

Results of competition: Re-imagining the high street - SBRI - Phase 1

Total available funding for this competition was £2m from the Technology Strategy Board.

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Accelogress Limited	Smart Personal Parking eXperience (SPPeX) feasibility study	£96,466	£96,466
Project description - provided by applicants			
<p>The objective of this project is to conduct a comprehensive technology and user acceptance feasibility study of the SPPeX system concept, a novel system to significantly improve efficiency of parking management in towns. It will assess the impacts of relaying real-time parking information to town-centre users, providing a better experience when planning their trip to the high street, during their journey and it will determine how parking can be best integrated into high street business offers. This will reduce the inconvenience of inadequate or hard-to-locate parking spots at the high street – a recognised barrier to potential shoppers.</p> <p>As identified in the Portas Review “To go head to head with the out-of-town shopping centres, high streets need to have a more flexible, well communicated parking offer.” The envisioned solution is expected to collect and integrate real-time parking spaces availability data from different available sources, combine them with parking demand data gathered from users of the system to generate a town wide parking availability and demand model that is constantly updated. Beyond this, the study will demonstrate how this information can be leveraged while guiding users to their destination, helping to reduce congestion caused by drivers looking and waiting for available parking. The proposed solution will operate in the cloud with a user interface on modern Android or Apple’s iOS smartphones. The system will be integrated with advanced mobile location services, which users are increasingly accepting and expecting.</p> <p>Easy availability of space information will reduce the parking concerns of potential high-street users and partially eliminate the advantage that out-of-town centres have by providing unlimited parking.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
AMS Consulting	rTown	£90,323	£90,323
Project description - provided by applicants			
<p>Despite all attempts to encourage alternative modes of transport the car remains the most convenient means for most people's travel. In non-urban and rural areas other transport options are diminishing rapidly with the reduction in subsidies available for public transport and deteriorating surfaces for cycling. The rTown project therefore uses the necessity of car parking as the base from which to reinvigorate High Streets in non-city contexts.</p> <p>In the feasibility stage it is proposed to use the challenge presented by Ross-on-Wye which is according to Cobbett (1821), "an old-fashioned town; but it is very beautifully situated, and if there is little of finery in the appearance of the inhabitants, there is also little of misery. It is a good, plain country town, or settlement of tradesmen, whose business is that of supplying the wants of the cultivators of the soil." The town rector invented the package tour in 1745, stimulating high profile visits to view and paint the 'picturesque' but the subsequent increased mobility of the population has reduced the importance of the town as a staging point and as a livestock and produce market; and the package tour has moved beyond UK shores resulting in this and other market towns seeing diminished tourist trade.</p> <p>A 2012 study of Ross using the Action for Market Towns methodology indicated a lack of footfall, convenience and key-attractor shops. A Town Plan undertaken in 2010, and refreshed in 2013, indicated (amongst other detail) the need to:</p> <ol style="list-style-type: none"> 1. Provide additional planning guidance for the local planning authorities; 2. Deal with traffic congestion, signage, traffic routing; 3. Create tourist trail & protect historic buildings and landscape; 4. Take devolved powers from Herefordshire Council for traffic management, parking and public buildings. 			

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Phase 1 of rTown will test the feasibility of using incentives linked to parking and town services to increase footfall, in turn encouraging more convenience and key-attractor shops — thus reinvigorating the town. It builds on our existing data to develop new solutions to problems that are common to most High Streets; and from which it will be possible to define unambiguous metrics against which to measure improvement during the Phase 2 implementation.

rTown brings together under the project leadership and informatics skills of Melvin Reynolds, AMS Consulting; globally recognised expertise on parking matters (Ian Betts, Parking Data & Research International); a versatile incentive technology (Chris Reed, MontBeau Ltd (VoucherPoint)) and other skills. The Town Council Policy & Management Committee and the Association of Ross Traders Executive have both given unanimous backing.

As part of current asset transfers associated with (4, above) the Ross-on-Wye Town Council will establish at least one Community Interest Company or similar legal vehicle. On completion of Phase 1 the IPR attributable to rTown will be vested with the most appropriate of those CICs and made available for use by other 'High Street interests'. The IPR owned and developed by the contractors to the project will remain theirs to commercialise further as they wish.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Bristol Pound CIC	The Town Pound: A Network of Local High Street E-currencies	£100,000	£100,000
Project description - provided by applicants			
<p>Building on the marketing value of local currencies, as demonstrated by the launch of the Bristol Pound, we will, with Transition Town Totnes as a subcontracted partner, trial the concept of a national, 'local' e-currency – The Town Pound. Local currencies build local economic resilience by keeping more money circulating locally, helping to stimulate cross community connections and encouraging people to think about how they spend their money.</p> <p>We aim to create a locally branded currency on each high street that will act as a strong marketing and loyalty tool for local shops and services, making it easier for customers to fulfil their desire to buy local. We are also developing the ability to track individual units of currency to capture intelligence around how money is being used in a particular area. Crucially, this data could be used to identify new market opportunities.</p> <p>The Town Pound team will create a suite of products based on local currency concepts that offer additional benefits for high street traders: one stop online shop for each high street; click and collect service bringing people into high streets; collective loyalty schemes; business networking and brokering; granular retail management data. The currency will be in electronic form allowing consumers and traders to send and receive payments by the method most convenient to them, via mobile phone text message, Smartphone app, or online. Since consumer needs cannot be fulfilled entirely by local businesses, it will be possible to exchange the different currencies throughout the network of participating towns and cities across the country, making it the first and only UK National-Local Currency.</p> <p>We are proposing a complimentary currency that is designed to work alongside sterling, not replace it. Each town pound will be backed pound for pound by sterling deposits. Consumers will be able to use a local currency/online ordering/collection or delivery services from shops which may otherwise be unable to offer these services independently. We will also supply a business directory for users to find products and services, and a brokering service to actively encourage businesses to use each other. A loyalty programme to encourage repeat use of the scheme</p>			

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could be built in and there is scope to create special offers to encourage particular modes of purchasing.

