

How has the evolving role of women contributed to driving change in UK High Streets

by Suzanne Clarke

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UNIVERSITY COLLEGE LONDON
FACULTY OF THE BUILT ENVIRONMENT
BARTLETT SCHOOL OF PLANNING

**How has the evolving role of women contributed to driving change
in UK Town Centres**

Suzanne Clarke BA Hons, MA Hon.

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Being a dissertation submitted to the faculty of The Built Environment as part of the requirements for the award of the MSc Spatial Planning at the University College London:

I declare that this dissertation is entirely my own work and that ideas, data and images, as well as direct quotations, drawn from elsewhere are identified and referenced.

Signature:

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CONTENTS

		Page
	Acknowledgements	2
	List of figures and tables	3
	Abbreviations	4
	Abstract	5
Chapter 1	Introduction	6
Chapter 2	Literature Review	
2.1	Feminist Geography	8
2.2	Home and Work	9
2.3	Women, Shopping, and Leisure	10
2.4	Changing Shopping Spaces	11
2.5	Recent History/Policy Responses	12
2.6	Women as Consumers	13
Chapter 3	Methodology	
3.1	Research Questions/Limitations	15
3.2	Method	15
3.3	Research Area	16
3.4	Research Design/Analysis	19
3.5	Reflection/ Ethical Issues/Risk Assessment	22
Chapter 4	Findings and Discussion	
4.1	Town centres	23
4.2	Work and Home - Women 65+	24
4.3	Leisure/Shopping/Mobility - Women 65+	27
4.4	Online Shopping - Women 65+	28
	Working Age Women	
4.5	Home and Work	29
4.6	Leisure/Shopping/Mobility	33
4.7	Online	34
4.8	Women 18-25	34
4.9	Shopping Spaces/Female Spaces	35
4.10	Design/Environment	35
4.11	Safety	37
Chapter 5	Conclusion and Recommendations	37
	Bibliography	40
	List of Appendices	55
	Appendices	56

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List of Figures and Tables**Page**

Figure 1. Lewisham and Bromley, Greater London Context	16
Figure 2. Bromley Town Centre Local Context	17
Figure 3. The Glades Indoor Shopping Centre, Bromley	17
Figure 4. Lewisham Town Centre, Local Context	18
Figure 5. Lewisham Shopping – Indoor Shopping Centre	19
Figure 6. Women 65+ How Would You Describe Your Role?	25
Figure 7. Women 65+ Responsibility for the Household Budget	25
Figure 8. Women 65+ Can You Drive a Car?	27
Figure 9. Women 26-65 Share of Household Tasks	29
Figure 10. Women 26-65 % Did You Return To Work After Maternity Leave	31
Figure 11. Online Shopping - Women 26-65	34
Figure 12. Is the Way the Town Centre Looks Important?	36

Abbreviations

BHS – British Home Stores

BRC – British Retail Consortium

BPF – British Property Federation

CCG – Clinical Commissioning Group

CRR – Centre for Retail Research

CVA – Company Voluntary Arrangement

DCLG – Department of Communities and Local Government

HCLGC – House of Commons Local Government Committee

HESA – Higher Education Statistics Agency

HS – High Street

IPSOS - Institut de Publique Sondage d'Opinion Secteur

LBB – London Borough of Bromley

LBL – London Borough of Lewisham

LDC – Local Data Company

LGBT – Lesbian, Gay, Bi-sexual, Transgender

M² – Square metres

MHCLG – Ministry for Housing, Communities and Local Government

NCSR – National Centre for Social Research

ONS - Office for National Statistics

PWC – PricewaterhouseCoopers

PTAL – Public Transport Accessibility Level

SIRC – Social Issues Research Centre

SLCC – Society of Local Council Clerks

UCL – University College London

Abstract

Debate around the current state of town centres has been intense. The demise of household names such as Woolworths and BHS has led to deep concern as to whether they are reconfiguring, or imploding. There is a lot at stake as town centres generate great social and economic value.

A range of stakeholders are working to identify the drivers behind the instability in order to subvert the decline. Online shopping is highlighted as the greatest threat in an array of others, including taxation, high retail rents, inflexible leases, fragmented ownership, out-of-town centres, and poor infrastructure and built environments. Policy discussion and development target these areas. Little attention is paid to the most important factor, the consumer. Women undertake or influence up to 80% of purchases, they are the main consumer. If footfall is down in town centres, this must be due to changes in *their* shopping habits.

Focusing on women in the London Boroughs of Lewisham and Bromley, the aim of the research was to test whether the evolving role of women is the foundation for changing shopping habits and, ultimately, town centre woes. Looking through the prism of feminist geography, the home, work, leisure and shopping spaces that women inhabit, and mobility between these, were analysed. It was found that women's roles and attitudes across all age ranges are changing and their shopping behaviour reflects this, with wide ranging policy implications.

Key words: High street; town centre; shopping; women; consumer; gender; gender roles; online shopping; retail; commerce.

1 Introduction

Women have changed. Their values, attitudes, and expectations, have adapted over time, and consequently their role in society has evolved substantially from the mid Twentieth century (Sweeting et al., 2013:793; Stone et al., 2015:876). Their sights are set wider than the sphere of the home and “traditional views of gender roles continue to decline” (NCSR, 2018:2). Historically women have undertaken the lion’s share of shopping (Miller et al., 1998:12; Reckie, 1993:11). Ballin maintains that “much of retail is a very female business” (Bignell, 2013) with women undertaking or influencing up to 80% of purchases (Brennan, 2018). As town centres are struggling (Moore, 2018; PWC, 2016), it must follow that women are abandoning them. Using feminist geography as a platform, considering women’s roles in home, work, and leisure spaces, and mobility between them, the research aimed to test the hypothesis that, the evolving role of women is leading to a change in how women use shopping spaces, resulting in decreased footfall in town centres.

There is much academic, political, and media debate around the future of town centres. Retail is important, sales totalled £381 billion in the UK in 2018, and 2.9 million people are employed in the industry, mainly women (Retail Economics, 2019) (see Appendix 1). The town centre is also a “realm of social action, interaction and experience” (Falk et al., 1997:1) providing communities with a sense of place and identity. However, big town centre ‘names’ have disappeared (CRR, 2019), are closing stores (Butler, 2018), or using Company Voluntary Arrangements (CVA) to survive (Briggs, 2018). The decline in footfall, (BRC, 2019c, ONS, 2019c) increasing vacancy rates (Nazir, 2019; TheRetailBulletin.com, 2019), and the closure of major retail names (CRR, 2019; Baker, 2019; BBC Newsnight), has led to reports talk of “a crisis point” (Portas, 2011:2) with stark warnings that some town centres may disappear (HCLG, 2019:3). The reasons for the turmoil are complex, multi-scalar and cross-cutting (Wrigley & Dolega, 2014:3). From economic instability (UCL, 2014:3), Brexit uncertainty, (BRC, 2019a) and a switch to online shopping (Statistica, 2019; ONS, 2018a), to poor public realm, drab/generic town centres (Portas, 2011:9), fragmented ownership (Fenwick, 2019), and inflexible planning and parking regimes (BPF, 2019). The list is extensive.

The Government response has included the £650 million future High Street fund (MHCLG, 2018a), a register of landowners to identify the owners of empty retail property, and

greater Compulsory Purchase powers for Local Authorities (BBC Radio 4, 2019; SLCC, 2019). The efficacy of these and other policies to address such a complex issue has been questioned (BRC, 2019b). It is generally accepted that stakeholders must act decisively, and quickly, if town centres are to evolve and survive (Wrigley & Lambrini, 2015), although the way forward is highly disputed (Armistead, 2013).

There has been limited research around people's opinions on shopping, "relating their changing attitudes and identities to the actual use they make of particular consumption spaces and places" (Miller et al., 1998). In a policy context the role of the consumer is rarely discussed, and women's use of town centres, non-existent. Yet women's lives and shopping habits are changing. Now more women are studying first degrees than men (HESA, 2019; Kershaw, 2018), they expect to be able to access all levels of work (ONS, 2019a); continue employment after childbirth (Sweeting et al., 2014; NCSR, 2013:118); be financially independent; and treated and paid equally to men. Ernest and Young estimate that the global financial worth of women is more than 18 trillion US dollars and growing (Ernest and Young, 2017) and their incomes make them powerful consumers.

Men's roles have not changed to reflect a woman's changed status (Silva, 2009:190). Working women still do most of the housework (Sweeting et al., 2014:791) and their roles now subsume multiple responsibilities often leading to time deprivation issues (Rudgard, 2019). Demographics have changed significantly from the 1950's with a rise in single mothers (O'Grady, 2013), divorce, especially in the older generation, (Relate 2013:3), and an increase in single occupancy households (ONS, 2019b; Miller et al., 1998:79; SIRC, 2008:14). There has also been a shift in the attitude of women over 65. Despite growing up with the values and attitudes of the 1950's, and some having been full-time housewives, there is a greater sense of independence and freedom (Cavendish, 2019), with choices of how they spend their leisure and shopping time also changing (Appleyard, 2010).

Using feminist geography as a theoretical base, the roles of women in the spaces they occupy, their preferred shopping behaviours/locations, and the motivation behind these, were analysed to test the hypothesis. Information was gathered through a questionnaire and focus groups with women from the London Boroughs of Lewisham and Bromley.

2 Literature Review

2.1 Feminist Geography

Feminist geography considers the historical experiences of women, highlighting the importance of place, and how “oppressions are embedded in, and produced through, material and symbolic space” (Nelson & Seager, 2005:7). The importance of asking ‘where’ leads to an investigation of the complexity of relationships between “bodies, identities, places and power” (Nelson & Seager, 2005:7). Urban town centres have been central to communities, and how women use them, or are restricted in using them, shapes how they develop and change with economic, planning, and social consequences.

As shopping has always been considered a female activity and shopping centres ‘female spaces’ (Van Eeden, 2006:38), gender becomes an important element in understanding how they function and how shopping influences the “maintenance, performance, and negotiation of gender and sexual norms and identities” (Whitson, 2018:59). It is recognised that there is diversity across and within genders (Bondi, 2005:15; Longhurst, 2001) and that gender is not the only influencing factor determining how people use space, “ethnicity, nationality, religion, and sexuality, immigration status, age and language” (Oberhauser et al., 2018:4) are some of many factors at play in a complex web of interrelations. Hill Collings describes a ‘matrix of domination’ (2000:225) and Kimberle Crenshaw, the concept of intersectionality (1991), which is “deeply spatial” in nature (Oberhauser, 2018:5). However, the “material circumstances of particular women . . . may be shared by many other women in the same society” (Deem, 1996:7, Morris, 1995) and in the words of Kenway “now we have recognised difference we must theorize anew what females have in common” (1993:88). How women use town centres is influenced by their use of the other spaces they occupy in their daily lives, how they function within these spaces, and move between them (Coleman, 2000:83). Of particular relevance to consumption are the home, work, leisure and shopping spaces. Mobility between these, and the use of new technology and ‘cyberspace’, are important influencing factors (Douglas, 1997:30).

2.2 Home and Work

Risa Whitson (2018) describes how the industrialisation and urbanisation of society changed the home from a space where members of a family lived and worked to “a space associated primarily with women, children, and non-work activities” (Whitson, 2018:52; Domosh and Seager, 2001). Feminist scholars have argued that the ‘ideology of separate spheres’ has its roots in “patriarchal capitalist systems” (England, 2005:78) that have continued into the 21st century, although boundaries between home and work may be blurring (England, 2005:79). Prior to the late 1960’s the home was synonymous with the limited portrayal of the female role as “homemaker-mother” (Radner, 1995:11) with the ‘private sphere’ defined narrowly as a “woman’s proper place” (Pateman, 1988:183), a “feminized, heterosexual space” occupied by the stereotypical “nuclear family” (Whitson, 2018:53). Betty Friedan’s book *The Feminine Mystique* (1963) was influential in re-shaping the rhetoric of the home as a place of domestic bliss, recognising that it could be a negative experience (Brickell, 2012:225; Imrie, 2004:746), although her work was criticised as not being representative of women across society (Hooks, B. 1984).

