**QUALITATIVE METHODS STATEMENT FOR WORK PACKAGE C INTERVIEWS**

Work package C used semi-structured interviews to draw on the experiences and opinions of property investors and property professionals working in five major UK retailing centres: Edinburgh, Glasgow, Hull, Liverpool and Nottingham. These are regionally significant northernly centres with Glasgow, Liverpool and Nottingham being three of the largest retail centres outside London’s West End. They have 2,991,000ft2, 2,998,000ft2, and 2,877,000ft2 of estimated retail floorspace, respectively. Edinburgh (2,118,000ft2) and Hull (1,873,000ft2) are smaller regional centres[[1]](#footnote-1)

**3.1 Survey sampling**

A purposive sampling procedure was undertaken to recruit a range of experienced owners and property service professionals across the five retail markets and across a range of organisations.

Emails were initially sent to 66 potential candidates with those not replying targeted for telephone ‘follow-up’ calls.  12 of the potential participants contacted were females and 54 males reflecting the male dominance in the UK property industry. 27 agreed to be interviewed; 10 no longer dealt with retail asset management or agency in the case study markets; with 29 not responding or not able to take part.

Interviewing was undertaken until saturation was reached, stopping at 27 interviews with roughly equal coverage across the five cities. Of those interviewed, one managed a portfolio with current and previous retail exposure across the five defined markets and broader UK (PortMgt); six asset managers steered retail assets for a range of owners across the private/public sectors (AMgt); five interviewees, as property managers, managed in-town units and/or shopping centres (PMgt) with the remaining 15 providing a range of retail property services covering valuation, management , transaction support and broader advice (PPS).

The majority of the sample (16) were placed at senior levels within the industry as partners or directors with 18 or more years of experience in retail property. Three associate partners/directors reported an average of 9 years of experience while two designated as senior surveyors had an average of 19 years of experience and two asset managers averaged 6.5 years of experience in the retail sector. Of the remining sample, three of the shopping centre managers averaged more than 6 years of experience in relation to managing centres directly but had further experience across the broader panoply of the retail market.

**3.2 Interview format**

The interviews followed a semi-structured format with the interviewer following a standard interview schedule. Property managers, portfolio managers and asset managers were asked an identical set of questions, allowing for slight adjustments to capture the changes linked to Covid-19, while the questions asked of property professional services practitioners were slightly different to include issues specific property professional services.

Interviewing started January 2020 but was interrupted due to the start of Covid-19 pandemic. Ten of the interviews (January-March 2020) were conducted face-to-face interviews but three were undertaken as telephone interviews before interviewing had to be suspended due to full lockdown restrictions coming into force. Interviewing resumed between January – March 2021 with 14 interviews conducted via Zoom or Teams.

23 transcripts are archived. Two scripts are not archived as written permission to archive was not granted. Two other scripts have not been archived as it was impossible anonymise the transcripts in a meaningful way to ensure the anonymity of the participants as promised in the Participant Information Sheet.

1. Property Market Analysis (2021) Edinburgh, Glasgow, Hull, Liverpool and Nottingham local market data. PMA UK PROMIS Local Market Data Service. 5 October 2021. [↑](#footnote-ref-1)