In summary, our proposed solution will:

- Help identify flows of money and possible enterprise opportunities in the community.
- Offer a convenient way for customers to re-engage with their high street businesses and shop more locally.
- Capitalise on the pride that citizens may have in their locality.
- Offer added value to high street retailers.
- Support the networked High Street, not just the shops but the supporting services as well.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Coventry City Council	The Coventry Cloud - A Rewarding Shopping Experience	£95,369	£95,369
Project description - provided by applicants			
<p>Coventry City Council's policy makers have economic growth at the very heart of the city's economic development strategy. Rightly seen as a driver of jobs and wellbeing, Coventry City Council is committed to creating the right conditions for investment. A revitalisation of the city centre is crucial to the success of the strategy as part of a broad based approach that includes a focus on development sites and technology sectors.</p> <p>To this end, Coventry City Council and its public and private sector partners are now engaged in a number of enabling initiatives that will bring real commercial advantages to existing businesses and prospective investors. These include shared space, ultra-fast broadband and open access 4G wireless.</p> <p>Our proposal is to carry out a feasibility study for an interactive shopping rewards programme. It is anticipated that “The Coventry Cloud” would raise the profile of the city centre, increase footfall, enhance the quality of life for residents and visitors, create additional retail spend and attract new high street investors. The innovative and technically advanced methodology would also allow the Council and its city centre retailers to collect and collate a range of data sets that will be used to further define and improve the offer.</p> <p>“The Coventry Cloud” would be a unique and highly innovative rewards programme centred on the regeneration of the city’s retail offer and to combat Coventry’s steep decline in city centre footfall and spend. It is hoped that “The Coventry Cloud” would be designed to empower the retailer through the development of a new socially connected digital system, attracting three key market segments back into Coventry’s high street and provide a vibrant, simple retail and leisure economy that communicates more effectively with the consumer, entertains families of all ages and educates, stimulates and promotes a healthy high street offer.</p>			

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Incorporating both online and offline solutions, “The Coventry Cloud’s” primary goal would be to incentivise visitors and residents for visiting, spending and staying longer in Coventry city centre. The project seeks to establish if Coventry’s unique independent retailer offer, incentives and rewards would attract customer loyalty. Working with the main local authority, Coventry City Council, the Coventry City Centre Business Improvement District and private sector partners Serious Games International, “The Coventry Cloud” would provide a social playground designed to enhance virtual experiences using intuitive logistical setup, ground breaking methods of consumer engagement and a simple, customer-friendly approach to accessing retailers and their merchandise 24/7.

We enclose a letter of support for the project from Andy Talbot, Director, West Orchards Shopping Centre and Chair of the Coventry Business Improvement District for the city centre. We also have further support letters from other retailers including Marks & Spencer’s, Debenhams and several from smaller independent retailers.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
CRITICAL SOFTWARE TECHNOLOGIES LIMITED	SMARTening the High Street	£99,487	£99,487
Project description - provided by applicants			
<p>The project will develop and apply state-of-the-art digital solutions utilising the functionality of the Living PlanIT Urban Operating System with a sensor network to enhance existing physical services in the high street. Building on, but customising, a solution developed and in beta test at London City Airport it will:</p> <ol style="list-style-type: none"> (1) Use a coherent digital platform for integration, data articulation, and common services (2) Use a coherent smartphone application at town centre level to provide integrated experiences with maximum convenience, data flow, and penetration (3) Successively build specific digital animations of the high street with stakeholders to bring improved experiences, revenues, and sustainable business models. <p>The output of the project will include refined business and operating models which lower barriers of entry and allow adaptation to differing levels of involvement from different classes of user. It will allow initial projects to vary from owner/developer sponsored to council sponsored to chamber-of-commerce or community-sponsored engagements. Either way, the monetization of services through increased footfall and revenue can help reverse the trend of depopulated high streets and, with sensible planning and targeting, lead to the right local mix of customers, retailers and service providers for any given locale to enable vibrant, sustainable places which are attractive and convenient for residents and visitors alike.</p> <p>In the Phase 1 feasibility study we will work closely with stakeholders, predominantly in Yeovil and Basingstoke to establish their concerns and challenges, priorities for improvement and barriers to implementation of new services. We will establish how best digital services can enhance existing high street offerings, assess current data sources, establish priorities for new data capture and determine the steps needed to develop</p>			

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services tailored to specific local needs. Phase 2 will implement an advanced pilot to demonstrate tangible benefits to all high street stakeholders.