The changing role of women after the Second World War until the 1980s is well documented through feminist literature and social history describing major changes in “patterns of marriage and co-habitation, family formation, education and female employment” (Sweeting et al., 2014:793). There are interesting insights from BBC radio/websites and the “Back in Time for the Weekend” television documentary series (BBC 2 TV, 2019). Empirical data shows a continual rise in educational achievement (Bolton, 2012) (see Appendix 2) and women’s employment rates (see Appendix 3), including those with young children (ONS, 2018b; NCSR, 2018:5), leading to issues around juggling work and family life (Schor, 1991).

The British Social Attitudes survey on gender (NCSR, 2018:1) highlights the significant change in attitudes towards the role of women and men, particularly since 2008, (see Appendix 4). Despite this, women have retained the majority of the work in the home (McMunn et al., 2019:2; Deem, 1996:10). This is a well investigated theme in feminist geography. Pat Mainard’s *The Politics of the Housework* (1970) was part of the initial feminist movement questioning the construction of the home as a feminised space with

caring roles and housework given little value, seen as woman's work (England, 2005:78; Brines, 1993:303) and "non-work, performed for love" (England, 2005:79). Perhaps Mainardi's husband summed up the gender imbalance and perspectives "Oh my God, a paper on housework, how trivial can you get" (Mainardi, 1970:454).

Women's increasing access to education (Bolton, 2012:20) and the workplace (Powell, 2019:4) has been seen as both positive and empowering, and negative, as highlighted in the 'role-strain' and accumulative role hypotheses of multiple-role theory (Stone, J. et al., 2015). The "crisis of the contemporary family" (Miller et al., 1998:105) with a rise in single mothers (McRobbie, 1994:108) shines a light on the changing composition and complexity of the home, with changing societal norms and values around women, men, and the home, drawing attention to the inadequacy of the stereotypical 'family unit' (Whitson, 2018:53).

The changing role of women, with new and multiple responsibilities, has impacted upon their use of leisure spaces and time (Deem, 1996:10; Pahl, 1995). Women are increasingly using the 'new' space, cyberspace (Statistica, 2018), to support the evolution of their role. The internet and digital connection has brought opportunities for women to work from home and shop flexibly (England, 2005:80). Cars, as private and 'safe spaces' are also increasingly used by women to support their multiple roles and use time effectively (Coleman, 2000:86).

2.3 Women, Shopping, and Leisure

Literature around the changing role of women over time, and the effect on shopping, is limited, perhaps reflecting the male bias in business, retail, and academic structures. Mica Nava in her study of modernity, feminism, and consumption discusses a general "paucity of theoretical and historical work" (Nava, 1996:56).

Bowlby reflects on the assumptions in the fields of geography and planning, that shopping was considered to be a woman's role, and how the pressure to be the perfect housewife, with a pristine home, developed into pressure to be the perfect shopper in order to create the perfect home (Bowlby, 1984:179; Fincher, 1990:31). This formed an identity for women, "I shop therefore I am" (Johnson, L. 1990:23) and, at the same time, supported the growing

capitalist consumer society (Radner, 1995:4). Shopping from a female perspective can therefore be viewed as an unpleasant task (Miller, 1997:41; Dholakia, 1999:154), as work, supporting the needs of the household, and also a leisure pursuit strongly connected with the female body, appearance, and identity (Radner, 1995:2)

Bowlby reinforces the argument that “any study of current arrangements for marketing household goods needs to question the existing gender divisions in domestic labour” (1984:180). As it seems to be widely accepted that women currently either undertake or influence around 80% of shopping (Greer, 2000:173) this is an argument that still holds true. However, in the literature on the history of retail and town centres, the role of women, and the link between their domestic roles and shopping habits, is not central.

2.4 Changing Shopping Spaces

Just as gender is not a simple concept, spaces used for shopping are varied. Whitson, describes “sites of consumption” as being a “variety of places” (Whitson, 2018:48) from out of town malls, retail parks, to garden centres and railway stations “New forms, markets, and geographies of shopping, are constantly being formed” (Miller et al., 1998:9). This includes online shopping with 78% of people shopping online in 2018 (Statistica, 2018). These spaces offer a wide range of services and products competing on choice, convenience, and price.

Town centres are not just a space of consumption but have many functions including “places of refuge” (Sun, 2008:483) and social interaction (Chin, 2001:5), and leisure and entertainment, (Prendergast & Lam, 2013:366) becoming a means of reading “identities based on social differentiation and value” (Hoffman, 2013:1010).

In *‘The Emergence of Modern Retailing’* the authors point to the “limited attention” paid to the history of retailing by academics (Alexander, 1999:1). Literature available often reflects a trade, marketing, and built environment focus, which can act as a barrier to understanding “cultural practices” (Miller et al., 1998:7) and change going forward, as future trajectories are rooted in past social history and practice (UCL, 2014:3). There is recognition of the turbulence and ever-evolving landscape of town centres that “must adapt to changing environments or risk being replaced by new institutions” (UCL, 2014:4, Markin & Duncan, 1981:64). These changes have reflected a “palimpsest of social change” (Morrison, 2003:1),

leading towards the development of shopping from being an activity of need, to also being one of leisure, underpinned by the concepts of 'consumerism' (Trentmann, 2006:7; Gisbertz, 2017:211) and unbridled growth under the free-market, neoliberal ethos, adopted in the late seventies.

Historical analysis points to some of the main influences on town centres including the development of supermarkets in the 1960's, the introduction of new public transport and road infrastructure such as motorways (Peaker, A. 2007), the increasing availability of the car (Morrison,2003:265; TheNXGroup, 2019), and demand for out-of-town shopping (Parker et al., 2014:2). Alongside this are the on-going shifts in social structures and values which impact on shopping habits (Wrigley et al., 2015:28). However, other than feminist literature, an analysis of the impact of these changes upon women is very limited.

2.5 Recent History/Policy Responses

It has been recognised that consumption has only been open to 'systematic inquiry' in the past 30 years (Strikwerda, 2018:127), prior to this data is limited. Since the late 1990's, concern has been growing throughout society around the apparent decline of town centres. Shop closures and profit warnings from major retailers (Carrera, 2019; Munbodh, 2019; Szajna-Hopgood, 2018:) have led to a search for solutions (White, 2019).

Industry and academic reports such as the Portas Review (2011); Grimsey Reviews 1 (2013) and 2, (2018); University of Southampton, High Street Performance and Evolution (Wrigley & Lambrini, 2014); IPM High Streets 2020 (Parker et al., 2014); and the HCLG Committee High Streets and Town Centres 2030 (HCLGC, 2019), amongst others, guide the reader through an analysis of the issues towards practical solutions identifying opportunities/ threats such as online shopping (Jackson, 2006), gentrification (Hubbard, 2016), and changing retail geographies (Wrigley & Dolega, 2011). The Institute of Place Management has identified 201 factors influencing town centres (Parker et al., 2017), highlighting the complexity involved. These reports have helped hone government policy with a range of solutions including: fiscal interventions such as changing taxation; including business rates (Moore, 2018, Gov.UK, 2019; Grimsey, 2016; Treasury Committee, 2019); policy support

including guidance in the National Planning Policy Framework (MHCLG, 2019a:25); the creation of Business Improvement Districts (MHCLG, 2014); a High Streets Task Force (MHCLG, 2019b); the adaptation of permitted development rights and change of use regulations encouraging residential development in town centres (MHCLG, 2018b:9); the use of new technology to re-invent town centres; the 25 million Future High Street Fund for improved infrastructure (MHCLG, 2018a). Current trends recognise both the economic and cultural aspects of shopping with the aim of creating a 'social experience' akin to practice in the Victorian era (Growthbusiness, 2018; Portas, 2011:12).

Other insights on the state of the retail market are found through the many newspaper articles which tend towards a grim picture of the state of town centres (Wood, 2018), with descriptions of a "bloodbath" (Dean, 2019), and "downward spiral" (Wood, 2019). The British Retail Consortium (BRC) and the Local Data Company (LDC) highlight the rise of online shopping, poor consumer confidence, Brexit and political instability as part of the problem (BRC, 2019b; LDC, 2019). There are, however, some academic and industry sources that consider the challenges and fluctuations as part of the natural 'creative destruction' (Schumpeter, 1943) that is part of the reinvention of retail centres which are "historically resilient and capable of reinvention over long periods of time" (UCL, 2014:4; Griffiths et al., 2008:2). As the Deloitte industry report notes "look beyond the dramatic headlines and it is clear to see an industry in transformation" (2019).

The importance of the evolving role of women in relation to town centre use is almost non-existent in all of the media and 'practical' reports. There is little or no analysis as to why the main shoppers, women, are abandoning them. When demographics are mentioned, women are restricted to one line, "the increase of women's participation in the labour force" (Wrigley et al., 2015:28). In fact, some texts appear to highlight the need to attract the 'family' to town centres when many women find "no enjoyment" in shopping with children (Miller, 1997:97).

2.6 Women as Consumers

Analysis of women's shopping habits is usually through market and consumer research organisations and has a functional, consumer analysis perspective. It does not analyse in

depth the possible motivations, shifting values, changes in time use and restrictions, (Doward, J. 2017; Carpenter, J. 2018) and multiple roles (Stone et al., 2015:874), which are impacting the way in which women shop. It is only rarely mentioned that, until very recently, it is men that have used online shopping more than women (Statistica, 2018). When it is stated that “planners and retailers are struggling to keep up with changing consumer attitudes” (Carrera, 2019), it is not mentioned that women are the main consumers and the biggest consumer base and retail influence.

The importance of understanding the motivations of the woman shopper is recognised by rare articles such as that of Professor Gloria Moss, who points to the dearth of research literature in the area, and significant gender differences in consumer preferences (Moss, 1999:93). She recommends exploring the “consequences of a separate male and female aesthetic” (Moss. 1999:98). Patrick Ballin describes retail as “a very female business” and “understanding the fundamental preferences of female shoppers, using the insights of researchers, seems mostly neglected” (Bignell, 2013). Bridget Brennan describes women as the “world’s most powerful consumers” (Brennan, 2013) and, in a persuasive article for Bloomberg, “women are the world’s most powerful consumers, and their impact on the economy is growing every year, the global incomes of women are predicted to reach a staggering \$18 trillion by 2018” (Brennan, 2018). There could be no clearer indicator of the evolving role of women and their importance as a consumer. As the literature dictates, “the shopper sets the trends” (Douglas, 1997:30), and in the words of Nelson and Seager, “women’s lives are so easily and so often trivialized and ‘disappeared’, that a commitment to taking women seriously needs conscious and continuous reassertion” (2005:7).

3 Methodology

3.1 Research Questions/Limitations

The research aimed to discover a link between the evolving role of women and the decline in town centres using feminist geography as a theoretical base. This involved exploring the following questions:

- What are the current issues for Town Centres?
- How have women's roles evolved in recent history, in relation to the home, work, and leisure spaces, with reference to the factors of mobility and technology/digital advances?
- How are these changes impacting on shopping behaviour and the use of the town centre?

Although 'gender' is a "socially created distinction" (Johnson, 1990:17) and the term 'women' represents great diversity, for this research it is accepted that there are "experiences that are shared and the outcome of social processes" (Eisenstein, 1984:64). It was not possible within the scope/time constraints to research regional variations, male use of space, cultural, ethnic, and other possible influencing factors. These limiting factors could be the focus of future research.

The words 'High Street' and 'shopping' held many different meanings. Therefore, the word 'town centre' was used, and shopping split into food shopping, more closely linked with household duties, and non-food shopping, which participants associated with town centre/'leisure' shopping.

