

# Reflections from Milligan

Tarah Gear

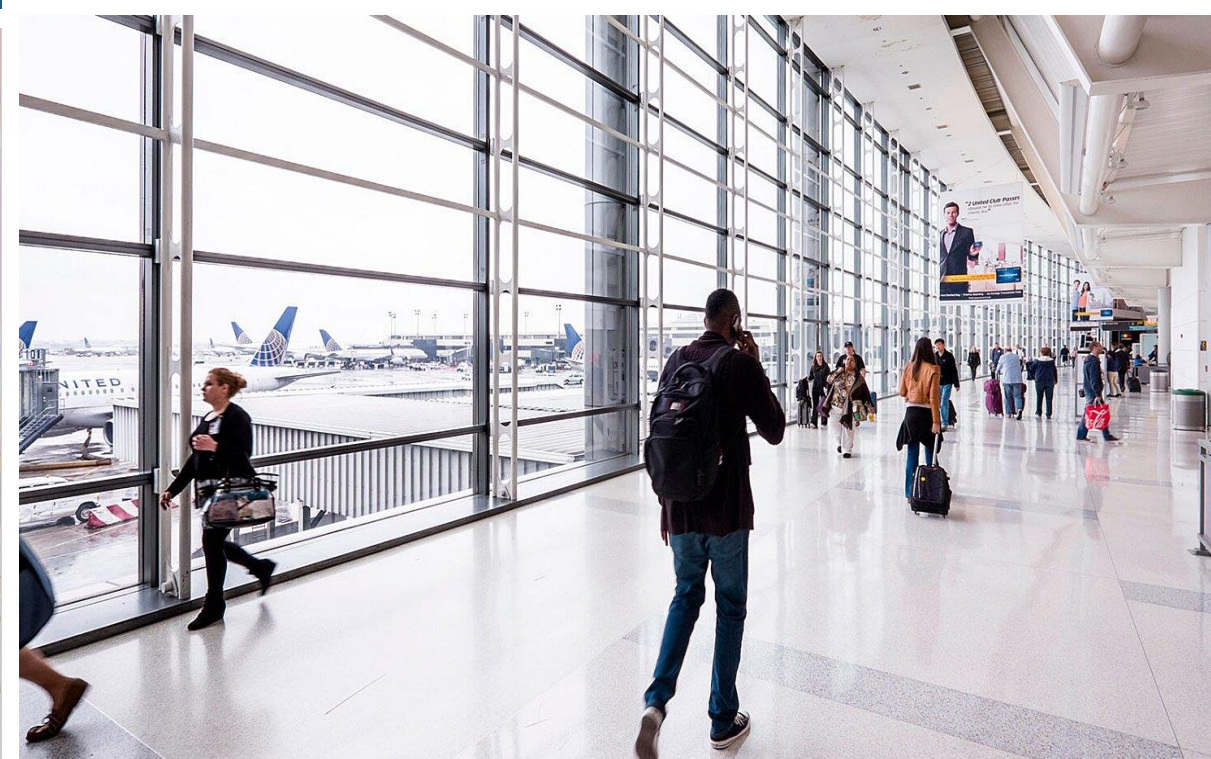
