

# Lighting & Regeneration

*The role of lighting in supporting town centre regeneration and economic recovery*



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# Context

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## Town Centre

In this context, this term refers to neighbourhood centres, suburban centres and local centres offering the following amenity:

- Retail centre
- Leisure, entertainment and cultural facilities
- Access to public and private sector services
- Employment and business
- Transport hub
- Community, 'their town centre'





# Context

## Renewed Focus on Town Centres

Town centres have an important role in the recovery of economies in the post-COVID era.

Outcomes of increased **working from home**:

- Increased town centre **vibrancy** and **footfall**
- People looking for **amenities closer to home**
- **Second-tier cities and towns** now considered for **permanent residence**
- People searching for a **better quality of life**

Time to rethink your town centre during **daytime** and **night-time** beyond day-to-day convenience; for **culture, leisure** and other social activities.



# Context

## Why now?

We need to build on the momentum of town centre transformation measures that started as a response to COVID-19:

Increased focus on **walking and cycling**

- Need for **safe outdoor spaces**
- **Rethink public amenity lighting** as we head towards winter.

The opportunity for authorities to decide how towns can emerge out of the current recession while maintaining public safety measures.



# Context

## Why lighting?

In the current context, lighting is a key resource that can support:

- a transition **from functional and 'meanwhile' to permanent** interventions
- **longer term recovery plans** for the night-time economies
- **revitalisation of high streets** and retail environments

Lighting can provide **cost-effective solutions** and a **quick win** for authorities looking to make improvements.



# Role of Lighting

## Supporting night-time economies

Light is vital and fundamental to our daily existence, linking cultural, economic, social and political aspects of our global society.

- 50% of modern life takes place **AFTER DARK**
- Night economy = 5<sup>th</sup> biggest industry
- 19% of UK population **late/night shift working**
- Very effective combined with urban policy
- Key to unlock **post-pandemic recovery**
- Fundamental solution to **improve town revenues** and quality of **urban life**