3.2 Method

A feminist research methodology was adopted. Feminist researchers have been criticised over dependence on quantitative data on the grounds that men have established the norms (Gill, 2019). Therefore, a mixed method approach was used with an emphasis on ethnographic qualitative data (Jayaratne, 1983:141) effecting triangulation, "the use of multiple and diverse data sources and collection techniques to . . . understand complex phenomena" (Shockley-Zalabak, 1989:250). No attempt was made at classification because

it is a “socially constructed phenomena” (Beebejuan, 2006:4) which does not reflect the intersectionality of discrimination (Crenshaw, 1989). Research methods included four focus groups, a survey targeted within the boroughs of Bromley and Lewisham, attending industry events, extensive reading, and analysing quantitative data.

3.3 Research Area

In choosing the research area and methods, care was taken to try to encompass diversity, reflecting some of the protected characteristics under the Equality Act (Equality Act, 2010).

Two London Boroughs, Bromley (LBB) and Lewisham (LBL), were chosen as research areas (Figure 1). Although both are in the more prosperous South of England, they were chosen as they have a diverse socio-economic profile with affluent and more deprived areas (see Appendix 5). Lewisham is the 15th most ethnically diverse borough in the country, and has a larger than average LGBT population (LBL, 2019:6), whilst Bromley is less diverse (Bromley CCG, 2017:2). Both have a principal town centre which is undergoing development, a second large centre, and a number of district, local, and neighbourhood centres ranging in size (LBL, 2011:20, LBL, 2019:179). There is a range of competing shopping opportunities inside and outside of the Boroughs which are accessible, including retail parks and out-of-town shopping malls (LBL, 2011:21).

Figure 1. Lewisham and Bromley in Greater London Context



Map Outline: Londononline.co.uk
Source: http://www.londononline.co.uk/graphics/london_boroughs_map.gif
Accessed: 18.08.2019

London Borough of Bromley

Bromley is an outer London Borough in the South East of London, 9.3 miles from the centre of London. It is the largest in geographical terms, with the majority of the population to the North, and more rural areas to the South, and a population of 327,580 in 2016 (ONS, 2016). It borders with Lewisham on the Northern boundary. Bromley is a relatively affluent area with low levels of poverty (Bromley CCG, 2018:7) and a BAME population of 19% (Bromley CCG, 2018:2). It has a large service sector base (LBB, 2019a:160). Transport connections are good in the more populated areas, but PTAL ratings are poor in the majority of the rural areas to the South (LBB, 2019a:107).

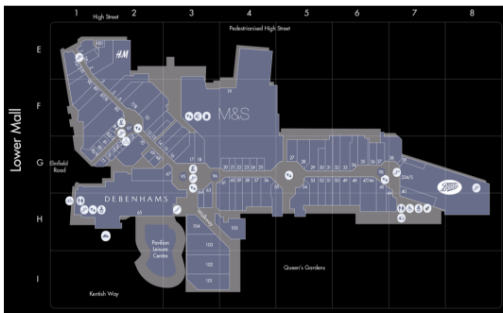
Bromley Town Centre

Figure 2. Bromley Town Centre Local Context



Source: Google maps Accessed: 19.07.2019

Figure 3. The Glades, Indoor Shopping Centre, Bromley



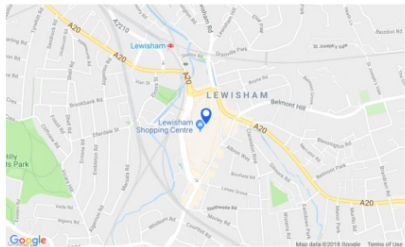
The Glades Shopping Centre, Lower Mall. Source: <https://www.theglades.co.uk/centre-map/> Accessed: 24.07.2019

Bromley town centre (Figure 2) has 115,200 m² of floor space, over 300 shops with anchor stores, cafes, and eating places across outdoor areas and the indoor shopping centre (LBB, 2019a:181), The Glades, which has 130 units including four anchor stores (theglades.co.uk, 2019) (Figure 3). There are a range of facilities including a theatre, cinemas, library, extensive parking, and the Pavilion Leisure Centre with a swimming pool, indoor bowling, play areas, and a fitness suite. The High Street has an open air market three days a week selling a range of produce and products (bromleyhighstreet.co.uk, 2019). Recently the town centre has been developed to create a new cinema, hotel, restaurants, and housing (LBB, 2010). The shop vacancy rate is 7.3% in May 2013 (LDC, 2019) below the national average of 10.2% (BRC, 2019d) and footfall year on year was down 4% in 2017-18 (LBB, 2019b), slightly lower than the London/South East average of 4.6% (IPSOS, 2019).

London Borough of Lewisham

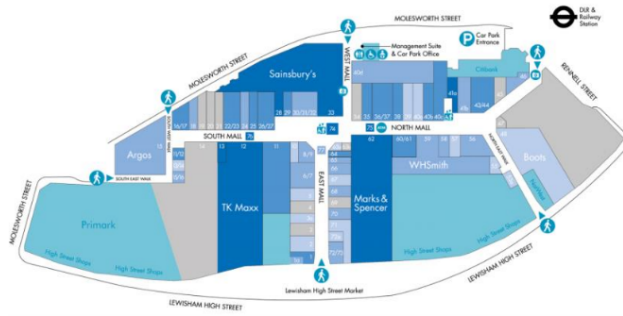
Lewisham is an inner London Borough with a population of 298,903 in 2016 (ONS, 2016). It is culturally diverse with 46% of residents from Black and Minority Ethnic (BAME) communities (LBL, 2019a). There are pockets of deprivation and wealth, 26% are living in poverty (Trust for London, 2019). The Town Centre (Figure 4) is in the top 10% of the most deprived wards in England (DCLG, 2015).

Figure 4. Lewisham Town Centre, Local Context



Source: Google Maps Accessed: 19.07.2019

Figure 5. Lewisham Shopping - Indoor Shopping Centre



Source: <https://lewishamshopping.co.uk/your-visit/centre-map> Accessed: 05.08.2019

The main shopping area in Lewisham has 80,000 m² of retail space with 330 shops and businesses (LBL 2011:19). There is a large and popular outdoor market, and an indoor mall built in 1977 (Lewisham Shopping, 2019) with approximately 65 shops, with 5 Anchor stores (Figure 5). Events such as pop up restaurants at the 'street feast', temporary installation, are used to encourage footfall. There is a leisure centre close to the shopping area, and the DLR extension to Lewisham in 1999 strengthened the extensive public transport offer with bus, rail, and road connections. The proposed Bakerloo Line Extension, a cinema complex, and significant housing development will further support retail. (LBL, 2014:6). Vacancy rates in the indoor centre are around 6% below the national average, and footfall in the indoor mall is down 2.8% which is lower than the London/South East average of 4.6%. (IPSOS,2019).

3.4 Research Design/Analysis

Town Centres

Research covered subject areas including the built environment, the history of town centres, retail trends, consumption and customer behaviour, online shopping, and the impact of other retail spaces such as out-of-town and retail park developments. To assess the health of town centres quantitative data was gathered on national trends including vacancy rates, footfall across shopping locations (e.g. retail parks and shopping malls), shop closures, and internet usage, from a wide variety of sources (see Literature review).

Industry Events

To supplement the reading and quantitative data, four events were attended:

- The Urban Design Group: Future High Street Fund
- Government Events Conference: Local Community Regeneration, Transforming Town Centres and Communities
- Create Streets: High Noon for the High Street
- The Royal Society of the Arts (RSA): The future of retail in 2035, Future Works Lab

Those attending were industry practitioners including retail, legal, planning, government, market research, consumer, and Local Authority representatives. Events available at the time of the research were London based, however, most drew participants from across the country. Brief notes were taken, transcribed, analysed, and coded for emerging themes.

Evolving Role of Women and Town Centres

Current trends are rooted in the past (UCL, 2014:4) and, as there have been significant changes in the role of women since 1950, trends were analysed using quantitative data including the number of women in higher education and employment, owning their own homes and cars, and women over 65 in work. Other changes, such as internet usage and online shopping are considered from 2000 when uptake began to impact retail (Statistica, 2013). National level information was accessed through the Office for National Statistics data, census records, and research organisations including Statistica, IPSOS, the National Centre for Social Research, the Joseph Rowntree Foundation, and Bright Horizons.

As Maslow states "there is no substitute for experience, none at all" (Maslow, 1966: 45). Therefore, an ontological constructionist approach involving qualitative research methods supplements quantitative data. The evolving role of women and shopping intentions are subjective, behavioural in nature, and influenced by changing social norms, values, and practices. This necessitates digging deeper into "descriptive data: people's own spoken words and observable behavior" (Jayaratne 1983:145).

Survey

The changing role of women was analysed from the perspective of feminist geography considering the spheres of the home (Whitson, 2018:52), work, leisure (Green, 1986:111, Deem, 1996), access and mobility (Oberhasuer et al., 2018). Participants were asked about their role in each space, for example, how they used their leisure/shopping time, household/childcare duties, and whether this was shared by others. The 'female space' aspect of use of the town centre, mobility, and access was explored.

An online survey method created via the platform survey monkey (see Appendix 6) was used to reach a larger sample size quickly (Cobanoglu et al., 2001). Survey and focus group questions were built from a table identifying the main hypotheses (Dillman, 2000) and were mainly short, closed-ended questions to limit the length, with logic and randomisation functions. It was piloted on friends/colleagues of different ages to check the format and an average 8 minutes completion time was recorded, which was considered an effective length, (Hoerger, 2010:697). Hard copies were taken to areas/groups likely to be excluded (Kelley et al., 2003:262) and help was provided to those with limited language skills through one-to-one support.

Surveys and flyers were circulated through a variety of channels to gain responses from a range of female residents in terms of age, ethnicity, socio-economic status, and marital and family status, although no group was specifically targeted (Beebejuan, 2006). It was distributed through the intranet at Bromley/Lewisham Councils to staff at all levels, emailed to school parents, and leaflets put in book bags, posted on Whatsapp, Facebook, and local social media accounts. Hard copies were taken to older peoples groups, parks, leisure centres, and local libraries. Survey responses were not collected in town centres to avoid weighting data towards those using this form of shopping. The total number of surveys completed was 181 over three weeks with a balance of age ranges (see Appendix 7). The frequency of response to the closed questions was analysed by simple percentages and cross-referenced against demographic markers. Results from the open-ended questions were coded, and themes analysed.

Focus Groups

Four focus groups were held to facilitate a more in-depth analysis and understand “phenomena in terms of the meanings peo

tendency for women in one Group to live up to expectations. Some judgement was needed to assess when participants were reflecting societal values and expectations.

As the research involved gender and social norms and values, ethics formed an important part of the research process. The role of women and men could be seen as a sensitive issue so care was taken to avoid offence, and in-depth analysis was not encouraged in focus groups unless respondents led the debate in that direction (Hubbard et al., 2001:128). It was stressed that participants did not have to answer all questions and could withdraw at any point (Bell, 1999; Dowling, 2016). Participants were given information about the purpose and duration of the research (SRA, 2003), how the data would be used, and how to make a complaint to the researcher/UCL (see Appendix 9). No identifying personal data, IP addresses or contact details were collected, and a guarantee was given that data would be anonymous, confidential, and destroyed after use, aligning with GDPR guidelines (GDPR, 2018). A full risk assessment was undertaken on all research activities and precautions taken (see Appendix 8).

4 Findings and Discussion

4.1 Town Centres

Extensive reading, industry events, and information gathered from the survey and focus groups pointed to profound issues around town centres, some structural to the industry such as business rates, the move to online, and the built environment, and some societal, with shifting norms and attitudes. One element that was not discussed or considered in industry and government reports, and at events, was 'women'. They were conspicuous by their absence. Bridget Brennen points out, that women will spend \$40 trillion dollars in 2018 (Statistica, 2018; Brennan, 2013). So why would the retail industry and policy makers not put women at the centre of proposed solutions? Changing business rates will not in itself bring women back to town centres. At an event a senior industry official described "those damn nail bars popping up everywhere" and then he spoke of "the great barber shops with the pool tables that are appearing", the subconscious message cannot be overlooked, it signals that women and their needs/interests are not valued. However, the survey and focus group supported previous research that identified women as being central

to retail. In the survey 65% women were undertaking 75-100% of food shopping and 71% of women undertaking 75-100% of non-food shopping. If the town centre is struggling it follows that women are a pivotal factor behind current trends.