The project will be led by Critical Software, with Living PlanIT, supported by high street owners and retailers in Yeovil and Basingstoke. It will build on experience of recent smart city initiatives in the UK, Europe and Brazil and will draw on the expertise and experience of a wide range of organisations looking to provide digital retail and smart city solutions via stakeholder groups.

We believe there is sufficient historical precedent and in-progress success to position our offering as a sustainable, reusable proposition. The project, if funded, will allow us to pilot the deployment of a consistent framework which can then be replicated to any town centre location which has the vision and political will to make it happen.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Dot-Marketing Limited	Fighting Fire with Fire: How digital holds the key to re-imagining the high street	£64,929	£64,929
Project description - provided by applicants			
<p>Fighting Fire with Fire: How digital holds the key to re-imagining the high street</p> <p>One of the primary causes of the decline in the high street is the emergence of online shopping. This project aims to use mobile technology to bring the data-rich environment shoppers are used to online, to the convenience and service offered by the high street. Through augmented reality, shoppers will get a more engaging experience which is underpinned by real-time, location specific offers from any retailer on the high street. The use of augmented reality, provision of offers and tracking their redemption will provide real-time data for retailers and authorities to understand shopping habits and to better refine and promote the high street offering. This feedback loop will have a positive effect on shopper, retailer and authority behaviour.</p> <p>Imagine...</p> <ul style="list-style-type: none"> • Walking down a high street where every shop front was (when viewed through a smart phone) a 'virtual billboard' displaying offers and what is new in store. • Now imagine that the offers selected for display varied for each shopper, matched to their profile and purchasing habits. Real-time, personalised, location specific direct marketing that could include video and other augmented reality experiences as well as communicating offers. • When the shopper walks into a store, their mobile also brings alive items on the shelves, or highlights other items they might be interested in, through detailed information, images, videos and commentary. They can even share their likes on social media and leave feedback for the store or high street. • Link this with a mobile vouchering platform that enables the shopper's offers to be redeemed in store, and for the platform to record 			

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those transactions and learn the purchasing habits of the different shoppers to further refine targeting in the future.

- Behind the scenes, the store has a dashboard which shows them in real-time what shoppers have been looking at and when, what offers they have used and their feedback and ratings. Even local authorities can see what is happening with a dashboard that shows them the health of the high street.

The shopper simply needs to download the mobile application, register (they do not even need to provide name and address, simply post code, age, sex and number of children); it is an opt-in service. They benefit from communications and offers tailored to them as a single source for any high street. The retailer benefits from building personal relationships with their customers and high streets potential reverse their decline. We call this product Dot-Street.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Ethos VO Limited	The Collaborative High Street Platform	£99,080	£99,080
Project description - provided by applicants			
<p>The world is changing, and nowhere is this more apparent than on our high streets. The impact of 'out of town' shopping and the arrival of the 'hypermarket' has caused a migration of shoppers away from traditional retail areas, and the web is driving a huge shift to online retailing.</p> <p>When shoppers venture into town, they frequently use their mobile for price comparisons, product reviews etc. However, whilst shoppers are undoubtedly demanding higher quality and a more personalised service, they are also becoming more concerned about who holds what data on them, and how it is used. With this in mind, Ethos believe the time is right to bring together some of the key emerging trends in technology to genuinely enhance the shopper's experience, but in a way that gives people control over the data they provide.</p> <p>The model is based on collaboration and cooperation, where value is shared between participants. Ethos would provide the technology platform, including mobile applications for customers, access for retailers and hospitality providers, and a technology platform that draws on the customer's known travel intentions and/or patterns (e.g. parking booking applications and other sources that bring a predictive time and place element).</p> <p>Customers would join the scheme, by providing information as to their retail/service interests - something that could be updated at any time. These needs and wants would be matched with travel data to understand where and when the shopper is likely to arrive within a retail space, allowing those connected retailers to respond with carefully tailored personalised offers that can be adjusted to particular times of day, as the customer arrives. This helps the shopper to know exactly which shops have the product they seek, in the right size and colour if appropriate, as well as allowing the retailer the opportunity to target discounts or value-added services.</p>			

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Shoppers will be able to determine the number of offers they receive and will also be able to update and remove data as they wish. Customers would be encouraged to stay with the system, not just because of the service provided, but because they will receive part of the profit and a share in the growth of the company. Revenue generation would come from retailers, who would pay for the service based on a combination of 'pay per click' or a small commission on successful sales, meaning they do not have to make an up-front investment. Finally, Ethos, as the provider of the technology platform and owner of the IPR, will also be paid a share of the revenue.

In summary, we plan to place the customer at the centre of the proposition, leveraging all that technology to provide a tailored service, but in a way that allows the customer to remain in control. The customer gets a better service, the retailer gets a one-to-one direct marketing opportunity and all parties share in the benefits. Everyone wins, including the high street that will see increased economic activity that will contribute to its re-generation!