### ECONOMIC DEVELOPMENT

- SOCIO-ECONOMIC ACTIVITIES
- TOURISM AND CULTURE

### SUSTAINABILITY

- ENERGY
- ENVIRONMENT AND HEALTH



### LIVEABILITY

- SAFETY AND SECURITY
- ACCESSIBILITY AND WAYFINDING
- HEALTH AND WELLBEING



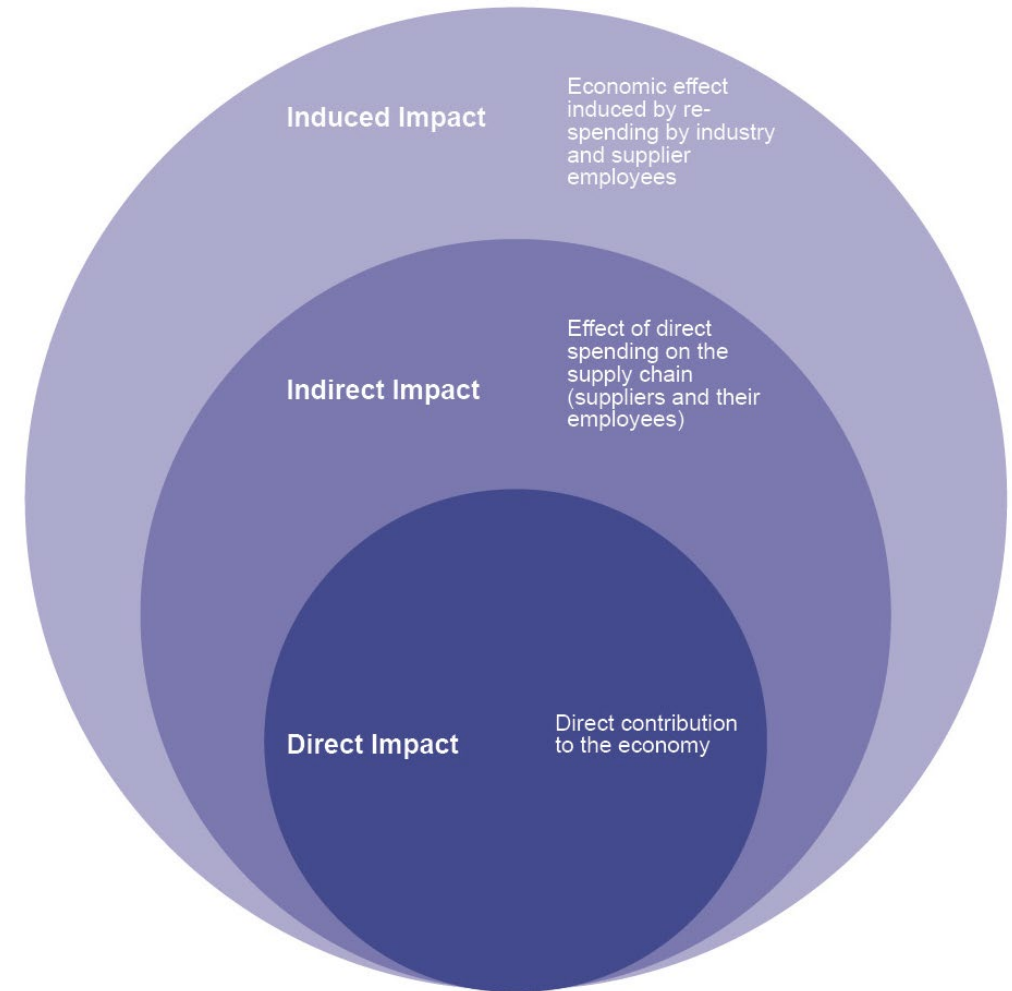
# Role of Lighting

## Economic Value

Multiplier effects should be considered when thinking about lighting as a resource for creating economic benefits, such as jobs or revenues.

## Case Study – Riverside Festival of Light

- Direct Impact: 1,088 jobs, £65M income
- Indirect Impact: 156 jobs, £15M income
- Induced Impact: 186 jobs, £19M income
- Total Impact: 1,430 jobs, £100M income



# UN Sustainable Development Goals

## Multi-faceted impact

Lighting interventions, can positively enable the UN SDGs, in particular in the creation of sustainable communities, improving health and well-being and supporting economic growth.