In the focus groups 100% of the women said that they had never been consulted about their needs and preferences, likes and dislikes, when visiting their town centre, and comments from the survey indicated that some women feel frustrated that their needs are not met, particularly disabled women, who struggle to access shops and find the experience “exhausting”. The women enjoyed discussing shopping and how their lives are changing, but, apart from this, they had not had the opportunity to do so. As one focus group member commented “This has been great, no one ever asks my opinion, I suppose I am not really that important though”. The research suggests the opposite.

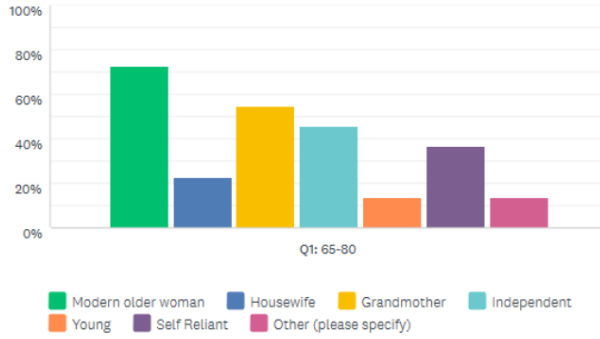
4.1 Work and Home - Women 65+

In the focus groups, almost universally, there was a negative attitude across all age ranges to the 1950s role of the ‘housewife’. On viewing Picture 1, of the 1950s housewife (see Appendix 10), surprisingly the older women had a rebellious attitude with comments such as “in this day and age it’s not acceptable.” It was felt that work should be shared equally, “but do you have a picture of him serving her that would be better”, and there was frustration with the lack of change regarding men doing housework, “no, men haven’t changed”! Two older participants commented that “there’s nothing wrong with giving your husband his dinner” and “that looks like happiness”, but later said that they wanted to look like Picture 2 of the modern older women and valued their independence. Comments including “I don’t feel old, although I am old”, “my mother-in-law is 87 and she wears kind of hip and funky stuff”, and “they don’t sit at home they go out, day trips here, day trips there”, pointed to a change in attitude to ageing, the older woman’s role, and evolving expectations of later life.

Only one woman approved of gendered work and felt that men doing ironing were “hen-pecked”. However, all of the women still followed the historical gendered work patterns in the home with 81% doing all of the washing/ironing, 70% all of the cooking, and only 19% doing DIY, repairs and decorating.

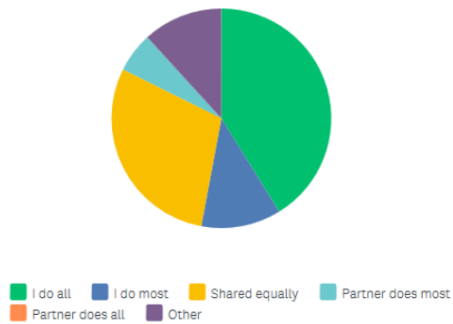
The caring role was also gendered, with 55% describing their role as 'grandmother', 73% as a 'modern older woman', 45% as 'independent', and housewife received 23%, highlighting a complexity of roles in later life based on both traditional and progressive values (Figure 6).

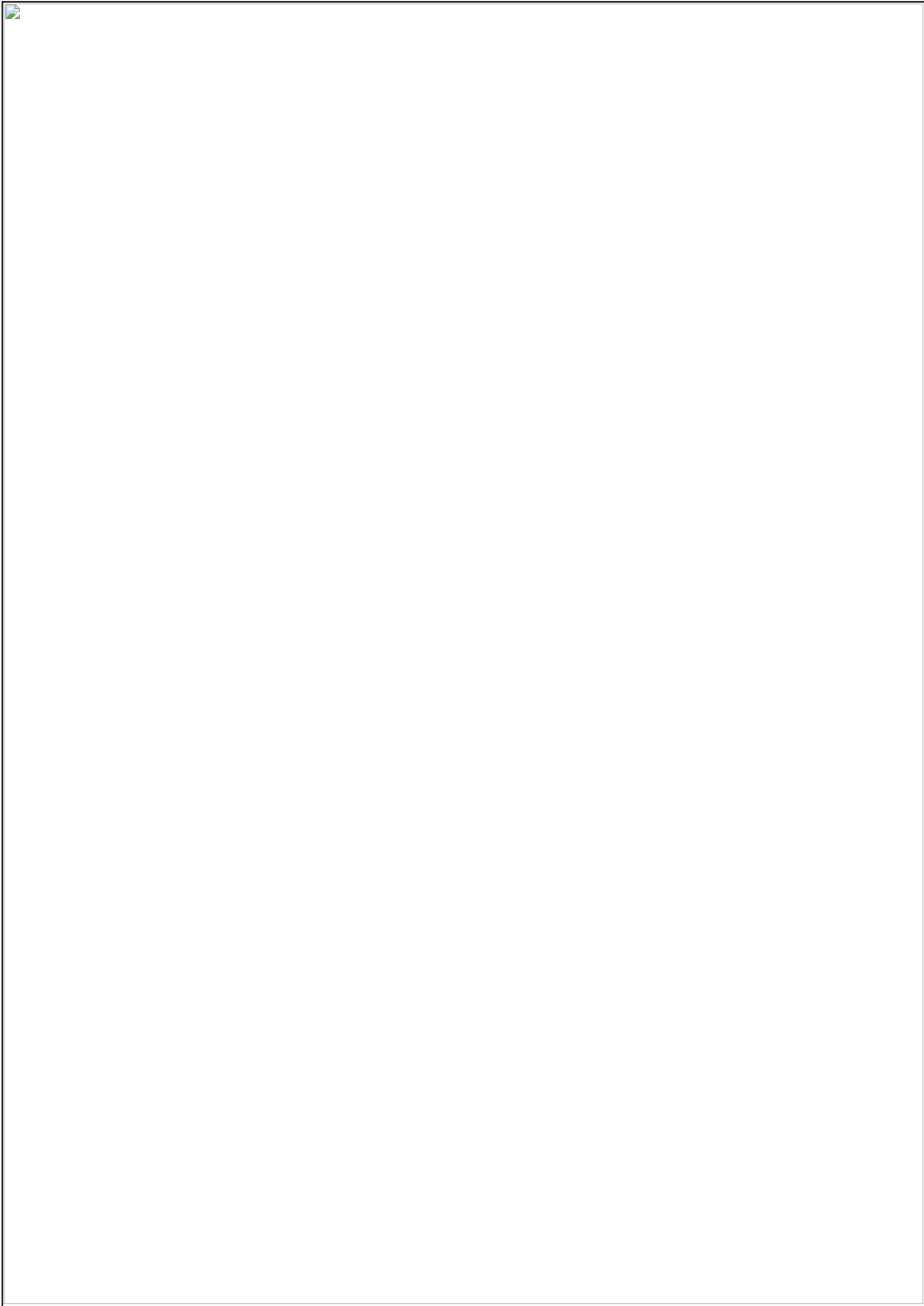
Figure 6. Women 65+ - How Would You Describe Your Role?



Although changing attitudes had not resulted in a sharing of duties at home, these women enjoyed a strong sense of their rights and increased independence as one participant said, "definitely, I have more independence". Most of the women had a personal bank account and controlled the household budget (Figure 7).

Figure 7. Responsibility for the Household Budget





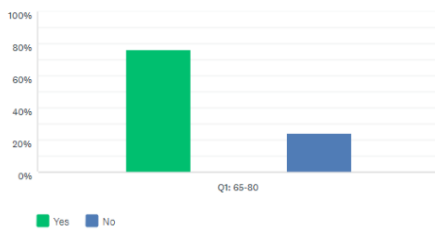
disposable income and independence. However, divorce rates for older women have increased substantially (ONS, 2018d), partly due to changing attitudes around later life and the stigma of divorce (Relate, 2013:3), and this can restrict income (Alexander, 2015). One older participant said she had become “a lot poorer” after her divorce and had limited money for shopping.

Leisure, Shopping, Mobility - Women 65+

All of the women in the focus groups, including those from diverse cultural and socio-economic backgrounds, enjoyed a breadth of experiences outside the home. Destinations such as Canterbury, central London, Romford, out-of-town shopping centres, DIY stores, extra-large supermarkets, garden centres, and gyms were popular. When asked if they would be comfortable to visit what were once considered ‘male spaces’, eg pubs, football matches, and DIY shops, all replied positively, with only one person saying “Oh no, they’re men’s places, DIY and all that lot”.

In the 1950’s public space and opportunities for travel were restricted for women, and the home central to a woman’s life (Spencer, 2005:3). In focus groups women described the importance of the car “driving cars so I can go where I want, that’s a big change,” opening up wider shopping opportunities, assisting in mobility and transporting goods home for those who struggled to use public transport. There has been a huge increase in the number of older women drivers, in 1987 only 5% over seventy held a driving licence, compared with 54% in 2019 (Department for Transport, 2019) and this is predicted to treble in 20 years (Age UK, 2017). This trend was reflected in the survey, (Figure 8).

Figure 8. Women 65+ – Can You Drive a Car?



For those with no access to a car, the free bus pass was transformative. Women spoke passionately about the change to their lives with daily access to shopping and leisure experiences: “We love the bus pass”; “without the bus pass we wouldn’t be able to go anywhere”. Policies aimed at restricting car use, or increasing parking charges, would impact on the independence and freedom of many women to travel.

The town centre was important to these women who described it as “a place to enjoy and make friends”, with 68% saying they enjoyed to shop there. However, it was seen as just one offer among many. There was a sense of adventure with 38% saying that a barrier to shopping in the centre was that they liked to spend time doing other things. In the survey, shopping activity for all ages was spread widely across multiple venues.

Online Shopping - Women 65+

Another shopping ‘space’ was online platforms. In 2017 Age UK reported that the 65-74 age group increased internet use from 52% in 2011, to 78% in 2017, closing the gap on younger age groups (Age UK, 2017). All of the women in the focus groups used the internet particularly for holidays, travel, and theatre tickets.

Two women said they did not use online shopping, however, their grown-up children ordered goods online for them, which can distort the data. In the survey the main factors for online shopping were access to a wider shopping choice, 37.5%, and delivery to the door, 50%.

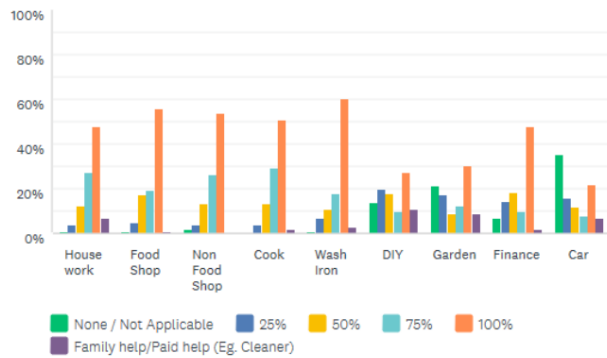
In the focus groups, avoiding walking distances around shops to find items and carrying multiple, or heavy, bags was discussed, as well as a lack of choice, quality, and the generic shopping offer “all town centres are the same now and there is nothing different to buy”. However, 96% did not shop for food online, although this does not include family shopping on their behalf. Online shopping was described as helping with the practical issues of ageing, and physical shops important for “human contact”. When given the scenario of the local town centre closing, one participant described her feelings as, “you would just feel so isolated”.

Working Age Women

4.5 Home and Work

Attitudes of women aged 26-45, towards the role of women in the home were clear. In focus groups Picture 1 (see Appendix 10) garnered reactions such as “we are not the servants”, and “no I don’t like it, she’s a slave”. However, this did not result in a significant change in gendered work at home. Despite the expectation that housework should be shared, “the best thing is to arrange everything together”, all of the women were doing the majority of the housework, and for many, this extended to the traditional ‘men’s’ roles. Women described the situation: “I mean some men may be wonderful and split half way but I don’t know any”; “I literally do everything”. This was supported in the survey results (Figure 9).

