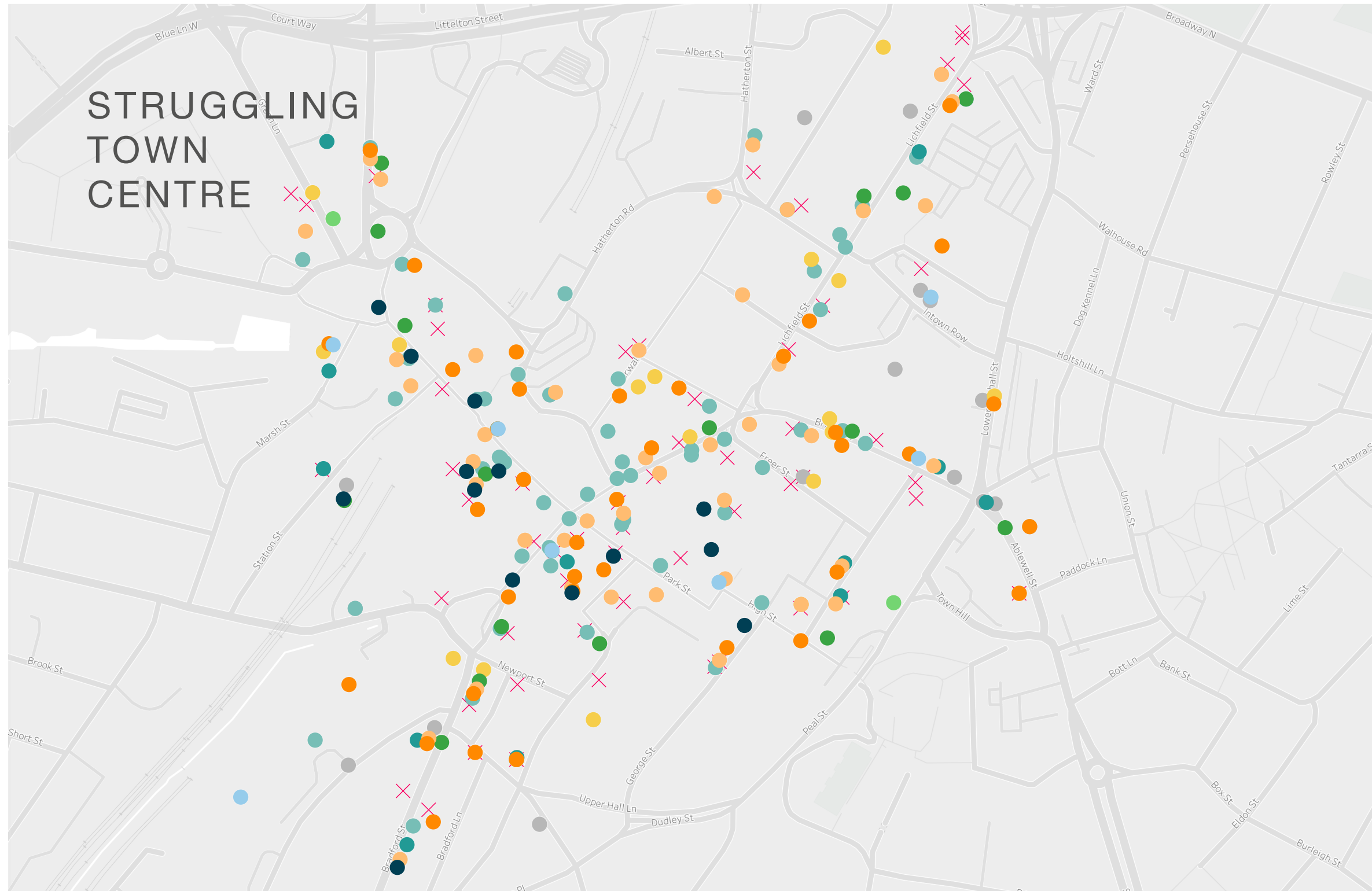
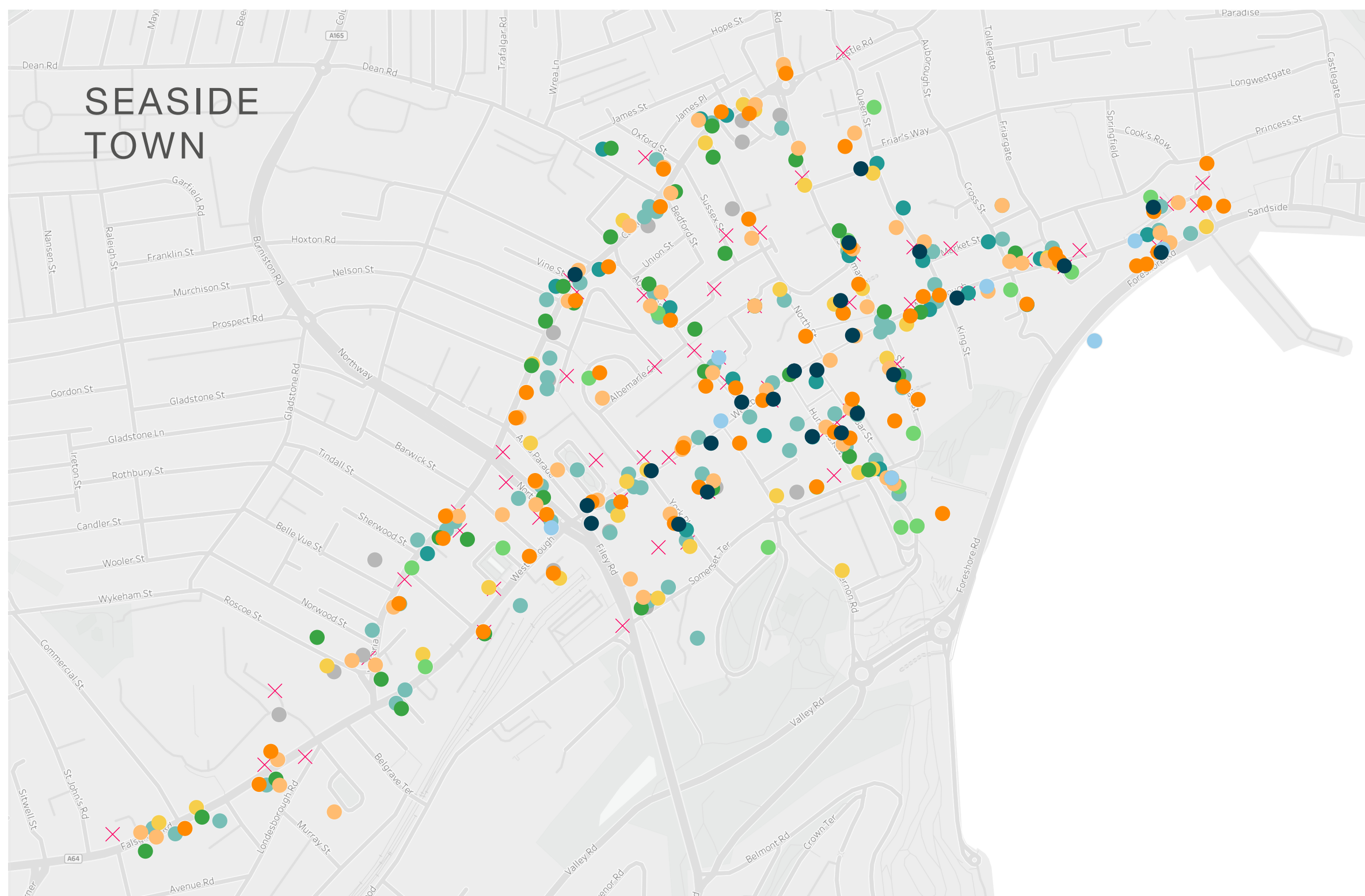
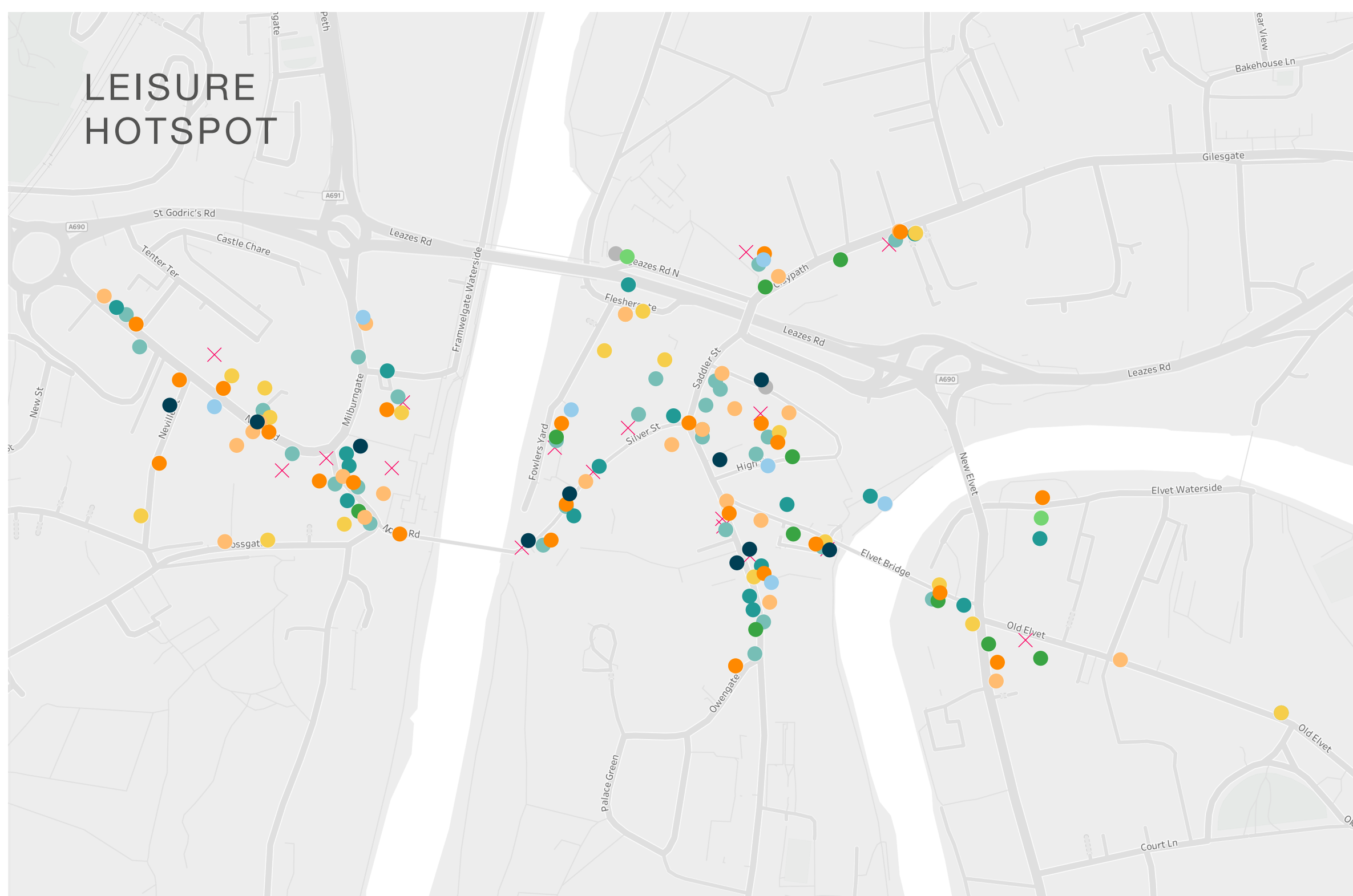
CATEGORIES

- | | | |
|---|---|--|
| ■ Clothes & Fashion | ■ Hotels | ✕ Vacant Unit |