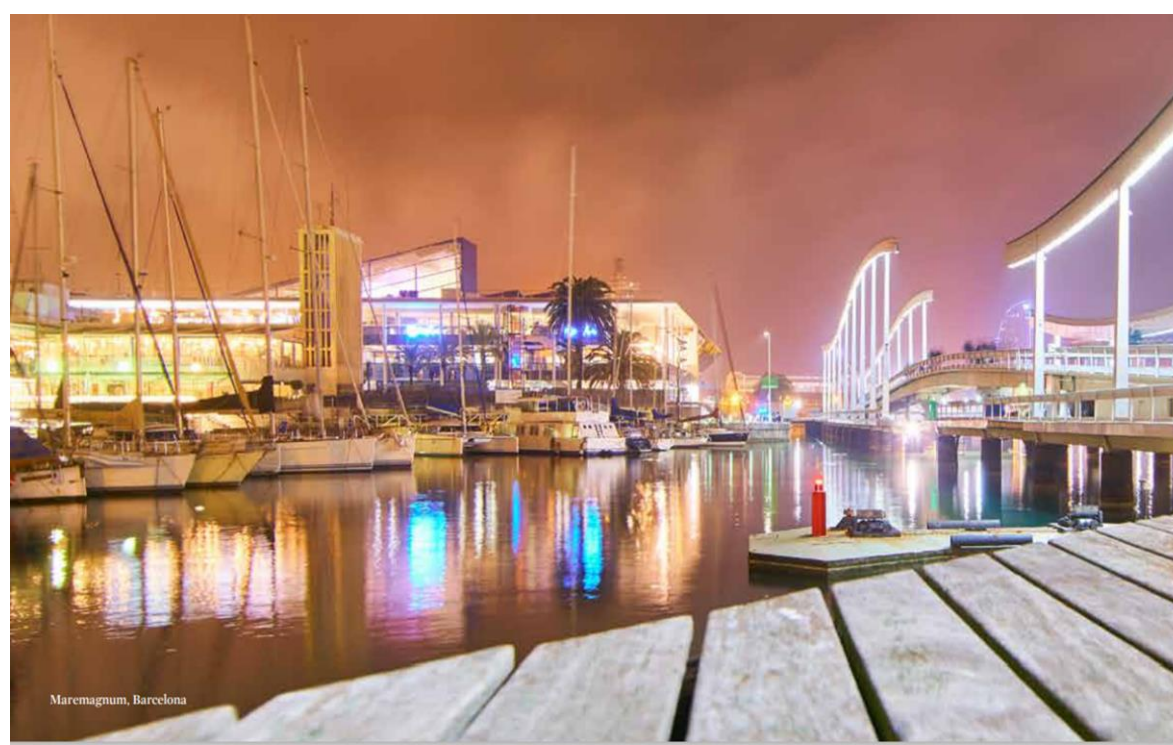
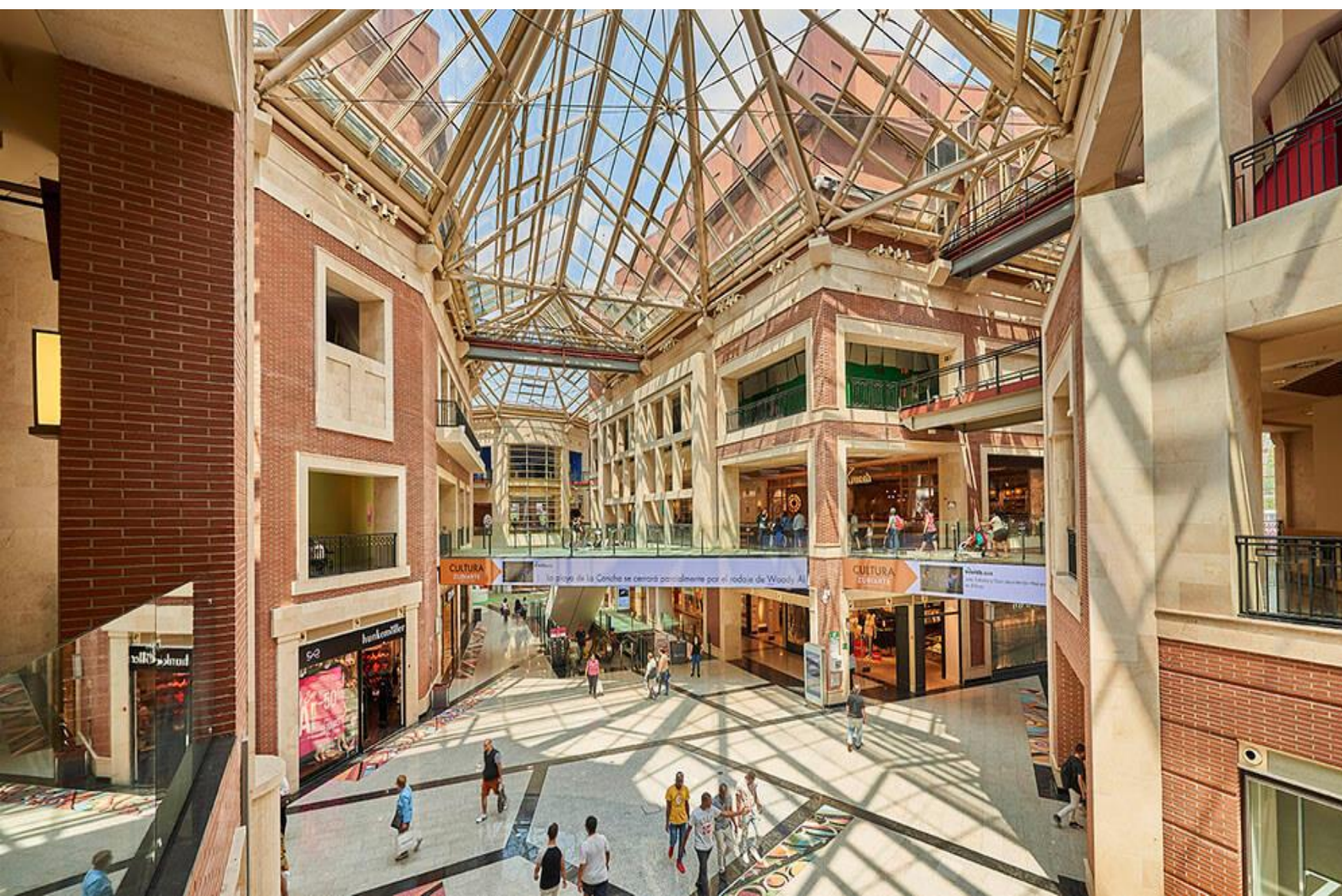
Director of Brand & Place Futures