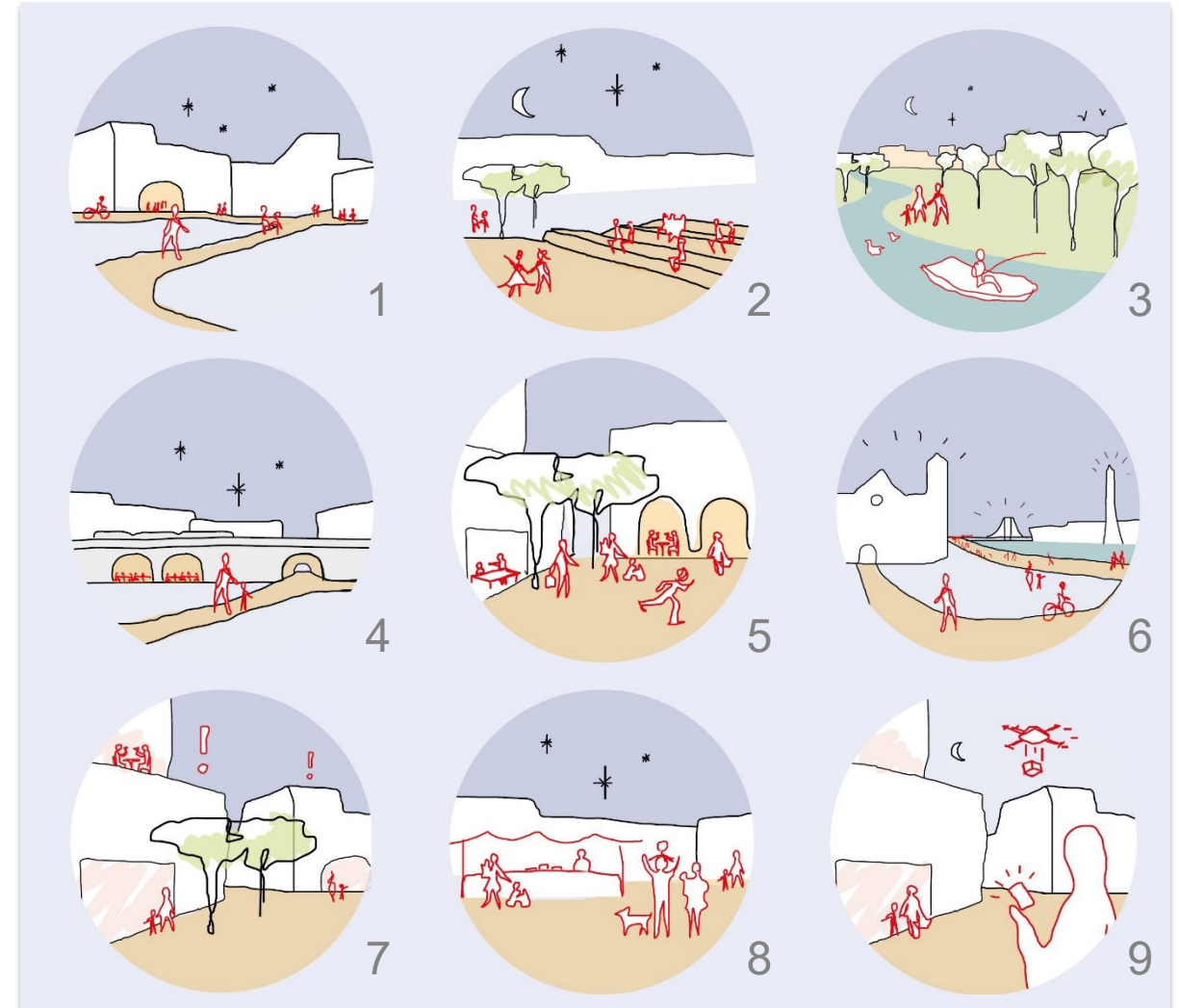


# Challenges

# Challenges

## Nine Town Centre Challenges

1. Attracting people sustainably and safely
2. Providing spaces for people to dwell
3. Bringing people closer to nature
4. Removing barriers
5. Offering a range of uses and activities
6. Enhancing heritage
7. Re-purposing underused assets
8. Encouraging a sense of community
9. Adapting to the changing nature of retail

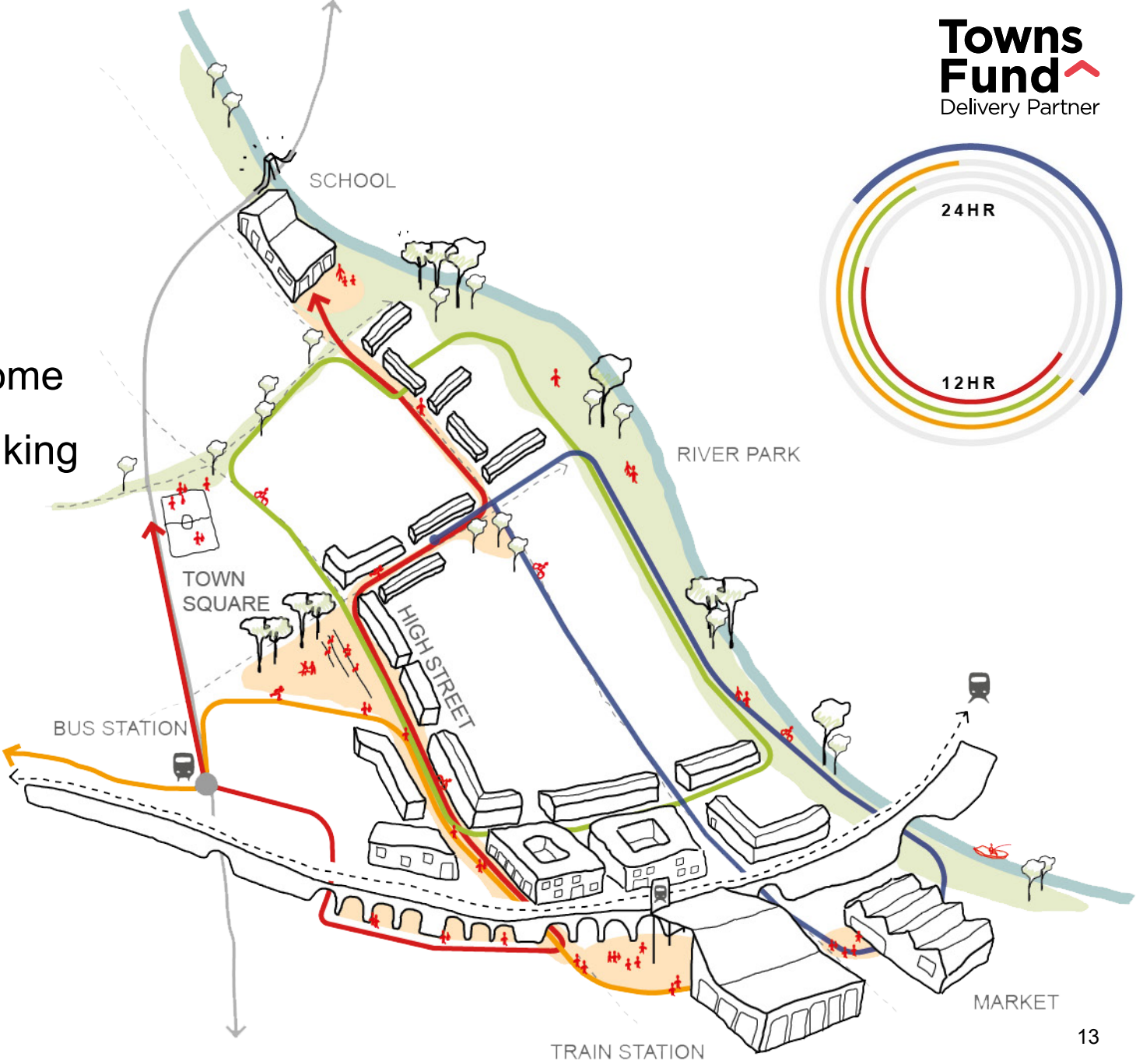
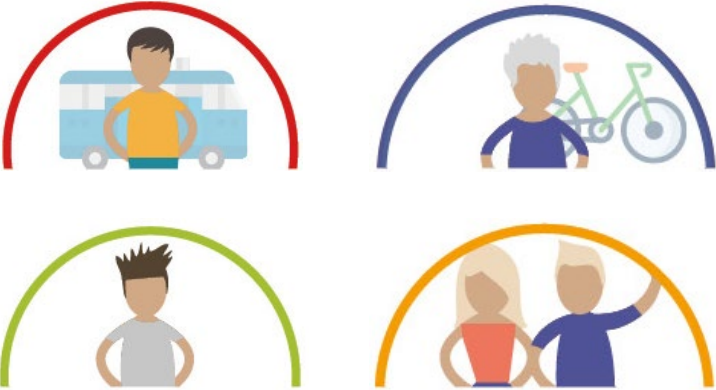




