

Messages from centre

Springboard insights








The benefit to retail destinations of the school half term holiday last week was clear, with a rise in footfall of +3.7% across the UK from the week before. Footfall increased over the week on six of the seven days, rising by as much as +9.2% on Sunday and +8.3% on Tuesday, with only Monday seeing a drop of -3.4% which would have been a result of the Bank Holiday. Despite the rise over the week, on an annual basis footfall declined marginally (by -0.6%) which, although is consistent with the long term trend, is a much improved position from 2018 when footfall declined by -4.8% year on year. On Bank Holiday Monday itself, however, footfall declined by -1.0%, and by -3.4% in high streets. It was only in retail parks that footfall rose (by +4.0%).

Weather

This year

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						
16°	14°	15°	14°	19°	22°	21°

Previous year

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						
26°	26°	24°	21°	25°	23°	20°

Weekly Footfall

	Year To date %	Year on year %	Week on week %
Heart of Manchester BID	-2.8%	1.2%	-0.2%
North & Yorkshire	-0.7%	-4.4%	3.7%
UK	-0.7%	-1.1%	2.2%

Weekly sales

	Year on year %	Week on week %
Heart of Manchester BID Weekly Sales Index	4.0%	4.5%
BDO Sales	3.8%	

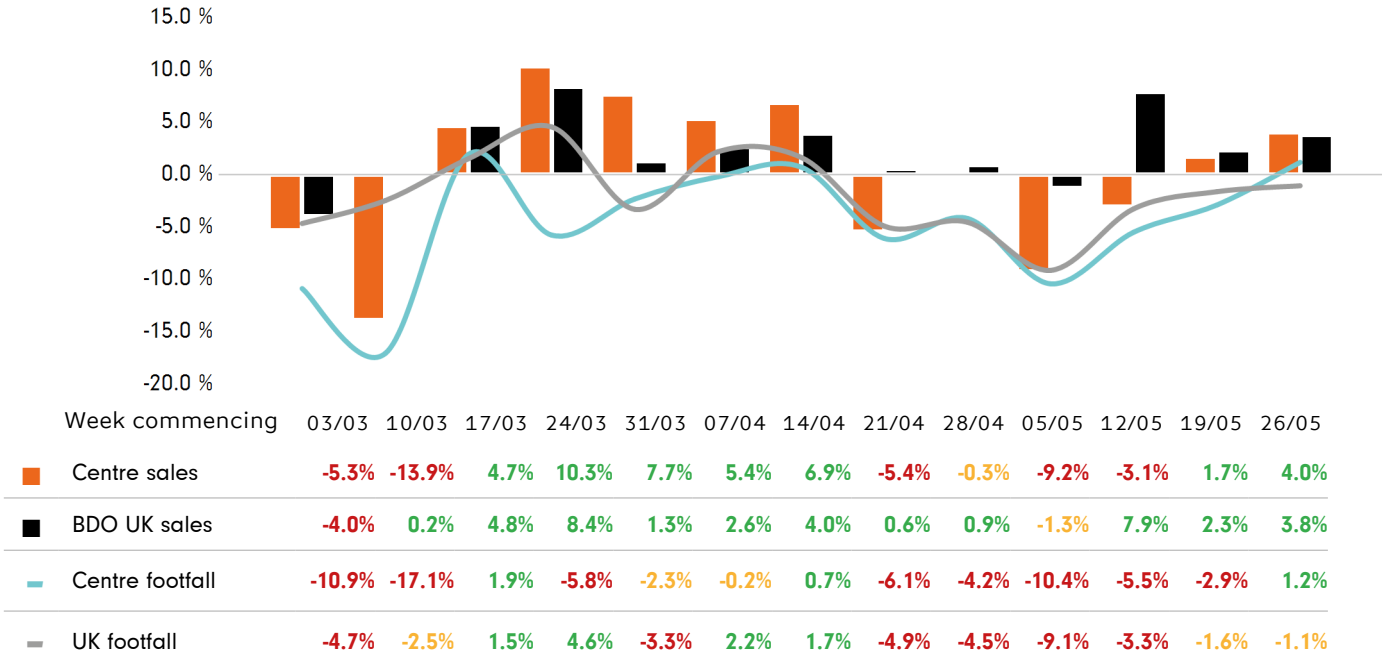
Weather Avg Temps

	Average High Temperature	Average Low Temperature
2019	16.9	10.9
2018	23.9	12.7

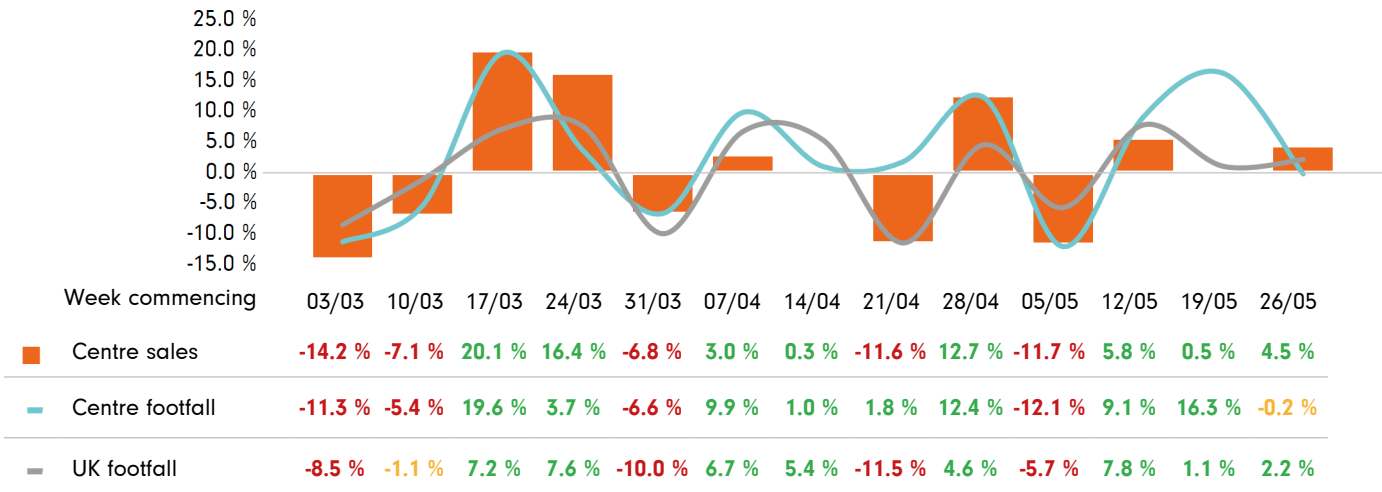
SPRINGBOARD.

Sales and Footfall data

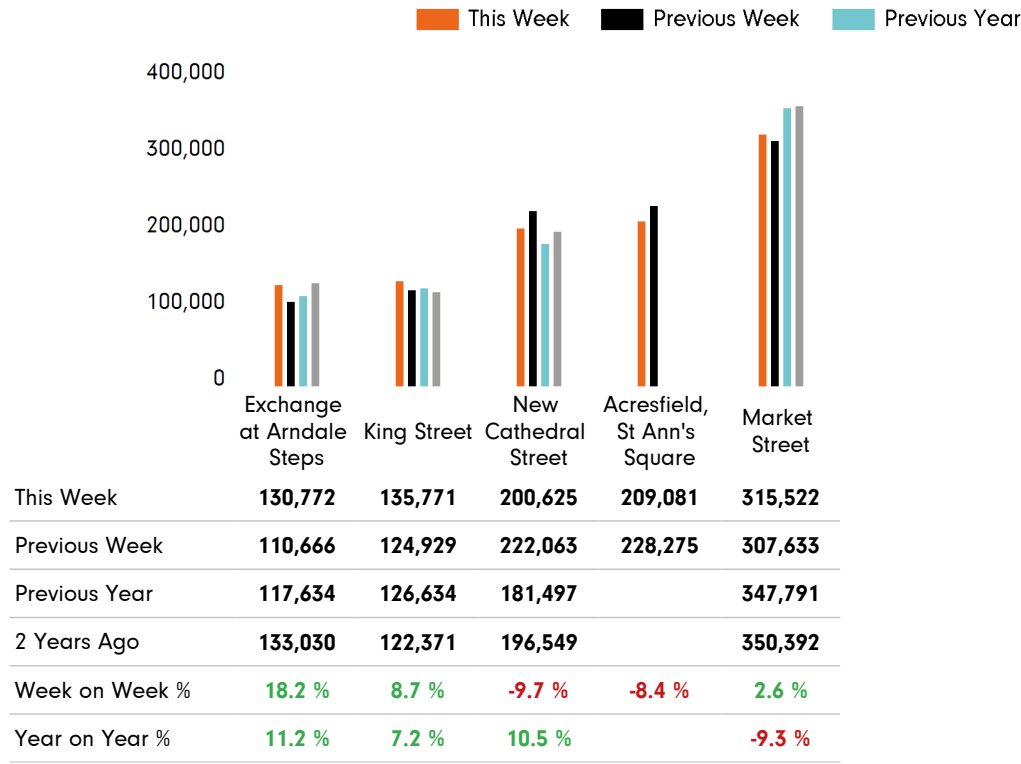
Year on year % (rolling 13 weeks)