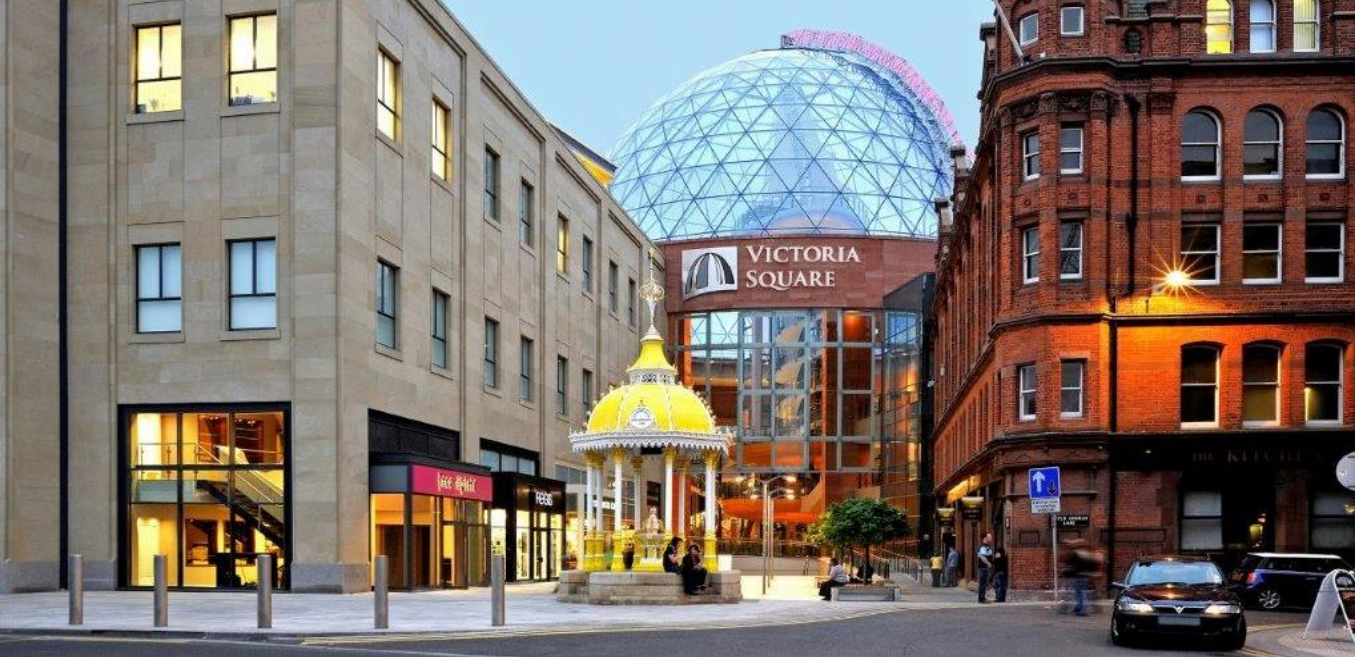
**Milligan**

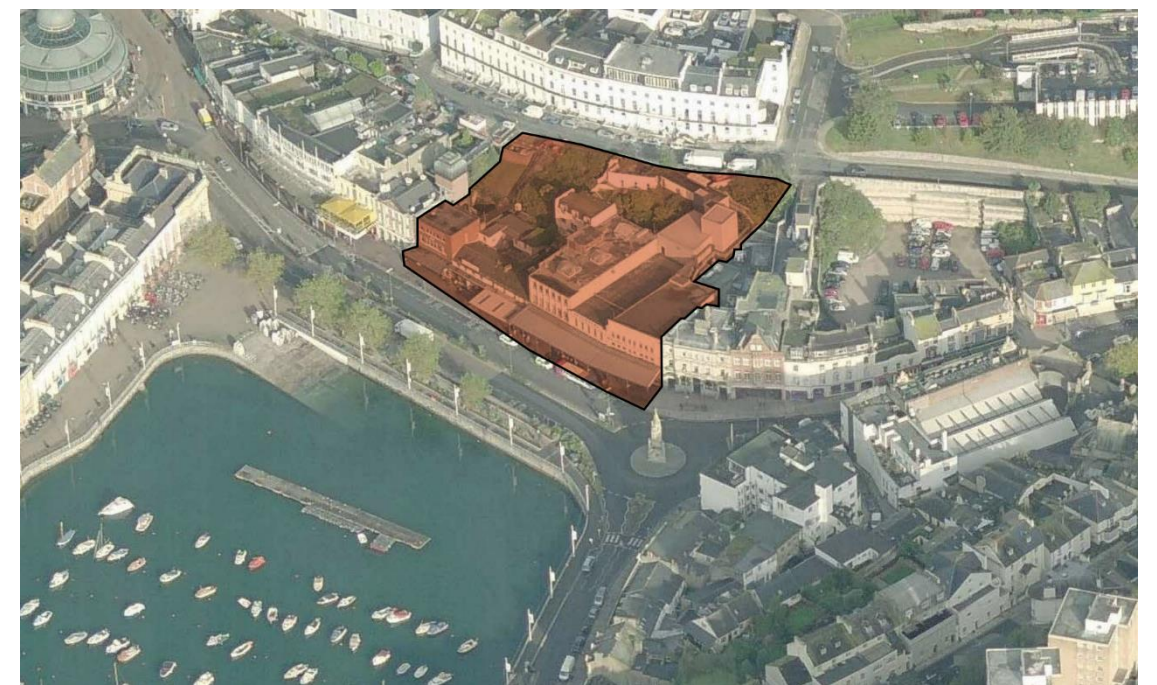