# Challenges

## Towns are Changing

- Greater demographic diversity
- Impact of COVID-19; working from home
- Needs night-time design and 24h thinking



# Case Studies

# Small – Medium Scale



**B-Lit**



**Sheffield  
Concourse**



**Leicester  
Square**



## **Community**

Engaging the community  
Reduce crime and antisocial  
behaviour



## **Repurpose**

Repurpose forgotten and  
underused assets. Create new  
exterior social spaces for post-  
COVID recovery.



## **Dwell + Retail**

Encourage people to dwell and  
spend. Unlock frustrating  
bottlenecks in footfall

# Large – XL - Festival



**Metroplaza**



**Bradford  
City Park**



**Lumiere  
Durham**



## **Dwell + Retail**

Create a new retail and leisure experience, make space for social activity and encourage after-hours dwell



## **Flexible Spaces**

Lighting can create a variety of event scenarios, enable flexibility and create highly attractive spaces



## **Lighting Festivals**

Festivals can give international acclaim to a location, increase tourist attendance and maximise revenues



# Case Study #1

## B-lit

Engaging a community with simple lighting interventions can be used to build resilience, create safer places, reduce crime and antisocial behaviour while building a sense of civic pride and fellowship

- 3 engagement workshops
- 500 people attended
- Contributed to 11% crime reduction

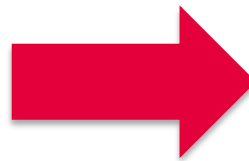
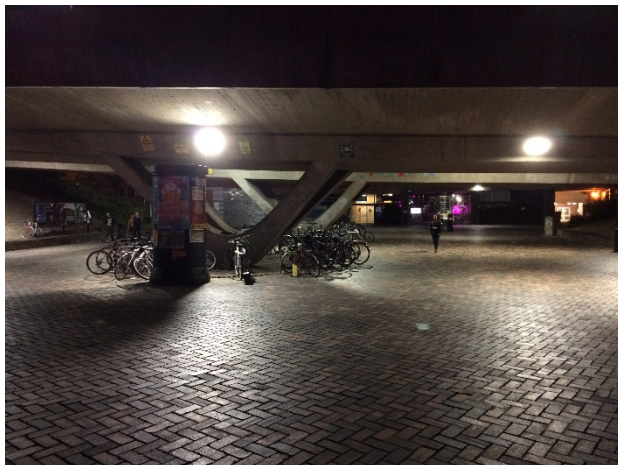


# Case Study #2

## UoS Concourse

Lighting can enable connections between different parts of a town by improving the perception of safety in foreboding spaces, such as underpasses.