Figure 9 Women 26-65 - Share of Household Tasks



Even women who said that work was shared equally undertook much of the ‘female’ daily work in the home, with men taking the ‘male’ work which is usually more seasonal or occasional, “he does all the gardening, I do not touch the garden he does all of that, he’ll wash all the cars, the kid’s cars”.

There were signs of change, particularly for more affluent working women. They described some male partners undertaking the majority of individual tasks such as shopping/cooking,

“when it comes to the kitchen and the cooking and everything, I do all of that, but he does all of the shopping”. However, there was no evidence that the majority of the daily work was equally shared. Women were still juggling multiple tasks including managing and coordinating the home, as one woman described, “We just organise everything”.

Debate around caring for children at home highlighted changing expectations. In one Focus Group there was a powerful exchange over the bond between the baby and the mother, and anger that male partners did not share the burden equally:

“I can’t understand why only we take this role.”

“When my children was coming all the responsibility was for me, but why, the father was my husband, but why I take all responsibility.”

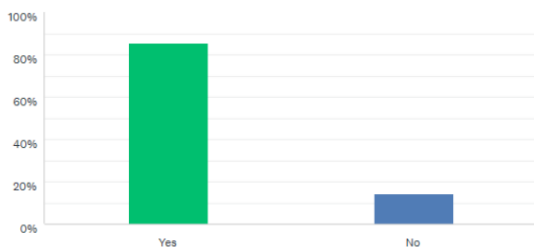
At this point an older woman from an ethnic group left. Although she returned later and was not unhappy, it appeared that this viewpoint may have challenged more traditional views of the role of women.

In the focus groups three were ‘stay at home’ mothers who were not in employment, although they expected to move into the workplace as soon as the children were in school. This reflects national statistics that “75.2% inactive or unemployed mothers . . . would definitely or probably return to work in the future” (ONS, 2017).

The major change came with society’s attitude to the ‘stay at home’ mother. One woman with a disabled child felt the need to explain at length, in a defensive manner, why she couldn’t work and care for her children. Others summed up the social perception of the non-working mother as: “people think you sit down in the sofa all day”; “I am embarrassed when I say I stay at home”.

These mothers felt that staying at home was difficult but beneficial for their young children. However, they felt that society did not value their caring role and that only working mothers were valued. The women felt this was a recent change, and is reflected in the survey which recorded 86% of mothers aged 26-46 returning to work after maternity leave, with 40% going back full-time and 60% part-time (Figure 10).

Figure 10. Women 26-46 - Did You Return to Work After Maternity Leave?



The women felt pressure to move towards the workplace not only for financial reasons, but for status and self-improvement. One mother commented “I want more, there are opportunities out there, but the kids need me”. All of the women were studying or volunteering to improve their skills ready for the workplace at a future date.

Prioritising the workplace was evident for those aged 18-25 who did not have children. For some, this may be linked to increases in women in further/higher education with record numbers attending university (Bolton, 2012:20), raising expectations of career paths and higher paid employment. In the focus groups they expected that work would continue after maternity leave, “If I had kids I would still like to work full-time . . . I wouldn’t like to stay at home with kids all day, it would halt your career path”. National statistics show that there are record numbers of women in employment (ONS, 2019a) and a “surge in the number of working mothers with dependent children” (Elliott, 2017). This is in direct opposition to the norm of the 1960’s as described by one woman in her seventies:

“When I had young children I was criticised by my neighbour when I went out to work. It was seen as neglecting your children and your husband, I was unusual”.

The pressure to work was less evident in the more affluent cohort of mothers who discussed the benefits of staying at home. Although the one ‘stay at home’ mother did not appear ‘embarrassed’ by her choice, all of the women attached a high value to being professional, independent, and valued outside of the home. When viewing Picture 2 of the modern, older women, the reactions were “that is impressive”, “that’s fantastic”. When asked if that is how they would aspire to be in later life it was unanimous, “oh yeah definitely”. It

appeared that these women

time, 47% described their daily routine as exhausting, tiring or hard. Of those with children aged 6-11, 57% described their routine as exhausting/tiring/hard. And of those with children 11-18, 41% described their routine as exhausting/tiring/hard.

The juxtaposition of pressures of work, housework, caring responsibilities, the addition of some previously 'male' roles, and an extended parenting role, considered together, builds a picture of working mothers with time pressures founded on complex roles occupying "endlessly flexible time" (Deem, 1996:10), with changed social expectations, and a range of important priorities competing for time. Women described their feelings as: "I feel so overwhelmed about work"; "overwhelmed sometimes, yeah exhausted, there is just too much to think about".

4.6 Leisure/Shopping/Mobility

The car was important for mothers with young children making shopping and work more accessible: "who wants to have small children and not drive, you would be trapped". Women described car use as: "freedom"; "definitely you can escape"; and "it's safer". The car opened up opportunities for travel, shopping, work, and childcare, supporting busy and complex modern lifestyles.

Working mothers described leisure time as extremely limited and interspersed between other activities: "I do have bits of leisure time I squeeze it in". This dispersal of women's time into fragments with "snatched spaces for leisure" (Green, 1998:111) has an onward impact on leisure/shopping habits, a mother described this: "women are not spending in the shopping centres as we used to because people are too busy, we shop online". In the survey 41% of women who were married or living with a partner and had children said they are too busy to shop in town centres. 38% of women working full-time and 26% working part-time said this was an issue. These concerns were reflected in the focus groups with working women unable to shop during the week:

"It is strange that shopping is closing at 6 or 7 when people finishing their jobs. In Russia all shopping centre works until late until 10 because this is the most busiest time when you finish your job and go to shopping."

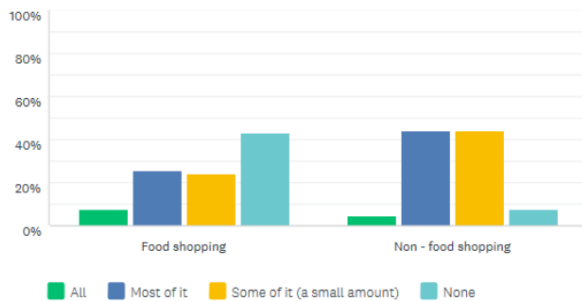
Most women wanted to use their time at weekends to compensate for lost family time during the week, and for other activities. One working grandmother described her attitude to shopping in relation to time she wanted to spend with her grandchildren:

“It deprives your time of enjoyment if say you want to go to Leeds Castle or the park, I don’t like doing my shopping on weekends, it is better to enjoy yourself to go to the park.”

4.7 Online Shopping

Of the working women, 88% of survey respondents said they did all or most of their non-food shopping online (Figure 11).

Figure 11. Online Shopping - Women 26-65



The main motivations were convenience and that it saved time. As two women commented: “it can be done at any time, and anywhere, even on the train”; “and very late at night”, this worked well with their lifestyles helping them to use their time differently to support complex roles.

4.8 Women 18-25

The youngest women in the research aged 18-25 took online shopping as a given. 64% did all or most of their non-food shopping online, but only 11% did food shopping online. Sharing household work was not such an issue for this age range as the majority were single, which follows national trends with women having children later in life and less likely to marry (Thompson et al., 2012:17). In the focus groups they viewed Picture 1 as historical

and no longer relevant. Equality was not in doubt, one woman living with her male partner said: “we share 50/50 on everything, a woman shouldn’t have to do awful jobs like ironing, we share that because we both hate it”, another commented, “I just wouldn’t have a boyfriend that didn’t share everything equally”. They expected to access work throughout their life: “even if you have kids you should be able to work and follow a career”, and stressed the importance of access to education to give women greater choice and independence: “work is important but if you didn’t go to university it narrows your options and makes a career more difficult”.

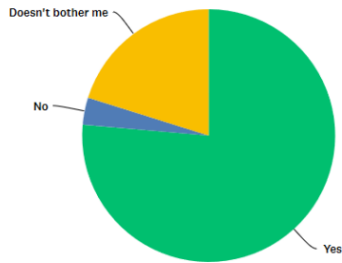
Perhaps of concern for town centres was that for the young women in this research were choosing to shop online and using their time to do a range of other activities. None of them found the town centre offer particularly relevant to their lives and preferred occasional visits to bigger city centres.

4.9 Shopping Spaces, Female Spaces

It is clearly not just time issues that influence women’s shopping habits. Although shopping

attitudes, and lifestyles. 76% of respondents to the survey said that the way a town looks is important (Figure 12).

Figure 12 Is the Way the Town Centre Looks Important?



In the focus groups women of all ages discussed the shopping environment without prompting.

“The layout of the shop matters to me. I used to like *** but I can’t go in there now.”

“It looks like a jumble sale, it looks cluttered and you just zip back out. For me it is important how the shop looks and how it’s laid out.”

“I literally cannot do it, it is oppressing. It’s the environment, it’s the look, the décor, it looks grubby.”

Many of the women felt that the “corporate feel” of the town centre environment (RetailWeek, 2019) did not match the aspirational and adventurous attitudes of women. They highlighted the lack of variety of shops and independent outlets “I like independent businesses it brings a certain flavour and character to a town”. A number felt town centres were out-of-touch with current issues that they felt women cared about (Trentmann, 2007:2) such as fast fashion, the greening of public spaces, and the importance of a ‘friendly’ feel that some found in markets “they are friendly and they are accessible and people laugh and we talk to the man at the fruit stall.”

Younger women under 25 tended to have clear requirements for the spaces they wanted to occupy which were very much based on feel, aesthetics, and vibrancy: “You want to feel

good when you go shopping, a lot of centres are a bit sad and depressing, with gangs of kids and the homeless”; “I like the bigger city centres, there is more to see and do, there’s lots going on”.

4.11 Safety

In all of the focus groups safety was a concern. ‘Safety’ was considered to be wider than just physical or verbal threat, but also feeling comfortable in ‘female’ spaces, “I don’t think town centres have ever been friendly spaces for women because it is always a bit like, well if you’re out on your own and it’s late at night you must be up for it.” Safety was a concern at all times of day but especially after 7pm, as one woman described “it just starts to feel a little bit edgy”. For planning and policy makers this would indicate a need to make town centre spaces feel secure for women including into the evening.

The safety theme crossed into barriers to accessing town centres. Older women were happy to use public transport but only during the day when they felt safer. 48% used the car to shop with participants discussing safety issues. Young women under 25, and women of working age described the car as essential, particularly in the evening and at night, “you go in your car rather than going on public transport, it is a lot safer”. The car as a separate, ‘private’ space was enabling these women to have “considerable freedom of movement” (Bondi, 1998:5).

Many of the issues discussed were summed up by one participant, “I used to go to town a lot but rarely go now. I like retail parks, I whip in, park up, get what I need, and throw it in the car. In town you have to walk to different places then carry heavy bags back, and pay for parking too, it’s all just harder, and I still work, I need my time for my grandkids”.

5 Conclusion and Recommendations

The research aimed to test whether the evolving role of women is leading to a change in how women use shopping spaces, resulting in decreased footfall in town centres. Using feminist geography as a theoretical base, women’s roles in home, work, and leisure spaces, and mobility between them, were studied. The findings from extensive reading, industry events, and a survey and focus groups, clearly showed that women’s roles have evolved

substantially in recent history. Their values, attitudes, needs, and expectations, have changed, and this is impacting on their shopping behaviour.

The research highlighted very strong evidence of the growing global economic financial impact of women, through increasing levels of work and income. They are the main consumers, and their buying power and influence is pivotal for retail. Women are increasingly the gatekeepers for their homes and families, undertaking the management and finances of households and buying a much wider range of products that were once the preserve of men, such as homes, cars, and computers.

Retail is an essential part of the national and local economy, but in town centres it creates wider social benefits too, integrating communities and providing extensive local employment opportunities, especially for women. As the main consumer, women are at the centre of this, but the research shows that they have very little influence over town centre development, or the shopping environment, and their changing roles and growing influence is not recognised. Any solutions to the current crisis must involve women.