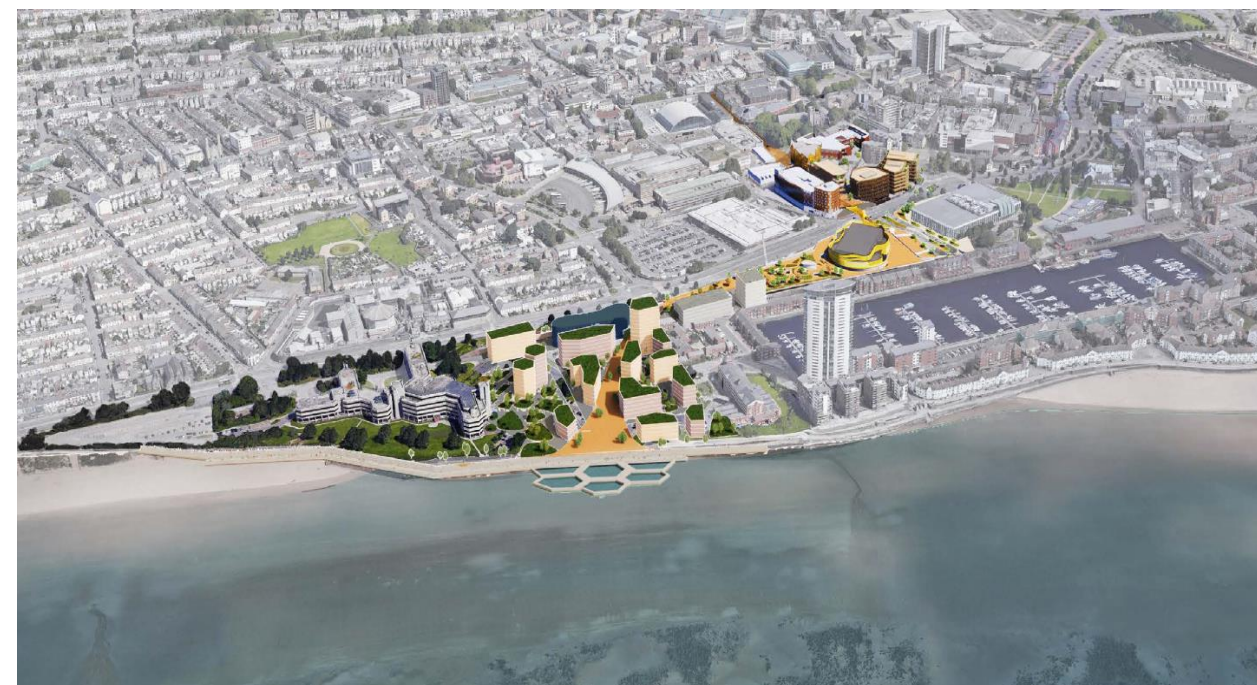
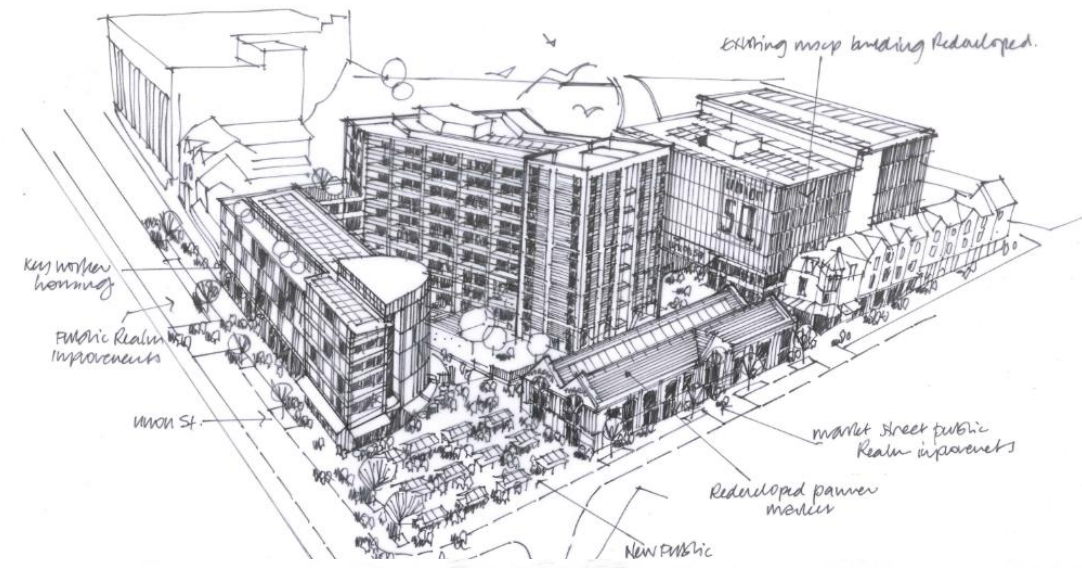
Est. 2002

