

In Terminal Retailing

Principles, Logistics and Support Areas Strategic Direction

The Brief

Retailing is now considered a central source of income to any airport development, particularly in international hubs like Heathrow with its high percentage of premium passengers. The briefing of this has therefore been seen as critical to the commercial success of all recent projects undertaken by BAA.

High level strategic briefing is typically charged with balancing the seemingly opposing requirements of:

- Passenger flow
- Intuitive wayfinding
- Passenger experience
- Manageable walking distances
- Accessibility for special needs
- Maximum dwell in retail
- Optimum income
- Increased security processing times

Operational parameters for projects such as: STAR Terminal One, Heathrow Eastern Terminal and Stansted SG2 are increasingly set against the desire to create a state-of-the-art retail environment.

FORWARD

GROUP

- Aviation
- PFI
- Built environment



Services Provided

Forward Aviation was commissioned to undertake a high level review capturing requirements and defining needs, prior to publication of a set of retail principles. Research involved detailed analysis of current examples of aviation retailing, benchmarked against others in similar markets. A series of interviews and workshops were undertaken with key stakeholders and those involved with retail operations.

Our Approach

Forward established the key issues that would influence the effectiveness of retail offerings within the context of a given facility. A process of review, validation and prioritising of the possible responses then followed. Areas for examination focused on how:

- Retail revenue could be maximised
- Operational passenger flows were employed to maximise footfall
- Premium passenger's retail offering differed from other travellers
- Sophisticated retail concepts avoided too much complexity
- Retail exposure was maximised without impeding natural wayfinding
- Retail units were designed to maximise flexibility over the life of the building
- Retail units were grouped to create a 'critical mass' experience
- Passengers were drawn through retail areas by the use of natural light, views, toilets etc

The Results

Forward Aviation's response served to clearly advise its clients on the configuration of retail areas relative to passenger flows and how different offerings would best serve different client groups. Additionally, a strategy on how retail income might be best maximised during the period of project delivery was proposed for all areas.

In essence, Forward reconciled the commercial needs of retailing, with the operational needs of the airport and overall passenger experience.