

# Retail

11 November 2024

Alexander still felt that retail had a vital role to play in the future high street as people like shopping and browsing in stores, an experience not provided by the internet. He believes people appreciate the high street more now than they did a decade ago when online shopping started to take off.

He echoed comments by Jessi in confirming that stores must offer experience over just selling items. While the successes in this field have been mainly high-end retail to date, he felt there was something for retailers at all levels to learn from.

[← Previous](#)

Libraries

[Next >](#)

[Meaningful engagement is needed](#)

## Contents

[Roundtable report: Community engagement in high street regeneration](#)

→

[People who live, work and visit as 'the community'](#)

→

[Health on the high street](#)

→

[Libraries](#)

→

[Retail](#)

→

[Meaningful engagement is needed](#)

→

[Key takeaways and actions](#)

→

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