- 140m of linear luminaires
- 7 nightly themed light shows



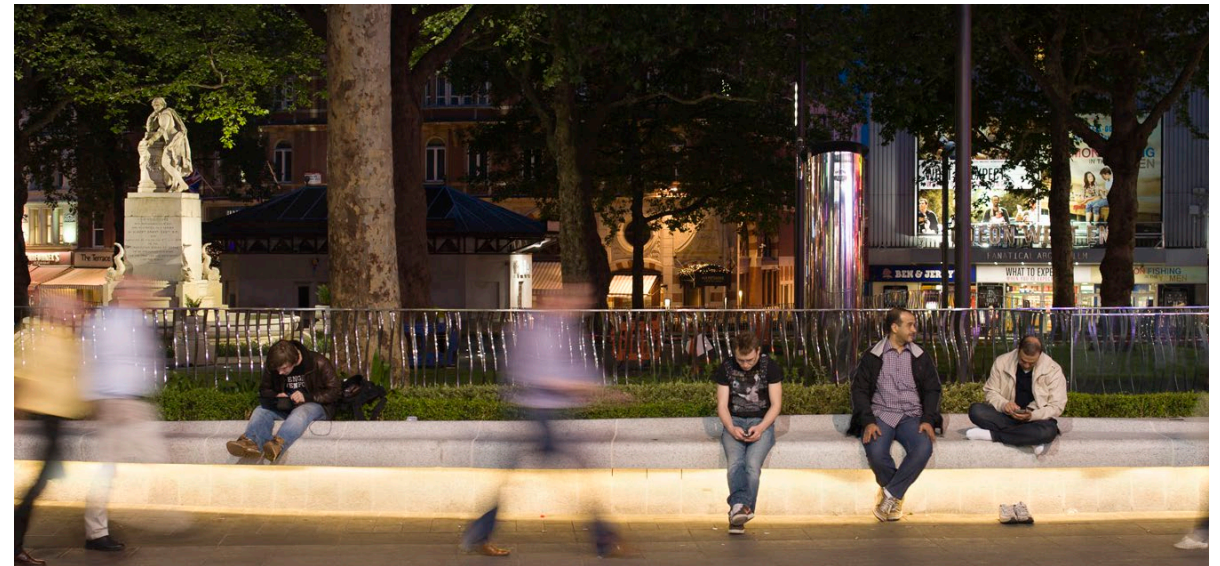
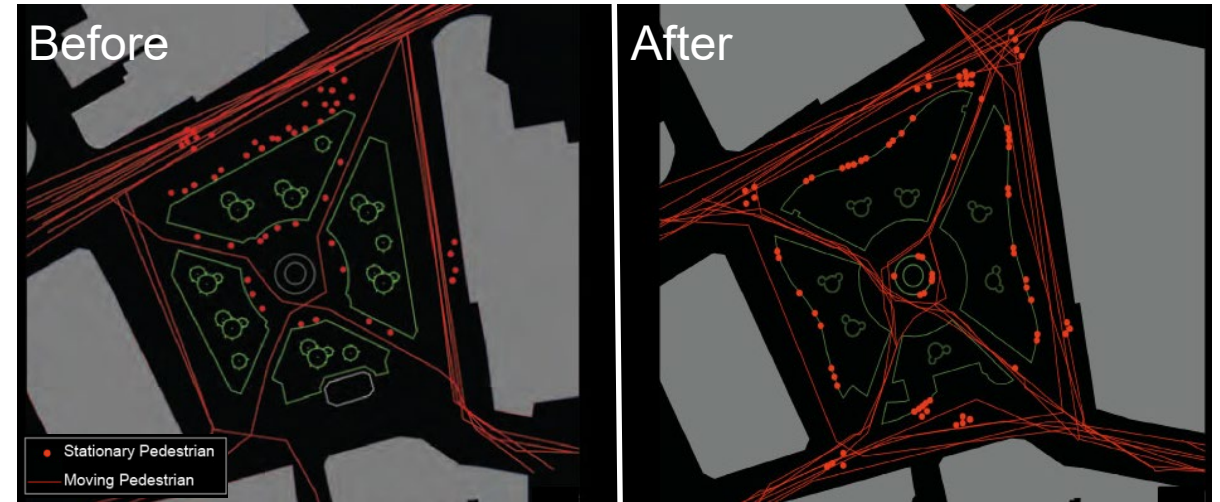