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
iGeolise Limited	Travel Time: helping Citizens to rediscover their High Street	£99,672	99,672
Project description - provided by applicants			
<p>At heart, the objective of this project is to get people back to the High Street; we propose to deliver this objective by building an application to help citizens and High Streets rediscover each other. iGeolise has already built the unique Travel Time Platform that searches maps by travel time - that platform makes this proposed Application possible.</p> <p>1. We will build a 'HIGH STREET SEARCH, ROUTING & DISCOVERY APPLICATION'. The key features are that a user can;</p> <ul style="list-style-type: none"> a) SEARCH for location-specific information using the travel time they select (so, 'shoe repairer within 20 mins'). By default, our demo application will use all transport modes simultaneously so at a glance, the user can see & compare the merits of each modes' travel time, CO₂ emissions and indicative cost. The application will automatically generate mixed mode journeys – so 'drive / park & ride / walk the last leg of the journey'. b) See ROUTING to a destination (e.g. shoe repairer) – door-to-door, turn-by-turn, real-time updates as available. c) DISCOVER events, offers, exhibitions, fairs etc within a few moments' walk of their destination, or their route. <p>The DEMONSTRATION APPLICATION that we build will showcase the Search, Routing, and Discovery features (above) and work over an API to link to our Travel Time Platform. This is exactly how we envisage the UK's top 10 local & regional press groups will use these features when we commercialise our solution (Phase 2).</p> <p>2. MODELLING TOOL. Within this Phase 1, we will also conduct a feasibility study to determine whether we can build a modelling tool for transport planners so they can model changes to the transport infrastructure and gauge the impact on the travel time catchment area of a High Street. If this tool is possible to build, we would do so in Phase 2.</p>			

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So - we will build a demo application based on our Travel Time Platform API, to showcase these 'search, routing and discovery' features. And then also conduct a feasibility study into building a modelling tool for transport planners.

Each part of the application will help deliver more people to the High Street, as follows;

SEARCH. Many shopping journeys today start with research on-line before buying off-line - this application conforms to that behaviour. Searching with all transport modes simultaneously means the user sees the merits of each and all modes (travel time / CO₂ / cost); e.g. public transport to the high street vs driving to the retail park.

ROUTING. The Application reinforces the ease of using public transport by showing the door-to-door route (useful since infrequent public transport users may not know the right bus number or stop).

DISCOVERY. The High Street does (or must) offer more than retail; the discovery feature shows the user what else is going on within moments of their destination or route and since most town centres have a range of nearby activities while most retail parks have none, this feature highlights the attractiveness of the High Street.

MODELLING TOOL. Sometimes adding bus stops / routes / frequency can dramatically increase the catchment area of the High Street, and this tool would allow the transport planners to model the impact of proposed changes.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Instantview Ltd	Real-time hyper-location services to support the consumer's high street experience	£99,568	£99,568
Project description - provided by applicants			
<p>Real-time hyper-location services to support the consumer's high street experience</p> <p>The core aspect of this project proposal is a range of mobile accessed solutions designed for retailers to encourage shoppers back on to the high street. It aims to overcome the some of the practical limitations and costs associated with the high street consumer shopping experience.</p> <p>In its simplest form, the proposed project will enable consumers to be tracked during their high street experience. This allows the retailer to push information, recommendations and offers to the shopper relevant to their profile.</p> <p>The core technical deliverables in this project are:</p> <ul style="list-style-type: none"> • Mobile app development that is the customer facing part of the solution • Web toolkit and analytics dashboard for store management • Cloud based server development that includes the core back end logic with the solution • Beacons that drive the value added user experience to the smartphone <p>The proposed project is innovative, but potentially risky. Instantview will work with specialists to mitigate risk in application user design and engagement, retail management and product design for manufacture.</p>			

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Kent County Council	Digitising the High Street: Beyond 'Clicks and Bricks'	£99,950	£99,950
Project description - provided by applicants			
<p>This project centres on developing innovative digital technologies to attract shoppers back to the high street and, subsequently, increase footfall and spend.</p> <p>Through using next generation retail 'Spot Market' and augmented reality technologies, delivered through multiple channels, including shoppers' smart phone devices, a complementary and enabling digital layer will be created to support the traditional high street retailing environment. In particular, this will:</p> <ul style="list-style-type: none"> • Empower local businesses to issue targeted and relevant offers based on preferences which consumers have agreed to share. • Generate higher conversion rates and resultant sales for local retailers as a result of this technological innovation enabling greater relevancy and improved referrals. • Increase footfall to, and provide enhanced navigation of, the high street – especially for businesses not occupying traditionally considered 'prime retail' locations – by creating greater visibility of an areas 'total high street proposition'. • Define a new business model for the delivery of next generation retail Spot Market technologies. <p>This project represents a collaborative approach between Kent County Council, Microsoft, Canterbury City Council, Canterbury City Partnership and Think Agency. Additionally, the involvement of both local and technical partners offers opportunities to develop a clear route to market – as well as early market testing opportunities.</p> <p>The project is also fortunate to benefit from the input of one of Microsoft's top global experts on next generation retail Spot Market technologies – James Whittaker – to support the feasibility and prototype development.</p>			

