

# Kerb Appeal!

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**The Retail Champion**



HM Government



**European Union**

European Regional  
Development Fund



**RETAIL CHAMPION**  
FAST TRACK TO RETAIL SUCCESS

# Introduction: Who am I?

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- Retail Champion Associate
- Started “on my own” in 2012, after 15 years in retail businesses advising independent businesses
- Expert in business planning and marketing strategy
- Right now my time is spent helping businesses recover from the impact of covid, and, in preparing for the “new normal”...



# What we will cover today:

## Kerb Appeal!

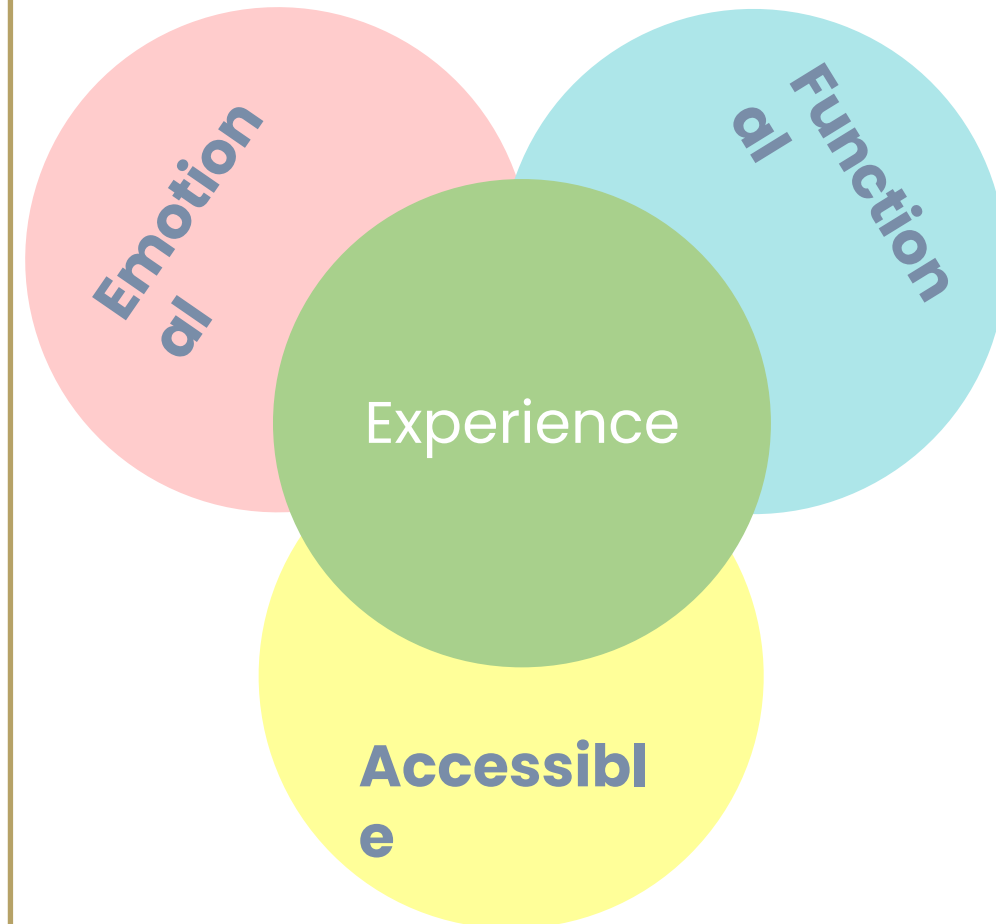
- Impact of your brand implementation on customers – are you attracting, confusing, or repelling potentially high spending, visitors?
  - Signage and shop front
  - In-store merchandising, layout, visual merchandising
  - Online brand execution.
- Collaboration – working with your neighbours to make your place as enticing as possible, for the benefit of all.



# Sum of the parts...

- Components Of Visitor Experience
  - How does it make us feel?
  - Does it do what we want it to do?
  - How easy is it for us to do what we want to do?
- Consider if any aspects of the experience with your place, physical or digital, cause visitors any form of conscious / subconscious 'friction'?

*Friction: The resistance that a surface / object encounters when moving against another.*





# Now a Quiz... Ready?! 2 pictures, 3 seconds



# Which were you more “attracted to”?

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# ACTION!

## The rotten apple...

- Your reaction to the bins was normal
- We become “blind” to our surroundings - Can you look at your surroundings with “fresh eyes”?
- What is the approach to your place like?
- What is the external visual impact?
- What is nearby – do elements of public realm need addressing?