# Case Study #3

## Leicester Square

Lighting interventions unblock pedestrian flows, optimise walking routes and make places more pleasant, encouraging dwell and retail/leisure spend in urban centres

- 250,000 pedestrians travers square daily
- £15M project value
- £20M food/beverage annual revenue



# Case Study #4

## Metroplaza

A reconfiguration project to enhance the tenant mix with an enlarged outdoor green space, offering more shopping and leisure options to the large working population in the area, visitor spending recorded double-digit growth, and rental income increased significantly.

- >10% growth
- 45% new retailers, 50% new to area
- 3700m<sup>2</sup> plaza with 5 relaxation zones





# Case Study #5

## Bradford City Park

Lighting can potentialise the user experience on a variety of event scenarios, focusing on the visual scene to create successful, flexible and highly attractive urban spaces.

- >£1.9M annual spend
- 4M annual visitors
- £1.3M spend in first 6 months after opening



# Case Study #6

## Case Study – Lumiere Durham

Lighting festivals can help activate outdoor spaces and encourage economic activity, especially during winter times when footfall presents a challenge for most towns.

- £1.7M cost for staging the event
- £5.9M visitor spend
- £9.6M total economic impact
- 83% increase in footfall
- For each £1 spent, £5.65 is realised
- 200,000 visitors



# Next Steps

# Next Steps?



**STEP 1**



**STEP 2**



**STEP 3**



## Scoping

Which town centre challenges are you going to target to align with your policy goals?



## Appraisal

Knowledge gathering stage, identify the parameters which inform the interventions, engage experts where necessary



## Conceptualisation

Identify the possible interventions, optioneer, budget and integrate your ideas into your town masterplan



## Business Case

Verify plans with fiscal evidence plus a business strategy ensuring benefits are gained, in short, medium and long-term



# Resources

# Resources

## Recommended Reading

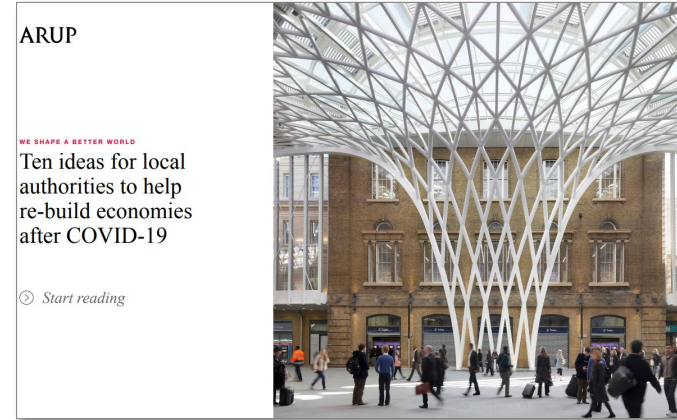
Research based reading on post-covid cities transformation and economic which can support your town on the path towards regeneration and recovery.

Search using these keywords on:  
[www.arup.com/perspectives/publications](http://www.arup.com/perspectives/publications)

## Contact

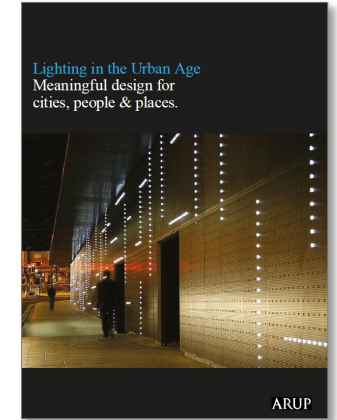
[bettisabel.lamelo@arup.com](mailto:bettisabel.lamelo@arup.com)  
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Ten ideas for local authorities to help re-build economies after COVID-19



Keywords: covid ten ideas

Lighting in the Urban Age



Keywords: lighting urban age

Towards Superbia: renewed focus on our suburbs



Keyword: superbia

Beyond the curve: a visual journey into our post-pandemic future



Keywords: post-pandemic

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