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Initial scoping work has demonstrated that all necessary technologies upon which this project is dependent are currently available, and given that this project will be using open standards, the resultant product will be both scalable and transferable to other UK high street locations.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
KILTR	StONE	£100,000	£100,000
Project description - provided by applicants			
<p>The High Street Online Networked Environment (StONE) Project aims to attract consumers back to UK High Streets, to increase their time spent, spend rates with local businesses, and the number and frequency of return visits. It will combine the online and physical realms to enable High Street retailers to connect with customers, to hyper-locally promote and market their business in a time-specific targeted way, and to gather business intelligence about their customers and their behaviour. It will bring together a partnership of the local authority, the social media platform, the network provider, and local skills to support the re-emergence and growth of the High Street. The right mix of skills, technology and content is required: technology alone will not meet this challenge.</p> <p>StONE is a High Street Wi-Fi project that links Wi-Fi access to local High Street retailers. Internet access for consumers is offered in exchange for social media sign-on to provide demographic and contact information. Internet access will begin with a proprietary social media landing page with content from businesses in the immediate area. This will be different for each access point on the High Street. As the consumer moves through the High Street and into different shops they will receive different location-specific content. Marketing tools will enable retailers to provide offers through push notifications. Time-related promotions will encourage consumer spend. Cross-promotion based on immediate location will drive visitors from one retailer to visit others locally. Consumer analytics based on demographics information and activity, such as dwell time, conversion rates, and retailers also visited, will provide an intelligence service to improve the customer offer by retailers.</p> <p>To-date approaches to High Street Wi-Fi do not support local retailers, do not provide free public Wi-Fi, and do not create value for the local community. StONE will create the platform for a sustainable, scalable model based on value to local retailers and to the local authority. It will create a community of retailers, working together to win customers back for the High Street from online and out-of-town.</p> <p>Importantly StONE provides a reason and an impetus for SMEs to be online. Many High Street SMEs are not online – in one UK inner city as few as 10% have broadband connections. However, online content for StONE must be created by the business in order for it to be aggregated</p>			

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by the social media platform. Moving SMEs online creates externalities as productivity services such as cloud are adopted and sales channels are opened up.

There will also be a direct jobs impact in the local economy with StONE. Local retail SMEs will not be able to engage with StONE without digital skills and confidence. A support service to help businesses adopt this programme will draw upon the local computing and engineering student base. They would develop the online content and support on premise network deployment. Retailers will be taught how to use the available tools such as marketing campaigns and customer analytics. The support service will also drive adoption and use of the cloud service ecosystem, and help businesses maximise their reach through online sales channels.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Leeds City Council	The Kirkgate Market - The First Omni Channel Market	£99,053	£99,053
Project description - provided by applicants			
<p>Title: The Kirkgate Market - The First Omni Channel Market</p> <p>Kirkgate Market has fresh food, drink, fashion, jewellery, flowers, hardware and haberdashery units and is located in Leeds city centre near the bus station and railway station. The Market is owned and managed by Leeds City Council Markets Service, employs around 2,000 people, has 235 traders , trading 6 days per week. However evidence strongly suggests that shoppers want both more flexibility in trading hours and to buy more products online. The Council would consider this if demand from traders was there, but most are sole traders with small margins, unable to open for longer hours. Markets Service has worked with a private provider and traders to allow online ordering, but only a few food traders took advantage of this, which did not drive additional footfall into the Market. It has also set up a Shop & Drop scheme, allowing shoppers to buy and store food in custom-built facilities and collect later.</p> <p>The aim of this project is to retain existing and attract additional shoppers to the Market. Working with food traders and subcontractors, Markets Service wants to create a digitally enabled shopping experience merging a marketplace environment with digital support that brings local flavour and convenience for market shoppers. The two phases are:</p> <p>Phase 1: Undertaking a feasibility study about the potential for a Click and Collect service and online presence (website plus app). The key challenges are testing and developing a 3D platform of the market, enabling shoppers to remotely purchase products from a range of food based traders, how food is safely stored for collection and how to set up the collection hub so that the shopper could access their shopping either on foot or by car.</p>			

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Phase 2: To increase the robustness of the model to meet expected demand from shoppers, engage more Kirkgate Market traders such as 'food to go' and 'grab and go' traders to promote the convenience of the offer, develop and go live with the website and app and undertake the required works to facilitate collection. Activities also include a promotion, training for traders, recruitment and training and company creation and administration.

The outcome will be a 3D digital platform, able to map any indoor market and a logistics solution that covers both delivery and food integrity needed to implement the 3D platform. This solution will enable market websites and apps to run the software. For Kirkgate Market the project will enable traders to adopt and benefit from e-commerce to increase sustainability and enhance opportunities. The Market will match the convenience of large high street and out of town retailers and provide additional reasons for shoppers to come to the Market, thereby supporting Leeds city centre. This model could be expanded to provide a Click and Collect hub for other city centre independent retailers not based at the market and could easily become replicable for small town and village centres.

Leeds City Council is committed to reimagining the high street and is involved in two SBRI bids. Prof Cathy Barnes is involved in both bids and has ensured complementarity. Whilst this bid aims to deliver a digital platform for Kirkgate Market, the other bid hopes to develop an open data platform to support high street decisions in Leeds. If funded, this project would become a link in the open data infrastructure of the city and provide key data for analysis.