The social norm that the primary role of women is home-based has been assigned to history. To survive in the long-term town centres must acknowledge this and respond quickly to the rapid changes in women's lives.

The youngest women did not identify with the town centre, all shopped online regularly, and the spaces they wanted to occupy would need to be aspirational and relevant to them. Town centres will have a bleak future if this is not urgently addressed.

Working women, especially those with children, did not have time to shop during the week within current opening hours, and wanted to use their time at weekends for a wide range of other activities. Online shopping is used to support their busy lives and more complex roles. They are the next older generation and centres will fail without them, but their time is increasingly fragmented and a powerful incentive is needed to attract them back.

Older women in the study identified more strongly with town centres, pointing out the issues of isolation, community, and integration but they also shopped online to support needs around ageing. They were adventurous and shopped and socialised in numerous

locations. If town centres are to keep their loyalty they must serve their needs and adventurous spirit.

The policy implications are explicit. The wider social context is paramount. Policies around working practices, public and private transport, childcare, benefits and pensions, to name a few, impact the finances, freedom, and independence of women, and will change shopping behaviour. Policy change across sectors must be viewed holistically, with a robust consultation process taking into account the wider, cumulative impact on women. This could be fertile ground for future research.

Although part of the jigsaw puzzle, policies that attend only to the built environment and fiscal interventions will not attract women to town centres. Adding new 'experiences', changing shopping times, and providing childcare may be part of the solution. However, any intervention must be supplemented by policy and practice that is informed by the changing roles and attitudes of women, and developed to meet their needs and expectations.

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LIST OF APPENDICES

APPENDIX		PAGE
Appendix 1	UK Retail Statistics and Facts	56
Appendix 2	Women and Men Obtaining University Degrees, UK, 1920 to 2011	57
Appendix 3	Employment Rates for Women 1971 to 2019	58
Appendix 4	Changing Attitudes to Traditional Gender Roles 1984 - 2017	59
Appendix 5	Indices of Multiple Deprivation Boroughs of Bromley and Lewisham	60-61
Appendix 6	Online Survey – Survey Monkey	62-71
Appendix 7	Age Range of Survey Respondents	72
Appendix 8	Risk Assessment	73-77
Appendix 9	Focus Group Permissions and Information Sheet	78-80
Appendix 10	Picture 1 - Stereotypical 1950s Housewife	81
Appendix 11	Employment Rates 1992 - 2019 – Women 65 and Over	82

APPENDIX 1

UK Retail Statistics and Facts

UK RETAIL STATS & FACTS

1	Total value of UK retail sales in 2018	£381 Billion
2	People employed in UK retail in 2018	2.9 million
3	Proportion of consumer spending that goes through retail	1/3
4	Proportion of retail sales made online in 2018	18%
5	Growth in UK retail sales in 2018	4.0%
6	Total number of VAT-registered retailers in the UK in 2018	201,915
7	Total number of retail outlets in the UK in 2018	299,415
8	Amount retail generates of total GDP (GVA)	5%
9	Average annual growth of online retail sales in 2018	15%

Source: ONS, Eurostat, Retail Economics

<https://www.retaileconomics.co.uk/library-retail-stats-and-facts>

Accessed: 16.06.2019

APPENDIX 2

Women and Men Obtaining University Degrees, UK1920 to 2011

Students obtaining university degrees, UK

	First degrees			Higher degrees		
	Men	Women	Total	Men	Women	Total
1920	3,145	1,212	4,357	529	174	703
1930	6,494	2,635	9,129	1,123	200	1,323
1938	7,071	2,240	9,311	1,316	164	1,480
1950	13,398	3,939	17,337	2,149	261	2,410
1960	16,851	5,575	22,426	2,994	279	3,273
1970	35,571	15,618	51,189	11,186	1,715	12,901
1980	42,831	25,319	68,150	14,414	4,511	18,925
1990	43,297	33,866	77,163	20,905	10,419	31,324
2000	109,930	133,316	243,246	46,015	40,520	86,535
2005	122,155	156,225	278,380	63,035	62,050	125,085
2010	144,980	185,740	330,720	93,375	89,235	182,610
2011	153,235	197,565	350,800	96,280	97,990	194,270

Notes:

All figures are for students from all domiciles
Full-time first degree students only

Major breaks in series

1925 -Excludes higher degrees awarded without further study

1973 -includes universities in Northern Ireland

1994- includes former Polytechnics and the Open University from now on

2000 -includes students qualifying from 'dormant' status - where a student is not actively studying for their qualification. This may be where there is an administrative delay between completion and award. These qualifications were not previously recorded. The main impact is on the number of doctorates.

Sources: *Statistical abstract for the United Kingdom 1935, Board of Trade*

Annual abstract of statistics, ONS/CSO

Higher Education Statistics Agency

Source: Bolton, P. (2012) House of Commons Library. Education: Historical statistics: p21

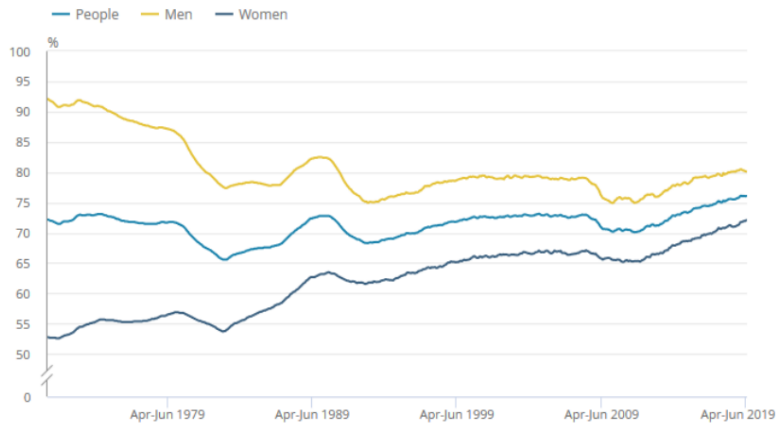
Available at: <https://researchbriefings.files.parliament.uk/documents/SN04252/SN04252.pdf> Accessed: 11.07.2019

APPENDIX 3

Employment Rates for Women 1971 to 2019

Employment rate for women was 72.1%, the highest on record.

UK employment rates (aged 16 to 64 years), seasonally adjusted, January to March 1971 to April to June 2019



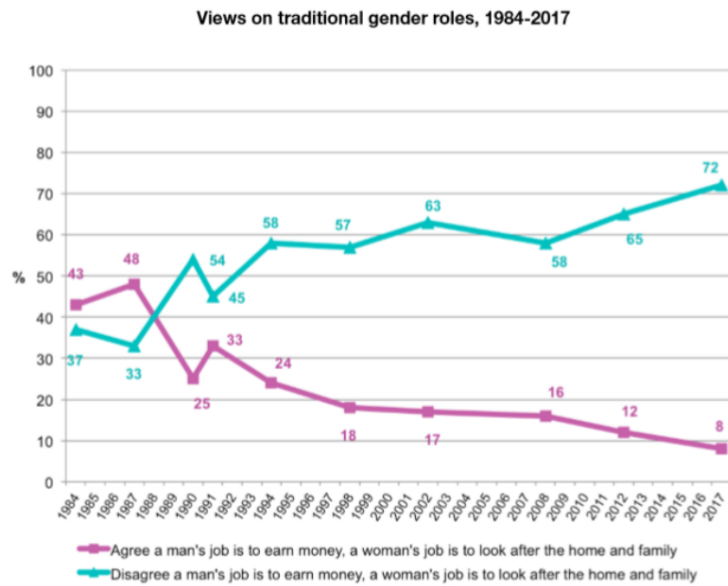
Source: ONS (2019) Labour Force Survey: Labour market overview, UK: August 2019

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/latest>

Accessed: 06.05.2019

APPENDIX 4

Changing Attitudes to Traditional Gender Roles 1984 - 2017

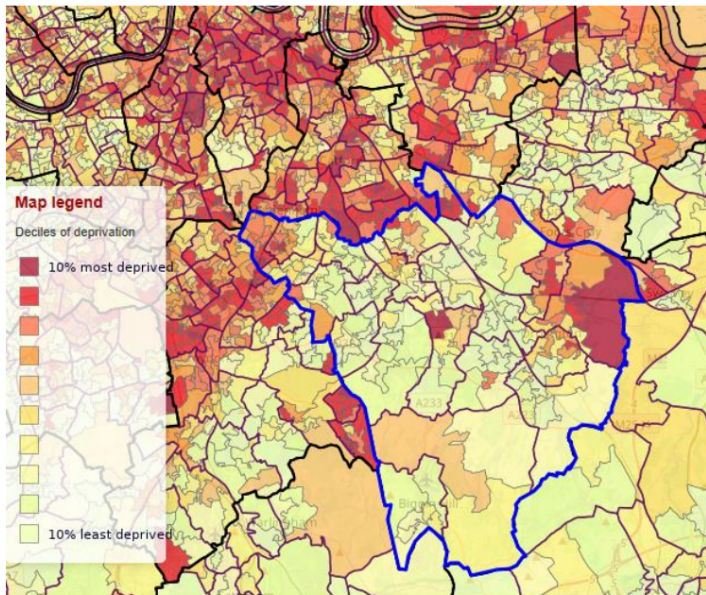


Source: National Centre for Social Research (2018) British Social Attitudes Survey 35
Accessed: 02.06.2019

APPENDIX 5

Indices of Multiple Deprivation Boroughs of Bromley and Lewisham

Borough of Bromley

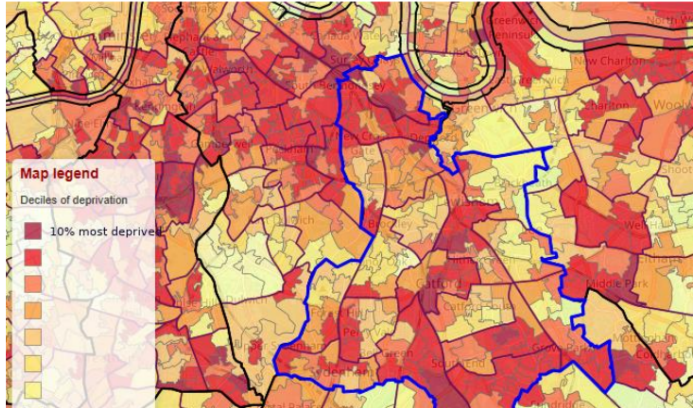


Source: DCLG <http://dclgapps.communities.gov.uk/imd/idmap.html> Accessed: 18.07.2019

APPENDIX 5 Continued.

Indices of Multiple Deprivation Boroughs of Bromley and Lewisham

London Borough of Lewisham



Source: DCLG <http://dclgapps.communities.gov.uk/imd/idmap.html> Accessed: 18.07.2019

APPENDIX 6

Online Survey – Survey Monkey

Women and Town Centres Survey

A Survey for Women

ABOUT YOU

1. What is your age?

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 18-25 | <input type="checkbox"/> 65-80 |
| <input type="checkbox"/> 26-45 | <input type="checkbox"/> 80+ |
| <input type="checkbox"/> 46-65 | |

2. Employment Status

Please tick any boxes that apply

- | | |
|--|--|
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Part time student |
| <input type="checkbox"/> Retired | <input type="checkbox"/> Unpaid voluntary work |
| <input type="checkbox"/> Employed part-time | <input type="checkbox"/> Caring for children |
| <input type="checkbox"/> Employed full-time | <input type="checkbox"/> Caring for family members including the ill/
disabled children or adults / elderly |
| <input type="checkbox"/> Employed with more than one part-time job | <input type="checkbox"/> Choose not to work |
| <input type="checkbox"/> Full time student | |
| <input type="checkbox"/> Other (please specify) | |

3. Marital Status and Children

- Single (Includes widowed and divorced)
- Married / Civil Partnership / living with partner - and have children
- Married / Civil Partnership / living with partner - no children
- Single mother
- Other (please specify)

4. If you have children or step-children, what age are they?

Tick any boxes that apply

- I do not have children (please go to question 5)
- Age 0-5
- Age 6-11
- Age 12-18
- Children over 18 still living at home
- Other (please specify)

5. Can you drive a car?

- Yes
- No

6. Are you 65 years of age or over?

- Yes
- No

7. If you are over 65 and over how would you describe your role?

If you are under 65 please go to question 8

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Modern older woman | <input type="checkbox"/> Independent |
| <input type="checkbox"/> Housewife | <input type="checkbox"/> Young |
| <input type="checkbox"/> Grandmother | <input type="checkbox"/> Self Reliant |
| <input type="checkbox"/> Other (please specify) | |

Women and Town Centres Survey

A Survey for Women

AT HOME

8. How much of the following work do you do in your household?

If you have paid or family help, but do some of the work yourself, please tick two boxes:

- one to say how much work you do, and also the box for paid/family help.