Inspiring places with heart

Our work and  
expertise.







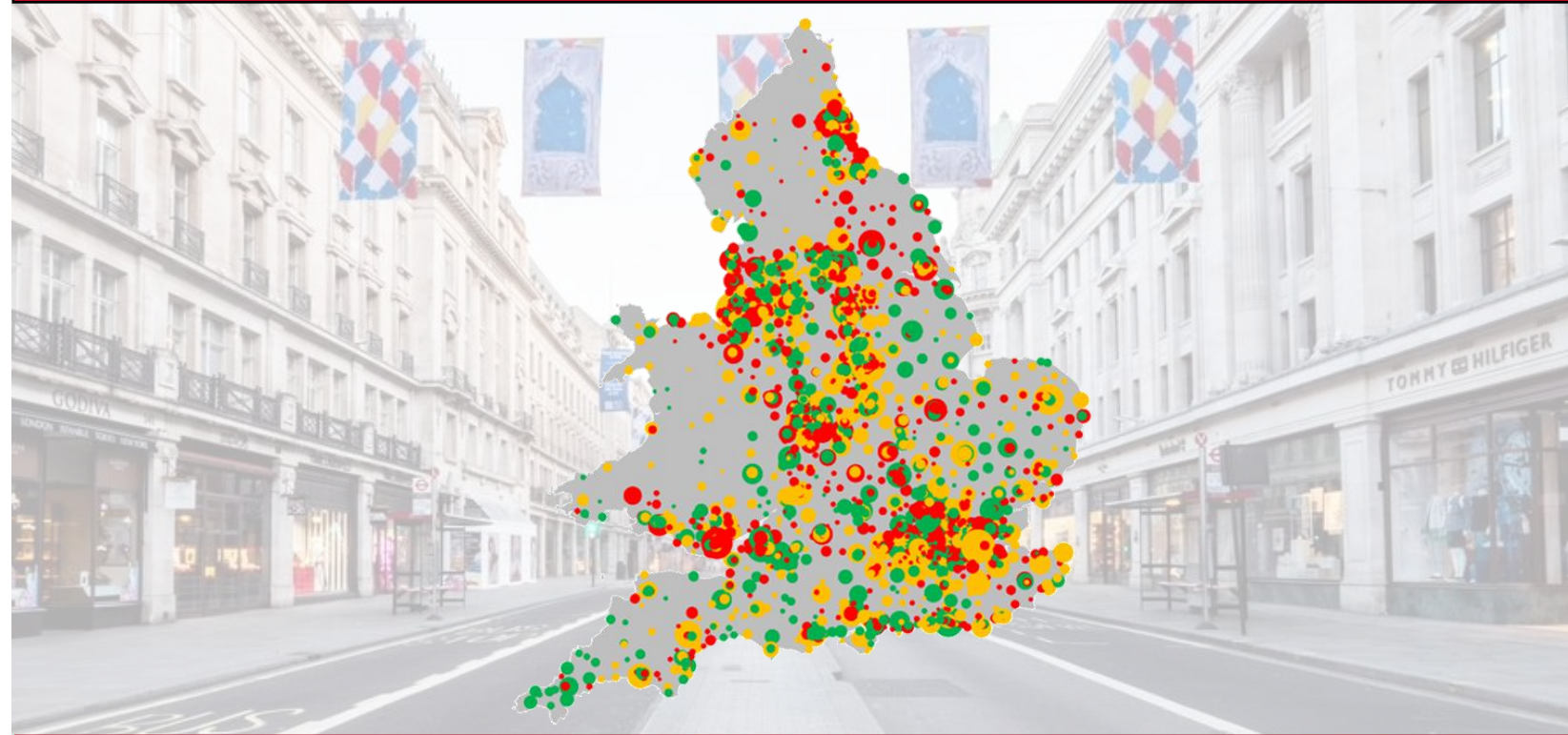
Common  
challenges.