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Miconex Ltd	Transactional loyalty program for multiple independent businesses.	£99,412	£99,412
Project description - provided by applicants			
<p>Transactional loyalty program for multiple independent businesses.</p> <p>We propose to solve two problems. First, for independent retailers there is a lack of a loyalty program for that is truly effective but easy to manage and second, there is a lack of aggregation of independent retailers to make schemes viable or to produce understanding and benefit for place (e.g. town) levels. This proposal solves both of these and provides synergies across both issues – the more independents signed up the better the scheme for them and the better the understanding of place based spend and the better the potential reward for consumers to use a place/town.</p> <p>We will solve these problems by using transactional data extracted from multiple independent retailers’ different Point Of Sale (POS) systems. The program will encourage shoppers to use the High Street by allowing businesses to reward them for their spend. The program will create new data allowing more sophisticated analysis of town centre usage by Town Centre Managers and other interested parties.</p> <p>The program will be delivered by combining miconex’s multi-channel communications platform and Sparkle cs’s “App Store for POS”™ technology, which can enable real time “interaction” within a POS transaction using either traditional paper, card or new digital (e.g mobile) without any changes to the POS software. Thus closing the loop for any type of offer variant. This means that together miconex and Sparkle can offer a low cost, easily deployed loyalty programme driven by real time transactional data across multiple and/or single retail locations</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Proxama Limited	Norwich Connected Retail Project	£99,960	£99,960
Project description - provided by applicants			
<p>The smartphone is set to become the primary shopping device used by consumers to engage with brands and retailers on-line. Many leading retailers are working hard to unify their in-store, on-line and mobile experiences. Proxama, a Norwich-based, global company, have been working hard for many years on mobile proximity technologies such as NFC and Bluetooth to seamlessly connect all parts of the physical world shopping experience for consumers. Proxama would like to use this grant to fund a project to validate a 'Connected Retail Service' for trial first in Norwich, working closely with Norwich Business Improvement District with the aim that it can be rolled out Nationality through also working closely with the Association of Town Center Managers. We believe this product will have a huge impact on drawing in and keeping consumers active in UK high streets.</p> <p>The Norwich Connected High Street Service project will focus on validating and piloting new mobile services that will encourage and incentivise consumers to visit the high street. The project will bring together a variety of retailers and organisations that really need such innovative consumer services to ensure they can attract more consumers who will convert into loyal customers. Such services are only available to large retailers and brands who have invested heavily in their mobile strategy and can afford the capital investment, this project will open mobile services to smaller high street retailers such as cafes, restaurants, hairdressers, etc, as well as larger retailer chains.</p> <p>The compelling set of services piloted in this project focus on the complete consumer journey from brand discovery, product/service information, purchase and loyalty. The primary focus of mCommerce today is online purchase of goods transitioning existing eCommerce transactions onto mobiles, however this project intends to develop new services that increase retail commerce through mobile. A key focus of this project is to validate services using mobile proximity technologies such as NFC and Bluetooth beacons to trigger contextually relevant messaging on their phone. Interactions with these 'Proximity Engagement Points' will allow high street retailers to provide compelling incentives such as redeemable coupons, offers, discounts, loyalty services, tickets, or event announcements. Offers and incentives may be redeemed by tapping similar engagement points at Point of Sale.</p>			

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The project will focus on developing and validating a proposition of a mobile retail engagement platform to enable high street retailers to distribute contextually relevant offers and incentives through the use of standardised web tools and option of an aggregated wallet application or specific retailer application. Additionally the project will validate the market appetite for a white label aggregated wallet solution that could be rolled out across UK towns and cities.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Red Ninja Studios	iNSIGHT: Development of a holistic mobile commerce proposition.	£100,000	£100,000
Project description - provided by applicants			
<p>Red Ninja Ltd has partnered with Liverpool One city centre shopping centre (owned by the Grosvenor Group) to kick-start the project iNSIGHT which aims to develop a holistic mobile commerce proposition.</p> <p>We recognise that consumers are increasingly using their mobile devices to bridge the online and offline worlds. Shoppers are using smartphones and tablets to look up product information, run price comparisons and make online purchases while using the bricks and mortar retailers as showrooms.</p> <p>Mobile commerce services provide the potential of mixing the virtual with the physical but to date have focused just on an individual retailer or the actual transactional experience. They should however support the entire door-to-door consumer experience.</p> <p>Phase 1 of iNSIGHT will research/assess the feasibility of a holistic mobile commerce proposition that will deliver a compelling consumer journey for Liverpool One's city centre consumers including planning (the process of gathering information), outward travel (the process of getting to the destination), in-store (the experience of in-store or on the high street), transacting (the exchange of value), post transaction (the opportunity to up sell and cross sell) and return travel (the return trip) through their mobile device.</p> <p>Phase 1 will also see an initial trial of the proposed technology-enabled solution of which the findings will form the foundation of the Phase 2 implementation phase.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Rewarding Visits Ltd	Scan & Go Kiosks for Birmingham's High Streets	£48,890	£48,890
Project description - provided by applicants			
<p>RewardingVisits.com is a digital loyalty and marketing platform for retailers. In May it is being used by one of Birmingham's Business Improvement Districts (BIDs) to run its new "Rewards In Sutton Coldfield" town centre loyalty and rewards scheme. It enables neighbouring retailers to collaborate and encourage repeated use of Sutton Coldfield town centre businesses. Retailers use tablets to scan their customers' Rewards cards, or smartphone apps, and build a digital following, enabling them to communicate directly with their customers afterwards.</p> <p>Rewarding Visits wishes to use a "Re-imagining the High Street" grant to research and implement a project to develop the system further, introducing "SCAN & GO" street kiosks in Sutton Coldfield and Birmingham. The aim is to ensure that all retailers are able to join in and that all citizens are able to benefit.</p> <p>Digital schemes have an unfortunate potential to discriminate against non-smartphone users, and by implication, the older or less affluent people within a community. The new SCAN & GO kiosks will, however, enable all high street users to see all the local deals advertised, and be able to print off vouchers to redeem at each retailer's store.</p> <p>Local rewards schemes are often not easily adopted by the popular multiple retailers, due to systems incompatibility. Such schemes inevitably suffer in customer popularity as a result. Most retailers can accommodate printed vouchers however, so by accepting the printed SCAN & GO kiosk vouchers, many more retailers can readily participate.</p> <p>Rewarding Visits has enlisted the enthusiastic help of several organisations. A key partner is the local BID, another is Birmingham City Council, which manages nine more BIDs in the area. Successful market-testing in Sutton Coldfield would pave the way to install schemes at five more local high street communities within Birmingham.</p>			