# Now another Quiz... 2 pictures, 3 seconds





# Which were you more “attracted to”?



Left



Right

# And, what kind of shop are they?

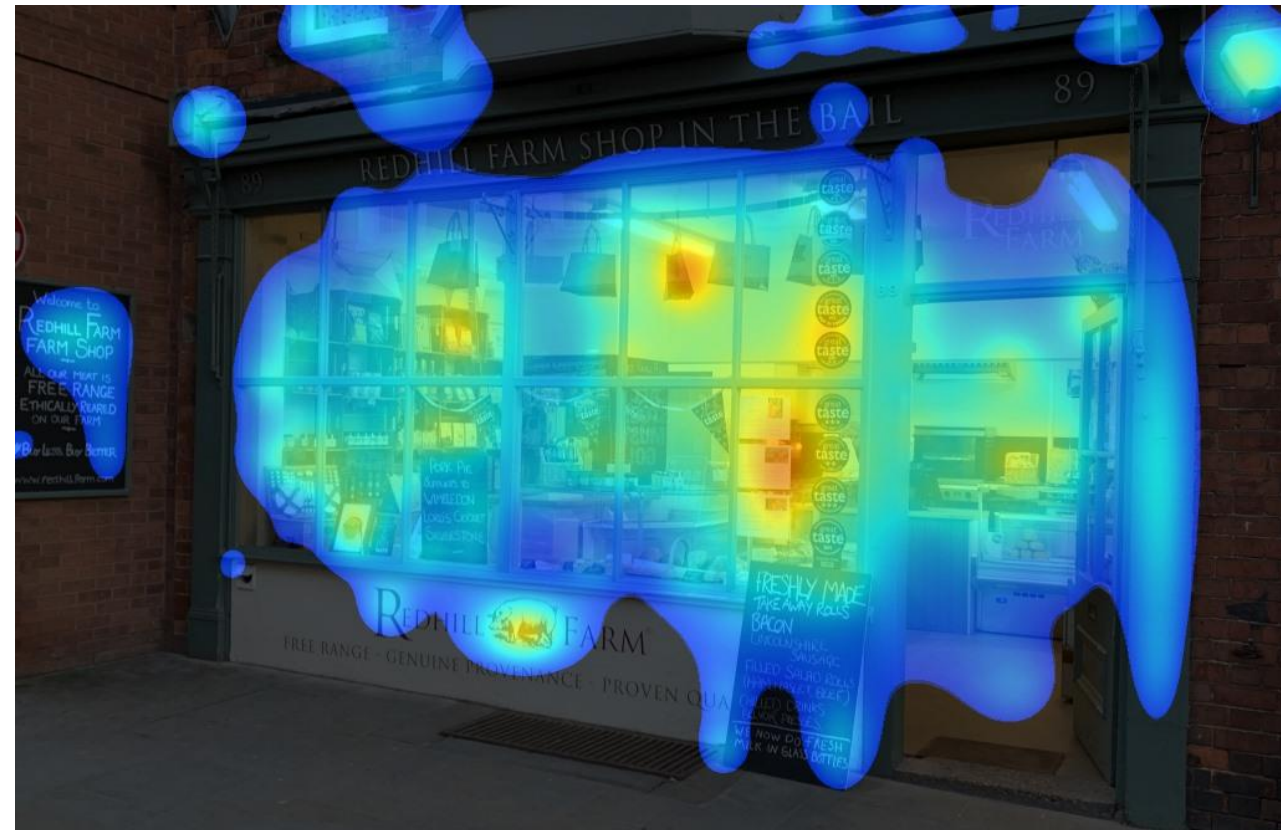


# So, what DID you see... Shop on the right

Using predictive visual attention software we establish key areas of focus

This helps us identify what may be working:

- Open window and good lighting is 1st thing seen (73% capture rate)
- This draws attention to:
  - Inside the store
  - Key external & window signs
  - Branding





