

ATCM-Springboard National High Street Index



August 2010 Commentary

Between July and August footfall in the UK's high streets declined by 0.4%. This is not a positive indicator of the performance of our high streets over the summer period, particularly as the cumulative increase over the two months between June and August fell sharply this year: to just 3% from +7% in both 2008 and 2009.

Footfall also declined annually in August – by 3.9% - which follows the trend of the previous two years, however, this is of a smaller magnitude than declines in 2008 and 2009 which were -4.4% and -8.5% respectively. On a further positive note, the annual change in footfall for the year to date stands at -3.0%, a noticeable improvement on -4.9% for the same eight month period in 2009 and of -4.7% in 2008.

The negative change in footfall contrasts with sales performance for August as recorded by the BRC. Like for like sales of all goods increased by 1% in August, however, the BRC acknowledge that this growth is compared with a very poor performance in 2009 when August was the worst month of the second half of last year.

Once again, it seems that our regional cities are facing a challenge in retaining customers, with an average change in footfall that is less favourable than in towns and cities nationally. With a year on year decline of 5.4% in August compared with a decline of 4.1% in August 2009, the position for our regional cities appears to have become less favourable whilst for towns and cities generally the opposite is true.

And whilst footfall in towns and cities nationally declined from August last year to August this year, the resurgence of our coastal towns appears to be continuing. With another positive annual change in August (of 2.1%) – the year on year change in footfall for the year to date stands at +9.3%. Even more startling is that this is a complete reversal of last year's position when footfall had declined by 8.4% to the end of August.

All Towns and Cities		Regional Cities	
Annual Change:		Annual Change:	
Aug 10 to Aug 10	-3.9%	Jul 10 to Aug 10	-5.4%
Jul 09 Jul 10	-1.9%	Jul 09 Jul 10	-4.7%
Jun 09 to Jun 10	0.4%	Jun 09 to Jun 10	-2.3%
Month on month change:		Month on month change:	
Jul 10 to Aug 10	-0.4%	Jul 10 to Aug 10	0.3%
Jul 09 to Aug 09	2.1%	Jul 09 to Aug 09	3.9%
Jun 10 to Jul 10	3.1%	Jun 10 to Jul 10	3.8%
Jun 09 to Jul 09	4.8%	Jun 09 to Jul 09	7.6%
May 10 to Jun 10	4.5%	May 10 to Jun 10	4.4%
May 09 to May 10	0.8%	May 09 to May 10	2.1%