

ATCM-Springboard High Street Index

September 2007 Commentary



The good news reported in August seems to be continuing, with September also reporting a positive – albeit modest – annual change of +0.4% from September 2006.

Despite this good news, however, the annual change for the year to date not only remains negative but greater than the annual change to the end of September last year – an average year on year decline of -3.5% from 2006 to 2007 compared with -3.0% from 2005 to 2006.

Only a monthly basis, footfall declined by -6.1% from August to September – a stark contrast to the monthly change from July to August of +6.4%. However, this sudden fall should not necessarily be cause for alarm, as high street footfall trends back to 2005 shows that a decline at this time of the year is par for the course. Each year footfall increases steadily up to August, declines in September and October and then increases during November, peaking in December.

Regional cities, once again, appear to have greater resilience to falls in footfall than the UK's high streets generally, with a modest monthly fall in footfall from August to September of -0.6%. However, whilst cities are protected from severe declines in footfall by virtue of their critical mass, they do not appear to benefit from the peaks either – whilst all UK high streets experienced an average monthly increase of +7.6% in July and August, the average for regional cities for these two months was just +5.1%.

All Towns and Cities:

Year to end Sept 07	0.4%
Year to end Aug 07	0.8%
Year to end July 07	-3.0%
Year to end June 07	-6.8%

Regional Cities:

Year to end Sept 07	0.4%
Year to end Aug 07	0.4%
Year to end July 07	-0.7%
Year to end June 07	-4.1%

Month on month change:

Aug to Sept 07	-6.1%
Aug to Sept 06	-4.9%
Jul to Aug 07	6.4%
Jul to Aug 06	2.3%
Jun to Jul 07	8.7%
Jun to Jul 06	2.8%

Month on month change:

Aug to Sept 07	-0.6%
Aug to Sept 06	-2.7%
Jul to Aug 07	2.9%
Jul to Aug 06	-0.4%
Jun to Jul 07	7.4%
Jun to Jul 06	3.4%