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Birmingham Metropolitan College, with 5,000 students based at its Sutton Coldfield campus, has offered its HND Design students to become involved through a kiosk design competition. Its BTEC Business & Marketing students will also help devise and undertake a high street user survey, helping shape all generations' requirements for the kiosks. It is an exciting prospect to be involving the next generation. Not only will they be engaged with their local high street's challenges, but also ensure that the older age group is not disadvantaged within their community. Additional partners include the local shopping centre's management, individual retailers, street display component manufacturers and social organisations.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Smart Networked Environments Ltd	Smart Town Centre	£99,950	£99,950
Project description - provided by applicants			
<p>The Smart Town Centre Project:</p> <p>The purpose of Smart Town Centre is to explore the feasibility of consolidating existing town information provision via the development of a unified platform or 'digital spine'. The platform will provide a single point of entry for High Street users to information which will enhance their experience of the town centre and promote efficient and sustainable access to High Street areas. The platform will promote the High Street as a conduit to the town centre core area and help to retain footfall and encourage a longer dwell time which leads to increased spending (town loyalty). It will enable more efficient use and effective coordination of existing data sets and information sources via a new location-aware map-based 'spine' which digitally interconnects the data sets and facilitates access to town centre transport services, and the use of informatics and statistical modelling.</p> <p>A number of outcomes will arise from this feasibility study. The principle one is that it will provide a truly innovative approach to joining up existing data/information systems such as tourist information, venues, public transport and car parking. This will lead to improved presentation of, and access to, a town's visitor information to improve the visitor experience which will result in more repeat and recommended visits. Compared to other towns this will increase town image and reputation as a result of improvements in the town centre experience.</p> <p>Furthermore it will give an increased civic pride amongst a town's community as a result of improved experience and understanding of town centre and heritage in terms of buildings, characters and events. The proposal will lead to innovative use of a town's WiFi network for business and leisure focused location-based services and improved awareness of businesses and their products together with services they offer. The project will also reveal opportunities for further development of other data sources which could be connected to the spine in the future. The study will also provide a better understanding of the factors that stimulate behaviour changes among consumers, visitors and retailers as well as identify opportunities for monetising the product.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Snap Fashion Limited	Intelligent recommendations in changing rooms	£97,775	£97,775
Project description - provided by applicants			
<p>Snap Fashion is going to re-imagine the UK high-street's much neglected changing rooms. With 90% of consumers deciding against purchasing what they've just tried on, there is a huge opportunity to increase both revenues and customer satisfaction by making product discover in changing rooms easier.</p> <p>We will bring innovative visual search technology to the high street that will enable customers to search and shop from their changing room, and allow retailers to capture vital information about their products and customer's path to purchase.</p> <p>Customers will be able to resolve the frustrating dilemma of arriving in a changing room only to discover the items they try on aren't quite right for them. The service will not only enable retail staff to immediately rectify an issue that the customer is facing in terms of size, fit or colour of an item, but our unique technology will suggest alternative items to a customer who is dissatisfied with their dressing room experience. We can even display complimentary products to a customer who has found something they want to purchase, and ensure that customers in-store are as well-informed as they would be online about product information, availability, and the brand's full range.</p> <p>The Portas Review stresses that an increasing number of shops are failing and the decreasing footfall figures, are due to an inability to meet the expectations of today's "increasingly sophisticated, time-poor yet experience-rich, consumer". This project aims to increase the level of sophistication that consumers experience in-store, making it more convenient and more efficient using multi-channel retailing and Snap Technology. Studies that focus on multi-channel retailing and consumer behaviour within these different channels, agree that if retailers are able to harness multi-channel activity and use technology to enhance the in-store experience, there is huge potential to increase their understanding of the customer, and improve both their conversion rates and profitability.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Super Local Limited	High street and urban area positioning system	£75,182	£75,182
Project description - provided by applicants			
<p>Location underpins the operation of almost all smartphone apps that connect users with their local environment. These “context-aware” apps are transforming the way we experience places, from how we navigate and travel to how we shop, access services, do business and socialise. They not only allow retailers to connect with their customers on a hyper-local level but also bring far-reaching benefits to other types of businesses and amenities in town and city centres. This raises the overall effectiveness and usability of town and city centres as business and social hubs, a vital way to attract users back to the high street.</p> <p>However, urban areas currently suffer from very poor positioning accuracy due to the disruption of satellite signals by buildings. Incorrect positioning damages the usability of all smartphone apps that rely on positioning, meaning they deliver irrelevant, inaccurate or misleading information or suffer from impaired functionality. This problem is exacerbated on many high streets and urban centres because they have grown organically over time and so suffer from inherent usability issues.</p> <p>To provide a solution to this problem, SuperLocal is developing technology that greatly improves smartphone positioning accuracy in town and city centres. Our innovative positioning system uses a “sensor-fusion” algorithm that combines data from a range of sensors on smartphones, including those not currently used for positioning. It has no local infrastructure requirements and so could be speedily rolled out across all town and city centres to help attract users back to high streets across the UK.</p> <p>In initial proof-of-concept trials, smartphones operating our system were almost always accurate to less than 15 metres, compared to over 30 metres for phones that used current positioning systems. Our system not only improves accuracy, but almost without fail locates the user to the correct side of the street and correct street corner – information that can dramatically improve users’ experience of the high street. For re-invigorating the high street, we believe that the strength of our offering is in its ubiquity. It isn’t a specific solution for just one high street or kind</p>			