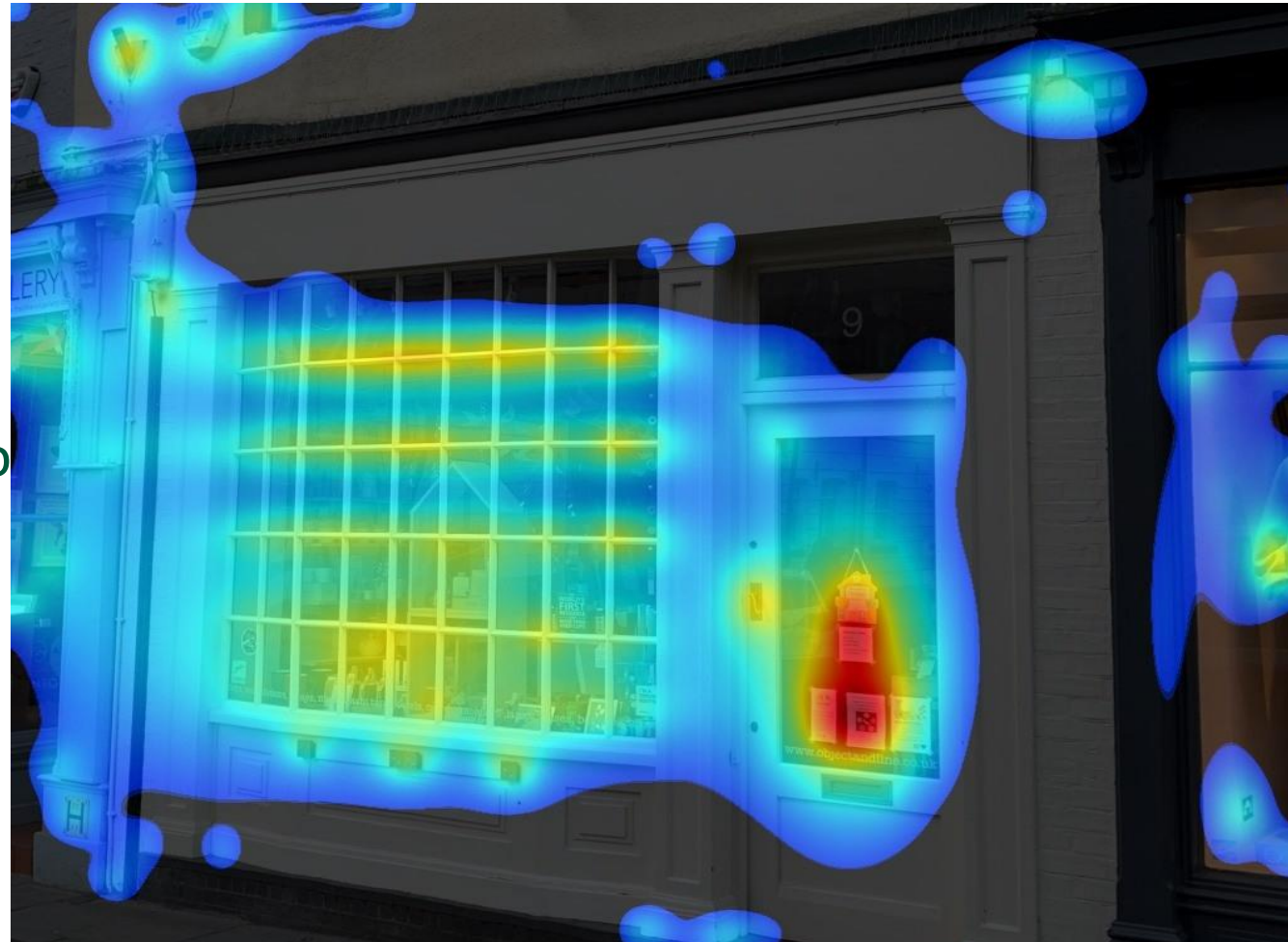
# So, what DID you see... Shop on the left

The gift shop struggles to pull our attention:

- Signage not readable at walking pace
- The store frontage itself
- The window makes up most of the front so is seen 2nd with only a 65% capture rate

The result?

- Store looks unloved / empty
- Purpose misunderstood despite a wonderful collection of great gift products



# ACTION: How can you maximise your kerb appeal?

A few questions....

- Being really honest, does your storefront do your business justice?
- This is your billboard – even if you are closed people are walking by!
  - How can they contact you?
  - How are you signposting to digital channels?
  - Dress the window to catch their eye
  - Put yourself in the shoes of a passer-by
- We will come on to all of this as we go!



# Collaboration!

The rotten apple, The Sum of the parts: Perception of your street / place impacts potential customers

- Do you work with your neighbours to make your place as enticing as possible, for the benefit of all?
- Could you create a “traders group”?
  - Use a Facebook group to promote your street, village or town (if you don’t have one already)
- Working together to enhance your shop fronts, and to the street scene, can make a big difference
  - Speak to the council – is there support for a shop front improvement scheme, better signage etc?





# ACTION: Can you work with your neighbours?

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Do you work with your neighbours?

Do you need support to get your neighbours involved and to help set up a traders group?

- What would you like to have changed / improved in your street scene?
  - Present your recommendations to the council – there are lots of schemes to improve places



# Online Kerb Appeal!

It's all about brand guidelines

- Do you have a brand logo that reflects your business
- Do you have a portfolio of brand colours
- Do you have style guidelines for images you use across digital channels
- Do your brand guidelines transition well from physical to digital & back again?



# Thank you for listening

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**S O U T H**



**H O L L A N D**

**DISTRICT COUNCIL**