	None / Not Applicable	25%	50%	75%	100%	Family help/Paid help (Eg. Cleaner)
Housework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for non-food items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Washing / Ironing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DIY / house- maintenance / repairs / decorating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The finances - paying bills, insurances, bank and savings accounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaning and maintaining a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How would you describe your daily routine?

- Manageable Easy
 Hard Tiring
 Exhausting Enjoyable
 Other (please specify)

10. In your house who is responsible for how the household budget is spent?

(If you are single or live alone please go to question 14)

- I am responsible for all of the household budget My partner does most of this
 I am responsible for most of it My partner does all of this
 My partner and I share this responsibility equally
 Other (please specify)

11. Do you have a personal bank account?

- Yes
 No

12. Do you have a shared bank account?

- Yes
 No

13. If you work how important is your income to the household budget?

- My income is essential we could not afford to live without it My income is just a bit extra for the house but we could live without it
 Don't work We don't need the extra money I just go to work because I enjoy it
 My income is important if we want to have a better lifestyle
 Other (please specify)

14. Do you have a caring responsibility (other than for your children)?

- No Family member who is ill
 Elderly relative Friend who is unwell
 Disabled child or relative
 Other (please specify)

15. Leisure time - How often do you spend time doing the following:

	I don't have time	Once a week	2-3 times a week, or more	Once/ twice a month	Occasionally	Never / Not applicable
Going out with friends/family - pub, restaurant, café, winebar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting activities - gym, exercise class, swimming, dance classes etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theatre, museums, art galleries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music festivals, concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities with children - going to the park, days out etc (doesn't include taking them to clubs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult education classes, art/craft activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting historic houses / day trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical activities - choir, orchestra, band	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities at home - reading, listening to music, DIY, gardening, watching TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

CHILDREN AND GRANDCHILDREN

16. Do you have **children** of any age (including step-children and grown up children)

- Yes
 No (Please go to question 26)

17. Did you go back to work after maternity leave?

- Yes
 No

18. If yes did you go back:

- Full time
 Part time

19. Do you have children under 5 years old?

- Yes
 No (Please go to question 21)

20. If you have children under 5 who does the childcare?

- | | |
|--|--|
| <input type="checkbox"/> Nursery | <input type="checkbox"/> My partner does most of the childcare |
| <input type="checkbox"/> Nanny / Au pair | <input type="checkbox"/> I share the childcare equally with my partner |
| <input type="checkbox"/> Family help (grandparents etc.) | <input type="checkbox"/> Child minders |
| <input type="checkbox"/> I do most of the childcare | <input type="checkbox"/> Breakfast and after school clubs |
| <input type="checkbox"/> Other (please specify) | |

21. If you have children how much time do you spend on them on weekday evenings?

This includes taking them to after school clubs, help with reading and homework, preparing school uniform, checking activities etc.

- | | |
|---|---|
| <input type="radio"/> None | <input type="radio"/> 3-4 hours |
| <input type="radio"/> Less than an hour | <input type="radio"/> More than 4 hours |
| <input type="radio"/> 1-2 hours | |

22. If you have children, who In your household does the following?

Answer only the questions that apply to you.

	I do it all	I do most	Shared equally with partner	My partner does most	My partner does it all	We have family paid / help
Help children with the homework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take children to clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wash/iron children's clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organise school trips/activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying birthday and Christmas presents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organising birthday parties and special events (eg theatre trips)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking children to the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School run	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Do you have grandchildren?

- Yes
- No (Please go to question 26)

24. If you are a grandmother and look after your grandchildren - how much time do you spend helping on average each week?

- Under 2 hours
- 2-5 hours
- 6-10 hours
- 11-20 hours
- 20+ hours
- I don't help (they live too far away, I am unable to help etc.)
- I help only during certain times such as during school holidays

25. If you are a grandmother do you take your grandchildren into the town centre when you are looking after them?

- Yes
- No

Town Centres and Shopping

26. Which Shopping centre do you **mainly** use?

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Lewisham | <input type="checkbox"/> Beckenham |
| <input type="checkbox"/> Bromley | <input type="checkbox"/> Catford |
| <input type="checkbox"/> Eltham | <input type="checkbox"/> Sydenham |
| <input type="checkbox"/> West Wickham | <input type="checkbox"/> Petts Wood |
| <input type="checkbox"/> Orpington | |
| <input type="checkbox"/> Other (please specify) | |

27. Do you like shopping in town centres?

- Yes

28. Where do you shop?

Tick any that are relevant

	Frequently	Sometimes	Only occasionally	Never	Not applicable
Small local shopping parade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large out of town shopping mall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra large supermarkets (Superstores with household goods and clothes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garden centres / DIY stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

29. How much of your shopping do you do online?

This also includes someone else, such as a relative, doing online shopping for you.

	All	Most of it	Some of it (a small amount)	None
Food shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non - food shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Why do you shop online?

- It saves time
- More choice
- Cheaper
- Delivered to the door
- Convenient I can do it anytime
- Don't have the cost and time issues of travelling to town
- I don't like shopping in town

31. What stops you shopping in your local town centre or spending more time there?

- | | |
|---|---|
| <input type="checkbox"/> Takes to long, haven't got time | <input type="checkbox"/> Not enough to do there |
| <input type="checkbox"/> Carrying heavy bags | <input type="checkbox"/> Its too expensive |
| <input type="checkbox"/> Not enough choice | <input type="checkbox"/> Not enough places to socialise |
| <input type="checkbox"/> Poor quality goods | <input type="checkbox"/> Its too busy |
| <input type="checkbox"/> Parking | <input type="checkbox"/> The shops are not open later in the evening |
| <input type="checkbox"/> I like to spend my time doing other things | <input type="checkbox"/> Too difficult to get there or get around the shops |
| <input type="checkbox"/> The town centre isn't very nice | |
| <input type="checkbox"/> Other (please specify) | |

32. Is the way the town centre looks important?

- Yes
- No
- Doesn't bother me

33. If you go to the town centre do you travel by car?

- Yes
- No

AND FINALLY

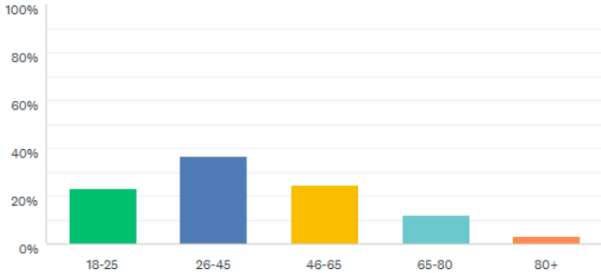
34. Describe in just a few words how you would feel if your lcoal town centre closed?

APPENDIX 7

Age Range of Survey Respondents

What is your age?

Answered: 180 Skipped: 1



RISK ASSESSMENT FORM FIELD / LOCATION WORK



The Approved Code of Practice - Management of Fieldwork should be referred to when completing this form
<http://www.ucl.ac.uk/estates/safetynet/guidance/fieldwork/acop.pdf>

DEPARTMENT/SECTION BARTLETT SCHOOL OF PLANNING

LOCATION(S) MIDDLESBROUGH TOWN CENTRE, NORTH EAST ENGLAND, BROMLEY TOWN CENTRE, GREATER LONDON

PERSONS COVERED BY THE RISK ASSESSMENT SUZANNE CLARKE

BRIEF DESCRIPTION OF FIELDWORK Focus Groups conducted at a public venue. Attending Industry Events at public venues.

Consider, in turn, each hazard (white on black). If **NO** hazard exists select **NO** and move to next hazard section.

If a hazard does exist select **YES** and assess the risks that could arise from that hazard in the risk assessment box.

Where risks are identified that are not adequately controlled they must be brought to the attention of your Departmental Management who should put temporary control measures in place or stop the work. Detail such risks in the final section.

ENVIRONMENT

The environment always represents a safety hazard. Use space below to identify and assess any risks associated with this hazard

e.g. location, climate, terrain, neighbourhood, in outside organizations, pollution, animals.

Examples of risk: adverse weather, illness, hypothermia, assault, getting lost.
Is the risk high / medium / low ?

Assault. Low risk.

CONTROL MEASURES

Indicate which procedures are in place to control the identified risk

- work abroad incorporates Foreign Office advice
- participants have been trained and given all necessary information
- only accredited centres are used for rural field work
- participants will wear appropriate clothing and footwear for the specified environment
- trained leaders accompany the trip
- refuge is available
- work in outside organisations is subject to their having satisfactory H&S procedures in place
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

EMERGENCIES

Where emergencies may arise use space below to identify and assess any risks

e.g. fire, accidents

Examples of risk: loss of property, loss of life

Physical attack. Loss of injury or fatality. Low risk.

CONTROL MEASURES

Indicate which procedures are in place to control the identified risk

- participants have registered with LOCATE at <http://www.fco.gov.uk/en/travel-and-living-abroad/>
- fire fighting equipment is carried on the trip and participants know how to use it
- contact numbers for emergency services are known to all participants
- participants have means of contacting emergency services
- participants have been trained and given all necessary information
- a plan for rescue has been formulated, all parties understand the procedure
- the plan for rescue /emergency has a reciprocal element
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

FIELDWORK

1

May 2010

73

EQUIPMENT

Is equipment used?

NO

If 'No' move to next hazard
If 'Yes' use space below to identify and assess any risks*e.g. clothing, outboard motors.*

Examples of risk: inappropriate, failure, insufficient training to use or repair, injury. Is the risk high / medium / low ?

CONTROL MEASURES

Indicate which procedures are in place to control the identified risk

- the departmental written Arrangement for equipment is followed
- participants have been provided with any necessary equipment appropriate for the work
- all equipment has been inspected, before issue, by a competent person
- all users have been advised of correct use
- special equipment is only issued to persons trained in its use by a competent person
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

LONE WORKING

Is lone working a possibility?

NO

If 'No' move to next hazard
If 'Yes' use space below to identify and assess any risks*e.g. alone or in isolation lone interviews.*

Examples of risk: difficult to summon help. Is the risk high / medium / low?

CONTROL MEASURES

Indicate which procedures are in place to control the identified risk

- the departmental written Arrangement for lone/out of hours working for field work is followed
- lone or isolated working is not allowed
- location, route and expected time of return of lone workers is logged daily before work commences
- all workers have the means of raising an alarm in the event of an emergency, e.g. phone, flare, whistle
- all workers are fully familiar with emergency procedures
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

Any interviews to take place in a busy public space with a mobile phone for emergency contact.

FIELDWORK

2

May 2010

ILL HEALTH**The possibility of ill health always represents a safety hazard. Use space below to identify and assess any risks associated with this Hazard.***e.g. accident, illness, personal attack, special personal considerations or vulnerabilities.*

Examples of risk: injury, asthma, allergies. Is the risk high / medium / low?

Illness while undertaking focus groups. Low risk.

