**WORK PACKAGE B: Urban form and land use innovations within existing and new retail areas**

**QUALITATIVE METHODS STATEMENT**

Primary data was collected using semi-structured interviews.

Work package B used semi-structured interviews to draw on the experiences and opinions of a range of city centre actors (including: property professionals, retailers, architects, planners and other local authority officials) 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 (PMA, 2021).

**3.1 Survey sampling**

A purposive sampling procedure was undertaken to recruit a range of experienced city centre stakeholders across the five retail centres and across a range of interests and backgrounds relating to city centre innovation. Potential interview candidates were contacted via email and invited to take part.

In total, 43 interviews were conducted with a total of 47 respondents – this latter figure reflects the fact that three interviews involved two respondents, one interview involved three respondents and one respondent was interviewed twice. Interviews were undertaken until saturation was reached and roughly the same number of people were interviewed in each of the five cities (Edinburgh 7 respondents, Glasgow 12 respondents, Hull 9 respondents, Liverpool 8 respondents, Nottingham 11 respondents). Of those interviewed, 38 were male and 9 were female. Respondents represented a variety of experienced city centre stakeholders: 7 were involved in city centre management or city centre associations; 7 were in private real estate or planning consultancy; 17 were local authority officers; 8 were operators of retail or other city centre businesses; 3 were landlords; 3 were architects; 1 was a developer; and 1 was an academic. All of the sample were placed at senior levels within their respective organisations or businesses (i.e. project managers, directors, owners, chairs, etc.).

**3.2 Interview format**

The interviews followed a semi-structured format with the interviewee following a standard interview schedule, but adjusting questions and lines of enquiry to suit the respondent and the context. Interviewing started in January 2020 but was interrupted due to the start of Covid-19 pandemic. Interviewing concluded in August 2021. Three of the interviews were conducted face-to-face, 15 interviews were conducted by telephone and the remaining 25 interviews were conducted via Zoom.

43 transcripts are archived.