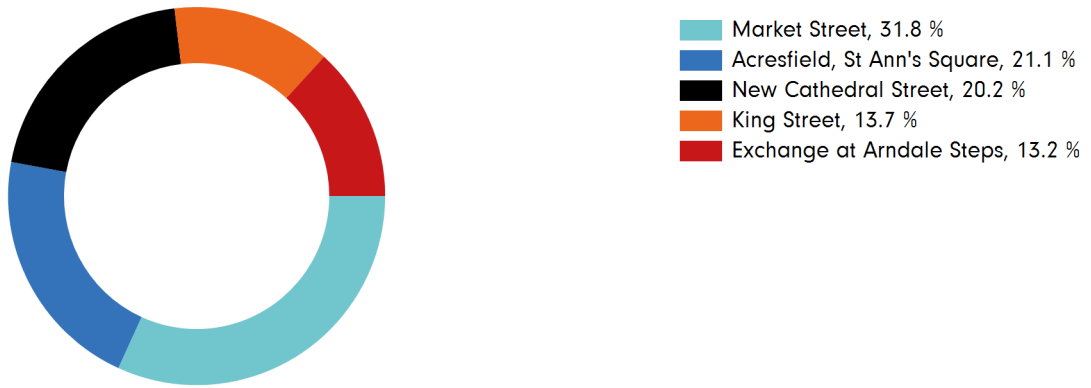
Weekly percentage changes (rolling 13 weeks)



Footfall by location



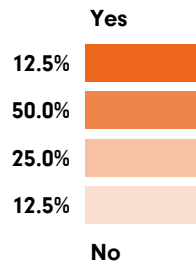
Footfall by location



Happiness index

We asked you to rate this statement

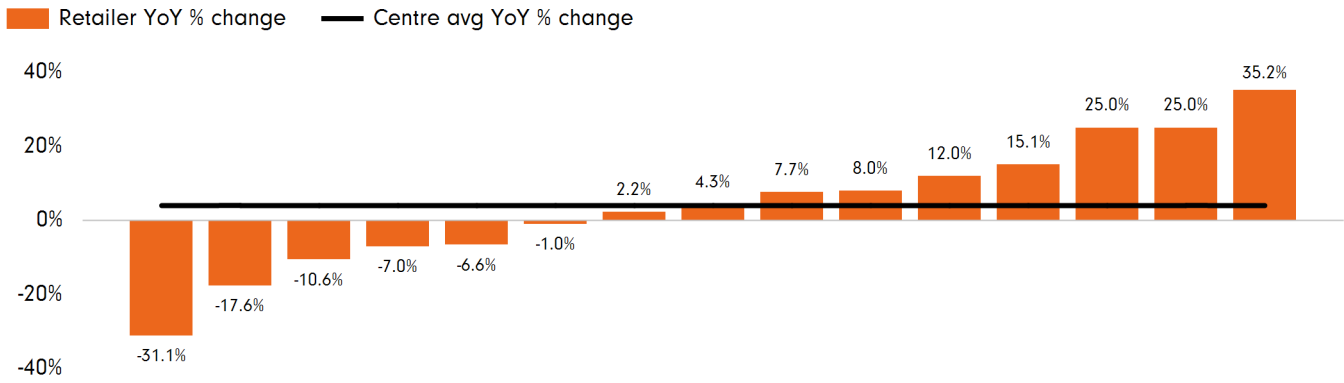
Our loyalty scheme is driving additional sales through digital promotions and offers



Next weeks statement is:

More shoppers than last year are trying products but then saying they will order online

Sales spread



Notes:

*The Regional Benchmark comprises of High Street locations within the BRC defined region of North & Yorkshire. National Benchmarks comprise of High Street locations within the entire UK.

BRC Calendar: The BRC calendar ensures that each month consists of full weeks, to enable data comparison

Gross Sales: We collect Gross Sales for the tracker (these include VAT)

Weekly Sales / Footfall: -

% change YTD - the % change in footfall / sales for the year so far, compared to the same period last year

Annual % change - The % change in footfall / sales from the same week the previous year

Weekly % change - The % change in footfall / sales from the previous week