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of urban area, but can instead be speedily and cost effectively deployed on every single urban area in the whole of the UK. Going further, it doesn't just improve the movement of people in the high street, but also enhances the operation of all context aware apps.

The solution is also timely, as the importance of context-aware, location-driven apps has been recognised by out-of-town shopping malls and supermarkets. As a result, these places will be rolling out bespoke positioning systems in the next few years (these types of positioning systems have already been deployed in the United States). However, these systems are not capable of providing improved position across urban areas. Therefore, without action, this will be yet another area where the high street is left behind.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
To You Deliver-ease Ltd	To-You Local deliver-ease	£98,537	£98,537
Project description - provided by applicants			
<p>To-You Deliver-ease is a 'last mile' delivery and collection network which directly addresses the challenges faced by the High Street.</p> <p>Regeneration depends on making the High Street 'and beyond' an attractive destination and place to work, visit, live and spend. It needs to be reinvented as a commercial location, leveraging local character, amenities and community to challenge the scale and accessibility of out-of-town malls and the convenience and efficiency of the online world.</p> <p>Logistics has a critical impact on the experience of shopping, working and living. Current High Street logistics are inefficient (duplicated, operating in brand and product centric silos) and do little to tailor service to meet the needs of local shops and businesses. Freight costs are high and rising but offer no solution to High Street challenges such as limited shop stock, poor home delivery and lack of out of hour's collection. Meanwhile, the increasing numbers of urban freight deliveries severely impacts the High Street and surroundings adding to congestion, air pollution, dirt, noise and building damage. This is felt most keenly in the crowded High Street environment, where the health and quality of life impacts are greatest. Poor logistics directly reduce the attractiveness and viability of the High Street.</p> <p>To-You directly addresses these challenges. It will support existing national and local services and be focused on efficient and effective, environmentally and 'community friendly' services to the High Street and beyond. Our business plan, based on research and current experience of independently operated urban freight consolidation centres (UCC) and drop-box networks (Micro-Hubs) is that significant efficiencies can be achieved by a coordinated, locally focussed distribution approach. These can create a profitable business that can contribute significantly to enhancing the High Street environment through the use of 'urban appropriate' vehicles running short distance routes which reduce congestion, pollution and noise. We believe it can provide High Street businesses with enhanced services offerings, such as stock handling, waste return and click and collect, that can improve their attractiveness and support Business Improvement District initiatives. By providing these services locally in a coordinated way we can give smaller businesses access to services previously only 'big brands' could</p>			

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afford and reduce their delivery costs. As a locally focussed brand, To-You will bring sustainable jobs and help build the local community. These innovations combine to help redress the balance in favour of the High Street and beyond.

In the Feasibility Phase we will refine service options. We will focus on maximising the potential benefits of improved, coordinated and environmentally friendly local freight services for the High Street. We will identify the characteristics of High Streets which would most benefit from this service, so target areas for the Implementation Trial. We will develop Implementation Trial plans, defining the Target Operating Model for the Trial in terms of technology, marketing and business model, systems and benefits case, together with the benefits measurement approach to test the outcomes for shops, businesses and local community services. The trial will identify what does, and does not work effectively and so establish a commercial model and blueprint for wider roll out.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Unlimited Meanwhile Ltd	Meanwhile Connect: Facilitating innovation in vacant commercial property	£100,000	£100,000
Project description - provided by applicants			
<p>Meanwhile Connect: Facilitating access to vacant commercial property to enable innovation and high-street revitalisation</p> <p>Meanwhile Connect is a tool for cities to re-think, identify and test new uses of commercial property on our high streets. Meanwhile Connect boosts innovation and facilitates high-street change for community benefit, empowering users to build direct relationships with landlords, resulting in affordable space for users, costs of empty property covered for landlords and innovative uses on the high street. The platform connects empty properties with entrepreneurs from local communities who seek affordable space to test new ventures in a visible platform, on a low risk, rent free, meanwhile use, basis for six weeks to a year.</p> <p>Commercial landlords, mostly owners or managers of retail and other commercial space, are able to easily cover the costs of vacant or underused space by providing start-ups, community groups and other tenants with visible platforms on a short term basis. Guides, leases and toolkits that have been developed on the ground to demystify bureaucracies, activate and brand spaces give landlords and users the very best chance of a successful meanwhile use.</p> <p>In the long term, Meanwhile Connect intends to operate at scale in order to disrupt and challenge the property industry, to boost innovation through experimentation and to drive high street revitalisation and individuality.</p>			