| ■ Events & Attractions | ■ Pubs, Bars & Clubs | |
| ■ Food & Drink | ■ Restaurants | |
| ■ Health & Beauty | ■ Shops & Amenities | |
| ■ Home & Garden | ■ Taxis & Transport | |

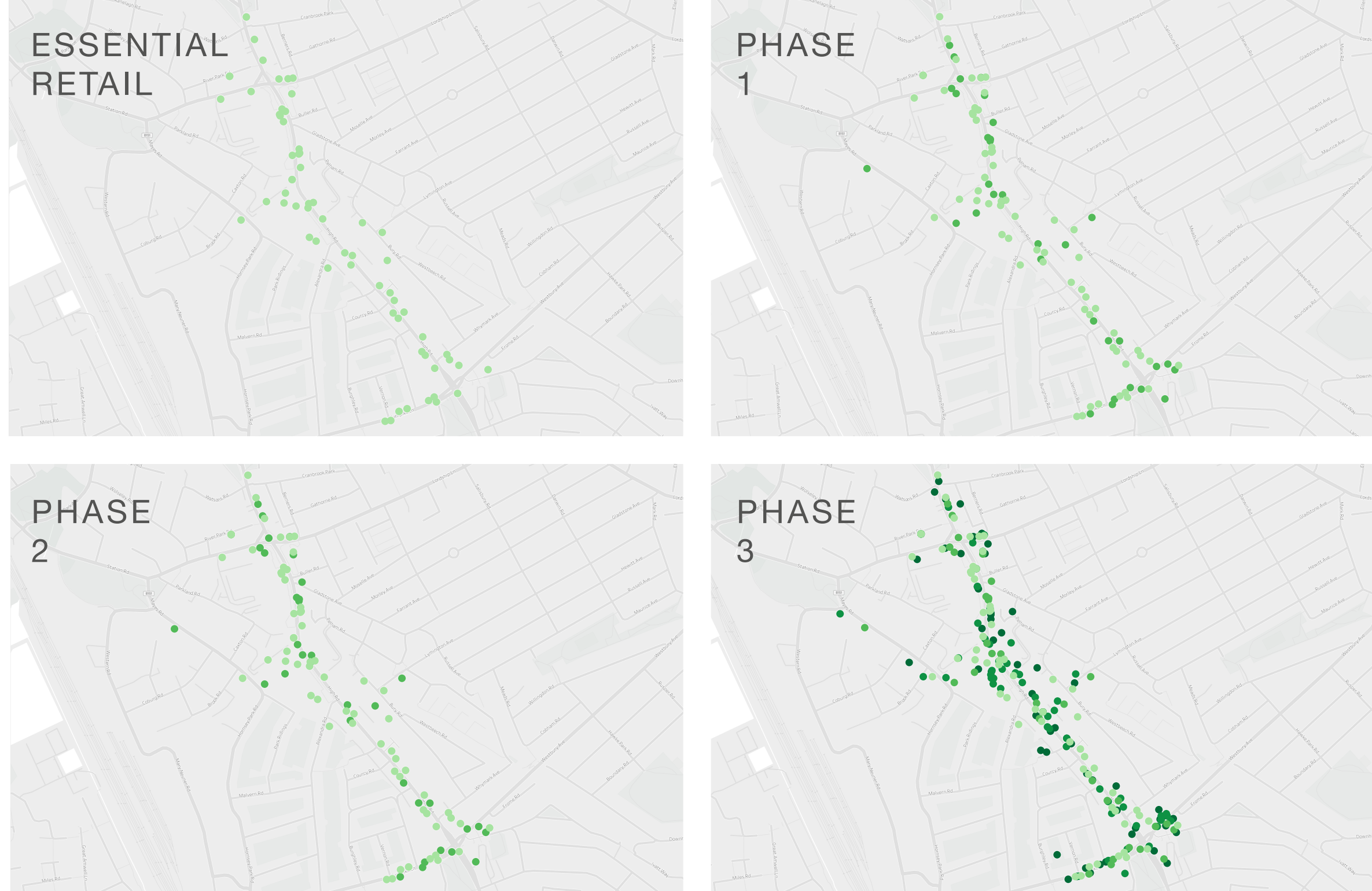
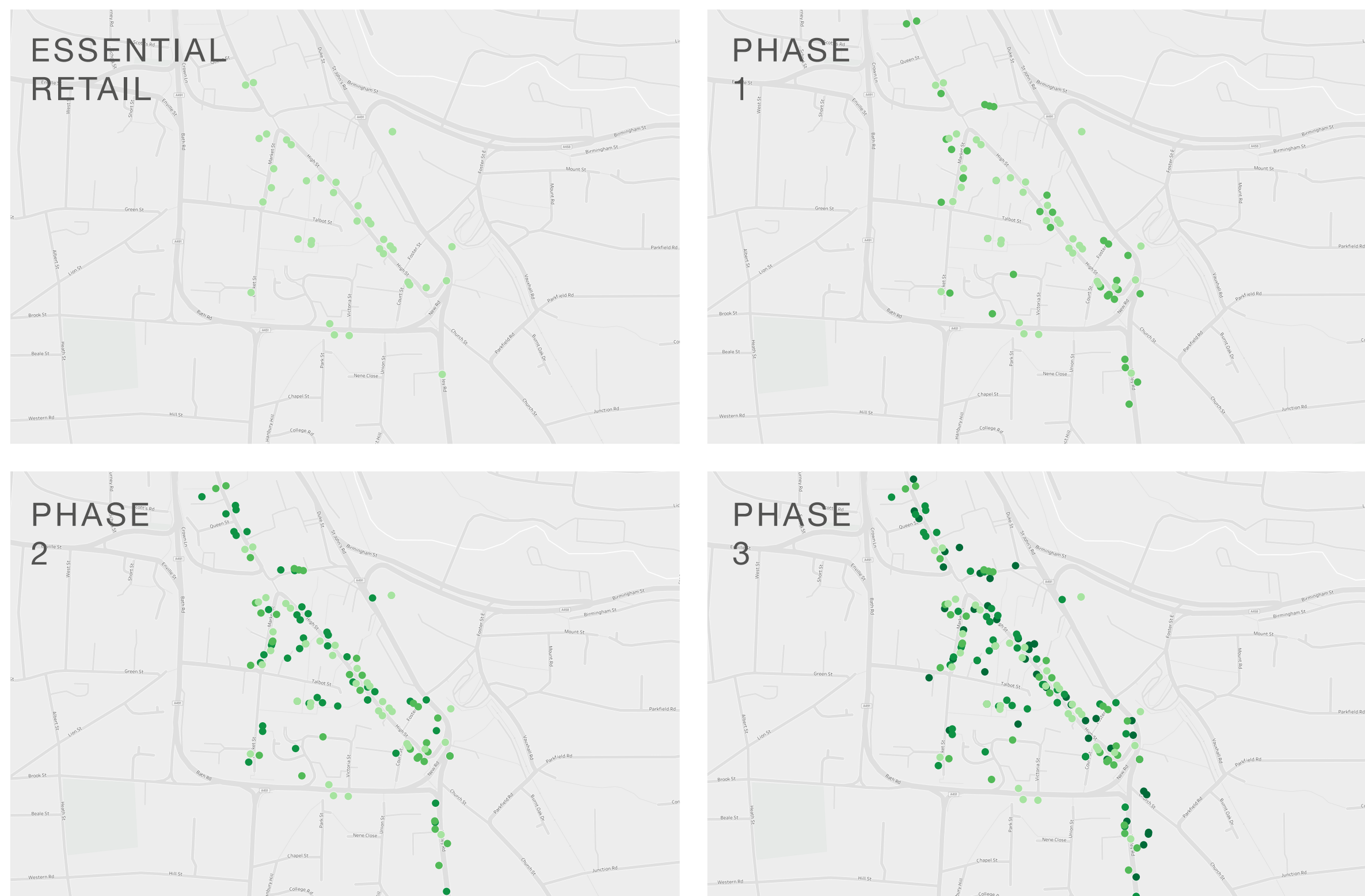
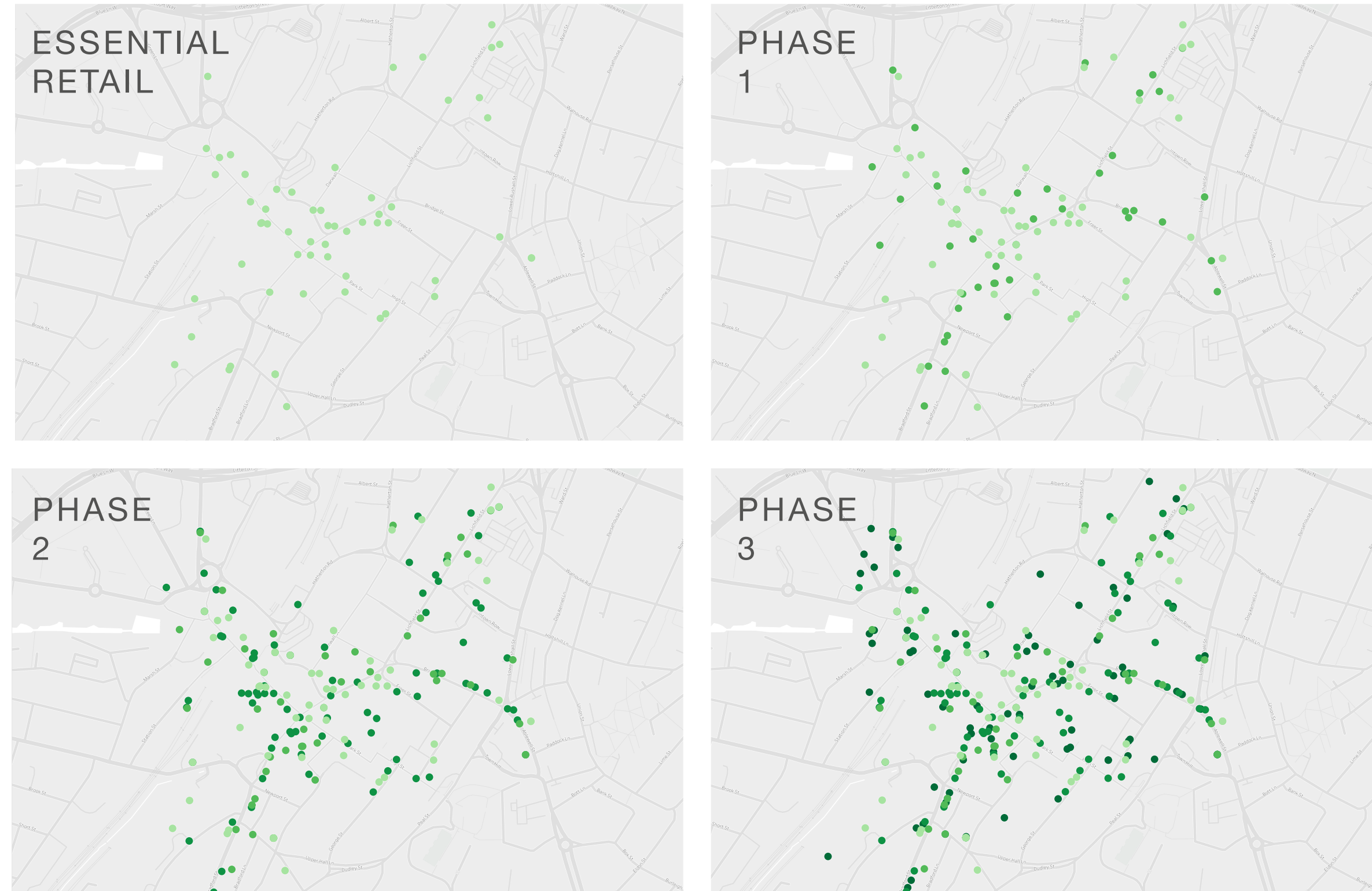
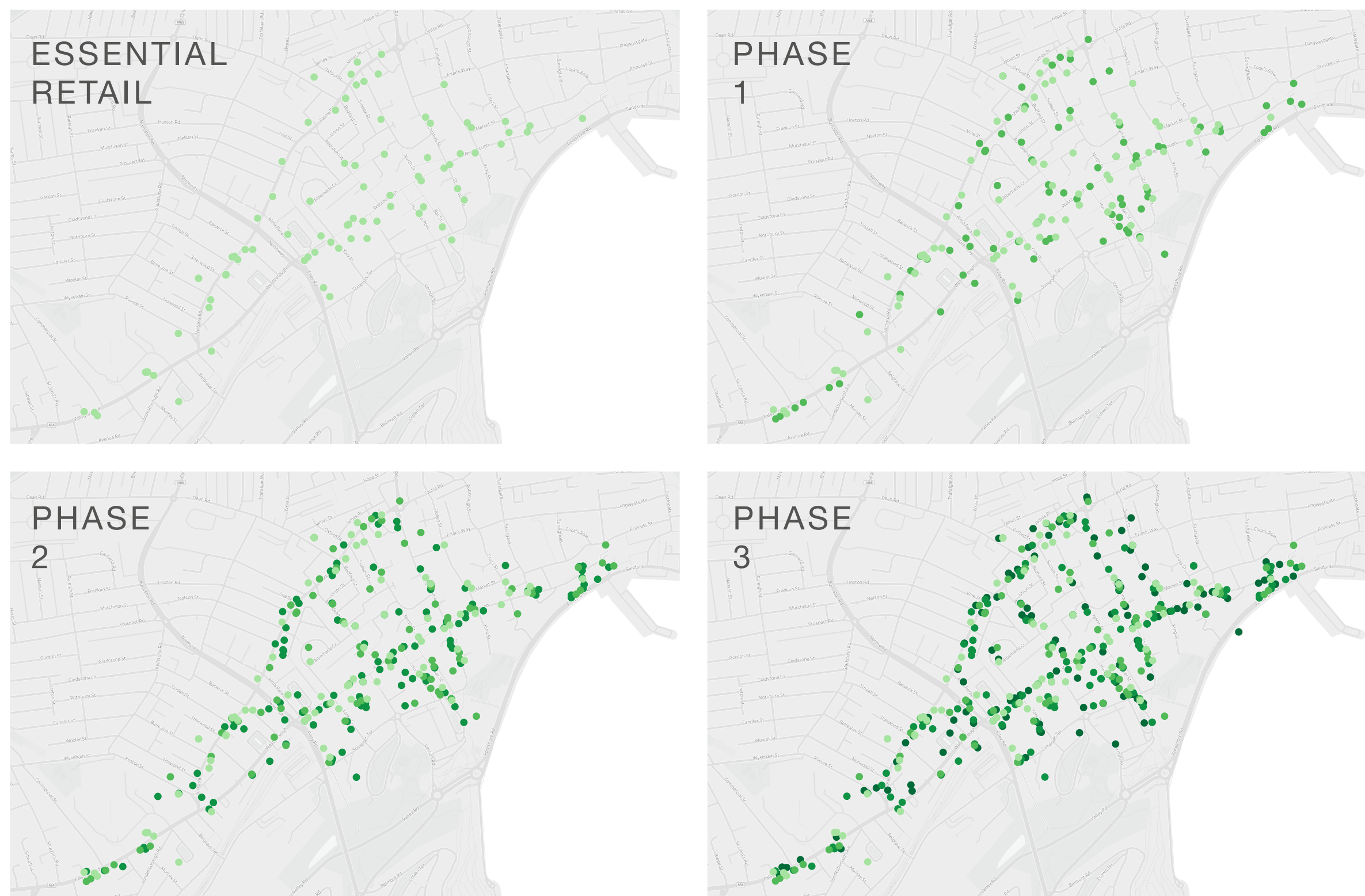
PHASED RECOVERY

- ESSENTIAL RETAIL- As outlined by government guidance on 23rd March
- PHASE 1- Reopening of essential retail units that had closed, alongside takeaway/collection food & beverage units, DIY, garden centres, car showrooms and estate agents
- PHASE 2- Reopening of non essential retail from 15th June based on government guidance
- PHASE 3- Reopening of hospitality venues such as restaurants, pubs, hair & beauty salons and gyms from July

PRE COVID- 19



PHASED RECOVERY



For information on how we can support UK towns, cities and businesses to track the impact and recover from the COVID-19 pandemic, please email us at team@localdatacompany.com

www.localdatacompany.com

All data sourced from Local Data Company. Copyright © 2020 Local Data Company