**40% of UK  
retail is  
surplus**

**(175 Westfield  
Londons)**



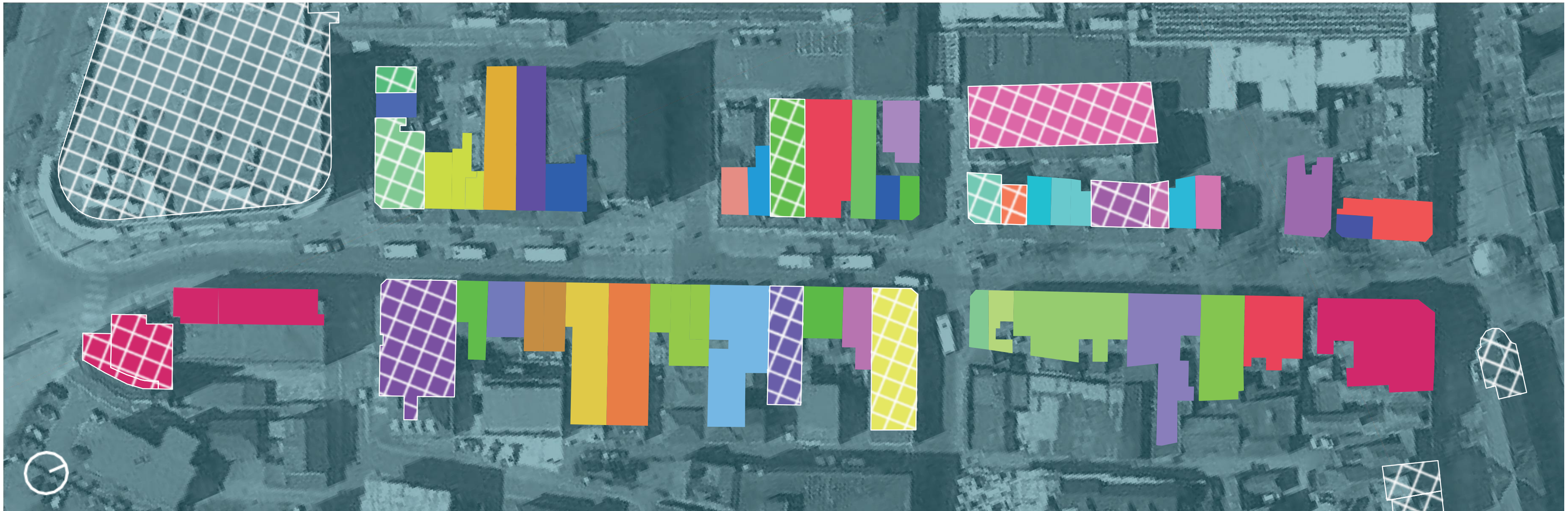




The relationship between supply and demand can be quantified to identify the optimal spacing level by category for a given location