CONTROL MEASURES

Indicate which procedures are in place to control the identified risk

- an appropriate number of trained first-aiders and first aid kits are present on the field trip
- all participants have had the necessary inoculations/ carry appropriate prophylactics
- participants have been advised of the physical demands of the trip and are deemed to be physically suited
- participants have been adequate advice on harmful plants, animals and substances they may encounter
- participants who require medication have advised the leader of this and carry sufficient medication for their needs
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

Researcher to have a mobile phone at all focus group events to contact emergency services if required.

TRANSPORT

Will transport be required

NO

YES

X

Move to next hazard

Use space below to identify and assess any risks

74

e.g. hired vehicles

Examples of risk: accidents arising from lack of maintenance, suitability or training
Is the risk high / medium / low?

Low risk. – The student's own vehicle will be used to travel to events/shopping centres. The vehicle is fully maintained to legal requirements.

CONTROL MEASURES Indicate which procedures are in place to control the identified risk

- only public transport will be used
- the vehicle will be hired from a reputable supplier
- transport must be properly maintained in compliance with relevant national regulations
- drivers comply with UCL Policy on Drivers http://www.ucl.ac.uk/hr/docs/college_drivers.php
- drivers have been trained and hold the appropriate licence
- there will be more than one driver to prevent driver/operator fatigue, and there will be adequate rest periods
- sufficient spare parts carried to meet foreseeable emergencies
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

DEALING WITH THE PUBLIC

Will people be dealing with public

YES

If 'No' move to next hazard
If 'Yes' use space below to identify and assess any risks

e.g. interviews, observing

Examples of risk: personal attack, causing offence, being misinterpreted. Is the risk high / medium / low?

Personal physical or verbal attack when dealing with people in public spaces. Low risk.
Possibility of a member of the public taking offence when discussing opinions in focus groups or when completing surveys.

Theft of personal property while conducting focus groups in public places. Low risk.

CONTROL MEASURES Indicate which procedures are in place to control the identified risk

- all participants are trained in interviewing techniques
- interviews are contracted out to a third party
- advice and support from local groups has been sought
- participants do not wear clothes that might cause offence or attract unwanted attention
- interviews are conducted at neutral locations or where neither party could be at risk
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

Theft - Valuables such as mobile phones to be kept out of site, in a secure bag and kept on the person.

FIELDWORK

3

May 2010

WORKING ON OR NEAR WATER

Will people work on or near water?

NO

If 'No' move to next hazard
If 'Yes' use space below to identify and assess any risks

e.g. rivers, marshland, sea.

Examples of risk: drowning, malaria, hepatitis A, parasites. Is the risk high / medium / low?

CONTROL MEASURES Indicate which procedures are in place to control the identified risk

- lone working on or near water will not be allowed
- coastguard information is understood; all work takes place outside those times when tides could prove a threat
- all participants are competent swimmers
- participants always wear adequate protective equipment, e.g. buoyancy aids, wellingtons
- boat is operated by a competent person
- all boats are equipped with an alternative means of propulsion e.g. oars

- participants have received any appropriate inoculations
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

MANUAL HANDLING (MH)

Do MH activities take place?

If 'No' move to next hazard
If 'Yes' use space below to identify and assess any risks

e.g. lifting, carrying, moving large or heavy equipment, physical unsuitability for the task.

Examples of risk: strain, cuts, broken bones. Is the risk high / medium / low?

CONTROL MEASURES Indicate which procedures are in place to control the identified risk

- the departmental written Arrangement for MH is followed
- the supervisor has attended a MH risk assessment course
- all tasks are within reasonable limits, persons physically unsuited to the MH task are prohibited from such activities
- all persons performing MH tasks are adequately trained
- equipment components will be assembled on site
- any MH task outside the competence of staff will be done by contractors
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

SUBSTANCES

Will participants work with substances?

If 'No' move to next hazard
If 'Yes' use space below to identify and assess any risks

e.g. plants, chemical, biohazard, waste

Examples of risk: ill health - poisoning, infection, illness, burns, cuts. Is the risk high / medium / low?

CONTROL MEASURES Indicate which procedures are in place to control the identified risk

- the departmental written Arrangements for dealing with hazardous substances and waste are followed
- all participants are given information, training and protective equipment for hazardous substances they may encounter
- participants who have allergies have advised the leader of this and carry sufficient medication for their needs
- waste is disposed of in a responsible manner
- suitable containers are provided for hazardous waste
- OTHER CONTROL MEASURES: please specify any other control measures you have implemented:

OTHER HAZARDS

Have you identified any other hazards?

If 'No' move to next section
If 'Yes' use space below to identify and assess any risks

i.e. any other hazards must be noted and assessed here.

Hazard:
Risk: is the risk

CONTROL MEASURES Give details of control measures in place to control the identified risks

Have you identified any risks that are not adequately controlled? Move to Declaration
 Use space below to identify the risk and what

action was taken

Is this project subject to the UCL requirements on the ethics of Non-NHS Human Research?

NO

If yes, please state your Project ID Number

For more information, please refer to: <http://ethics.grad.ucl.ac.uk/>

DECLARATION

The work will be reassessed whenever there is a significant change and at least annually. Those participating in the work have read the assessment.

Select the appropriate statement:

- I the undersigned have assessed the activity and associated risks and declare that there is no significant residual risk
- I the undersigned have assessed the activity and associated risks and declare that the risk will be controlled by the method(s) listed above

NAME OF SUPERVISOR JESSICA FERM

**** SUPERVISOR APPROVAL TO BE CONFIRMED VIA E-MAIL ****

FIELDWORK 5

May 2010

APPENDIX 9

Focus Group Permissions and Information Sheet

Information and consent form

Project Title: Women and Town Centres

Researcher: Suzanne Clarke

Introduction

You are being invited to take part in a research project being undertaken by a Masters student from the Bartlett School of Planning, University College London (UCL).

Before you decide whether or not to participate it is important for you to understand why the research is being conducted and what participation will involve. Please read the following information carefully, feel free to discuss it with others if you wish, or ask the research team for clarification or further information. Please take time to decide whether or not you wish to take part.

Why is this research being conducted?

The survey is to provide information for a dissertation/report on town centres and current problems on the High Street. It considers how the daily life of women affects shopping behaviours, and the impact of this on our town centres. It focuses on the Boroughs of Lewisham and Bromley.

Why am I being invited to take part?

You have been asked to take part because you live in either the Boroughs of Lewisham or Bromley, and identify as a woman.

Do I have to participate?

Participation is entirely voluntary. If you do choose to participate and then change your mind, you may withdraw from the research at any time with no consequences and without having to give a reason.

What will happen if I choose to take part?

If you do choose to participate, you will be invited to focus group of up to 10 people and will be asked to explore the issues highlighted above. The interview will be conducted at a mutually agreed location. The interview will last approximately 40 minutes and will be audio recorded (and transcribed at a later date). You will have the opportunity to see the interview transcript and agree any amendments with the researcher after the interview is concluded. Travel and subsistence expenses are not offered for participation.

What are the advantages of taking part?

There are no immediate benefits for participating in this project and no financial incentive or reward is offered, however it is hoped that this project will help towards informing future debate on why women use/do not use town centres.

What are the possible disadvantages of taking part?

We anticipate no significant disadvantages associated with taking part in this project. If you experience any unexpected adverse consequences as a result of taking part in the project you are encouraged to contact the researcher as soon as possible using the contact details on this information and consent sheet.

If I choose to take part, what will happen to the data?

The interview data will be anonymised at the point of transcription and identified by a general identifier (e.g. 'Planning officer A' or 'Planning consultant B' or a suitable pseudonym). A record of participant identities and any notes will be kept separately and securely from the anonymised data. All data and information affiliated with this project will be securely stored on an encrypted computer drive and physical documents will be stored securely on University property.

The data will be only used for the purposes of this research and relevant outputs and will not be shared with any third party. The anonymised data may be utilised in the written dissertation produced at the end of this project, and this dissertation may then be made publicly available via the University Library's Open Access Portal, however no identifiable or commercial sensitive information will be accessible in this way.

What will happen to the results of the research project?

It is anticipated that the data collected in this project will be included in the dissertation produced at the end of this project, submitted for the award of a Master's degree at University College London (UCL). You will not be personally identified in any of the outputs from this work, and attributions and quotations will be anonymised. If you would like to receive an electronic copy of any outputs stemming from this project please ask the contact below who will be happy to provide this.

Contact Details

If you would like more information or have any questions or concerns about the project or your participation please use the contact details below:

Primary contact

Role	MSc student
Email	suzanne.clarke.17@ucl.ac.uk

Supervisor Dr. Jessica Ferm
Role MSc dissertation supervisor
Email j.ferm@ucl.ac.uk
Telephone 020 3108 9947

Concerns and / or Complaints

If you have concerns about any aspect of this research project please contact the MSc student contact the student in the first instance, then escalate to the supervisor.

Informed Consent Sheet

Title of project

If you are happy to participate, please complete this consent form by ticking the boxes to acknowledge the following statements and signing your name at the bottom of the page.

Please give the signed form to the researcher conducting your interview at the interview. They will also be able to explain this consent form further with you, if required.

1.	I have read and understood the information sheet.	<input type="checkbox"/>
2.	I agree to participate in the above research by attending a face-to-face interview as described on the Information Sheet.	<input type="checkbox"/>
3.	I understand that my participation is entirely voluntary.	<input type="checkbox"/>
4.	I understand that I may withdraw at any time without giving a reason and with no consequences.	<input type="checkbox"/>
5.	I agree for the interview to be audio recorded.	<input type="checkbox"/>
6.	I understand that I may see a copy of the interview transcript after it has been transcribed and agree any amendments with the researcher.	<input type="checkbox"/>
7.	I understand that the intention is that interviews are anonymised and that if any of my words are used in a research output that they will not be directly attributed to me unless otherwise agreed by all parties.	<input type="checkbox"/>
8.	I understand the data from this project will be considered for repository in the UCL Open Access repository as described on the Information Sheet but that this will be anonymised data only.	<input type="checkbox"/>
9.	I understand that I can contact the student who interviewed me at any time using the email address they contacted me on to arrange the interview, or the dissertation supervisor using the contact details provided on page X of the information sheet.	<input type="checkbox"/>

Participant name:

Signature:

Date:

Researcher name:

Signature:

Date:

Suzanne Clarke

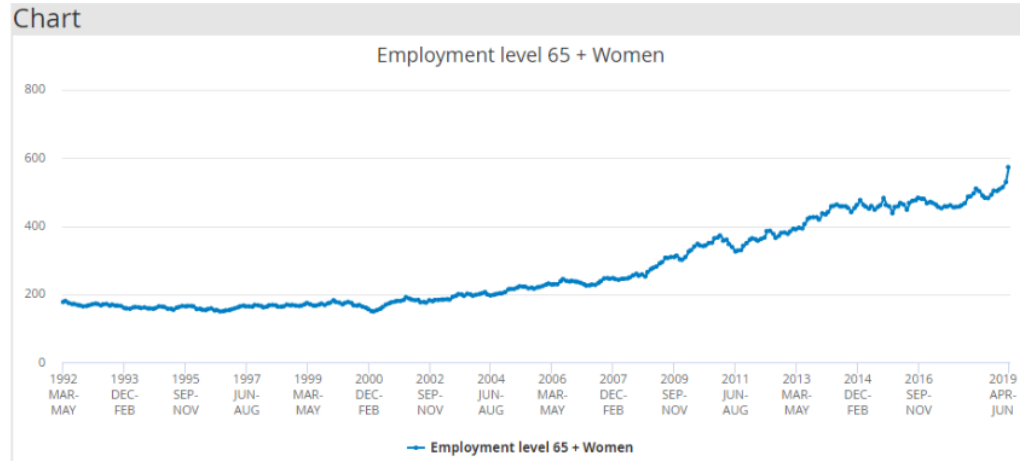
APPENDIX 10

Picture 1 - Stereotypical 1950s Housewife



APPENDIX 11

Employment Rates 1992 - 2019 – Women 65 and Over



Source: ONS (2019) Employment level 65 + Women Labour market statistics time series

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/timeseries/lfk5/lms>

Accessed: 28.07.2019