CACI

Places today are not always aligned to the needs of their community



\*First run analysis - more testing

**54 different ownerships**  
**5 owners of multiple units**  
**Over 40% sits within 10 ownerships (sq m)**



Not enough residential



WORK  
SHOP

LIVE  
LIVE  
SHOP LIVE

LIVE  
EAT

LIVE  
LIVE  
CULTURE

HEAR  
SEE

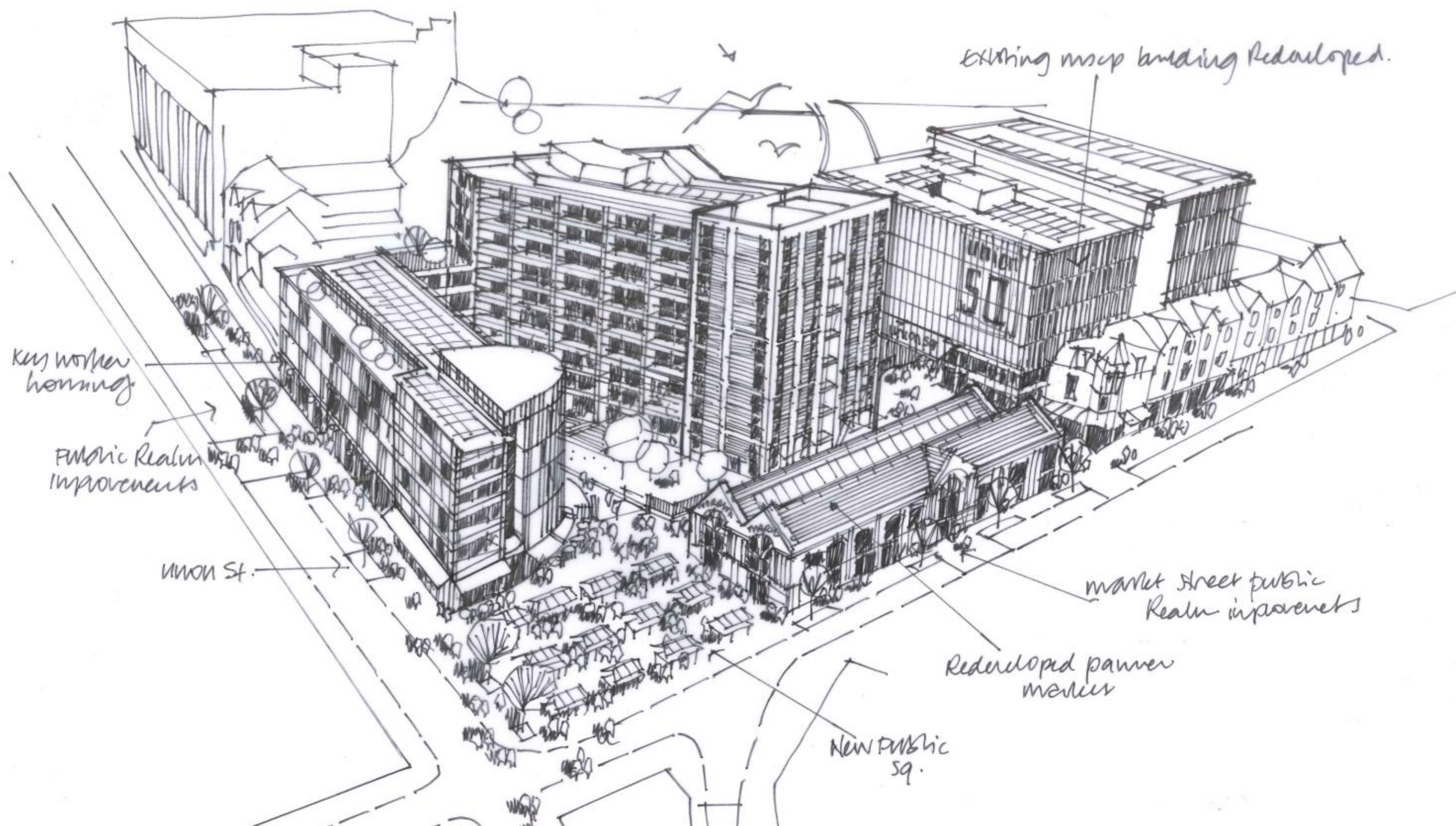
LIVE  
WORK  
SHARE

HEALTH  
DRINK

PLAY  
LEARN  
STUDY

Our current  
work.

# Torquay – Union Square



# Chrisp Street, Poplar

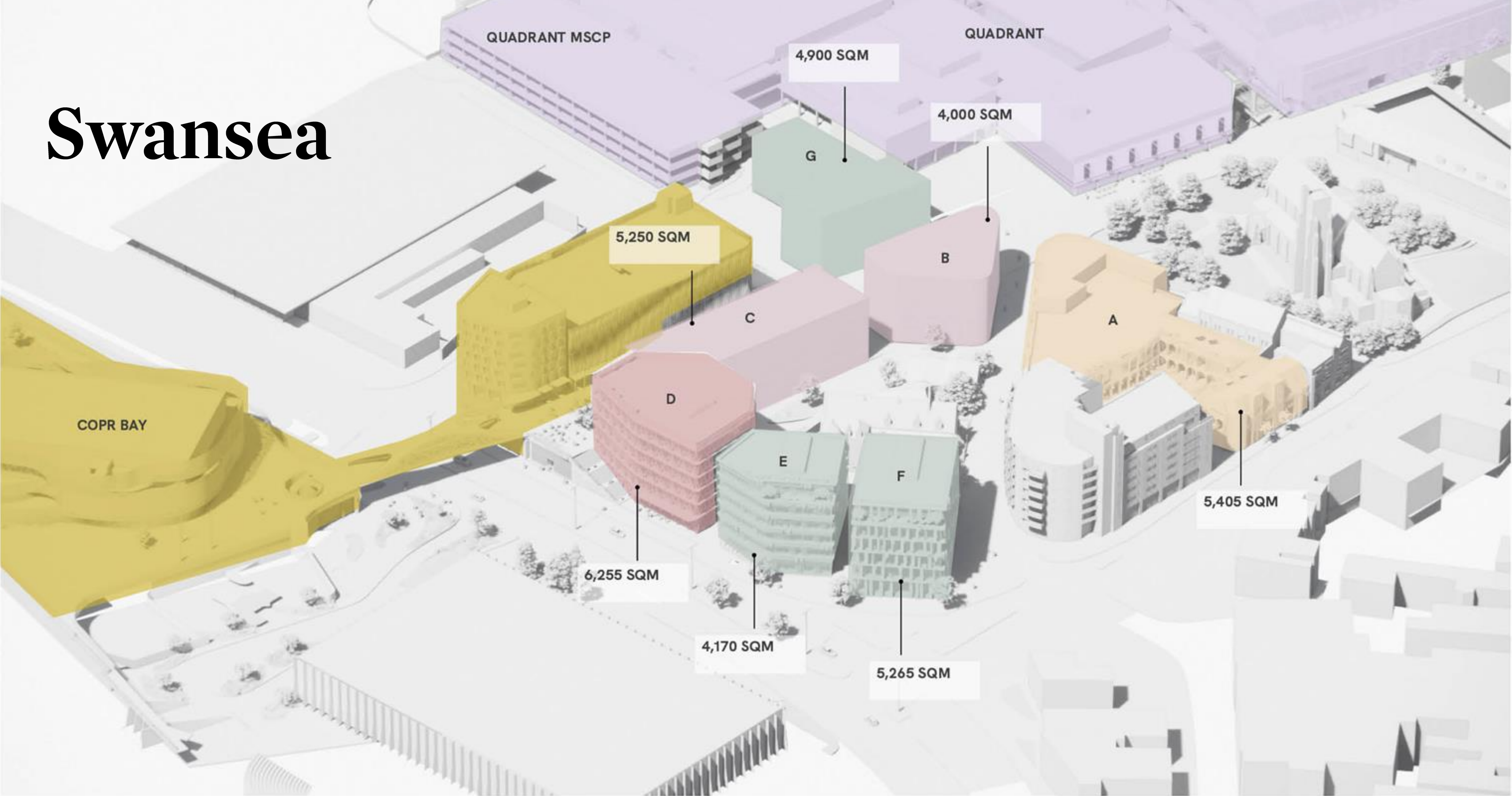




# Waitrose, Bromley



# Swansea



# Six key challenges to address

1. **Vision & masterplan**
2. **Fragmented ownership**
3. **Matching public and private sector ambitions/requirements**
4. **Viability**
5. **Political buy-in**
6. **Matching expertise and local knowledge**

**Milligan**