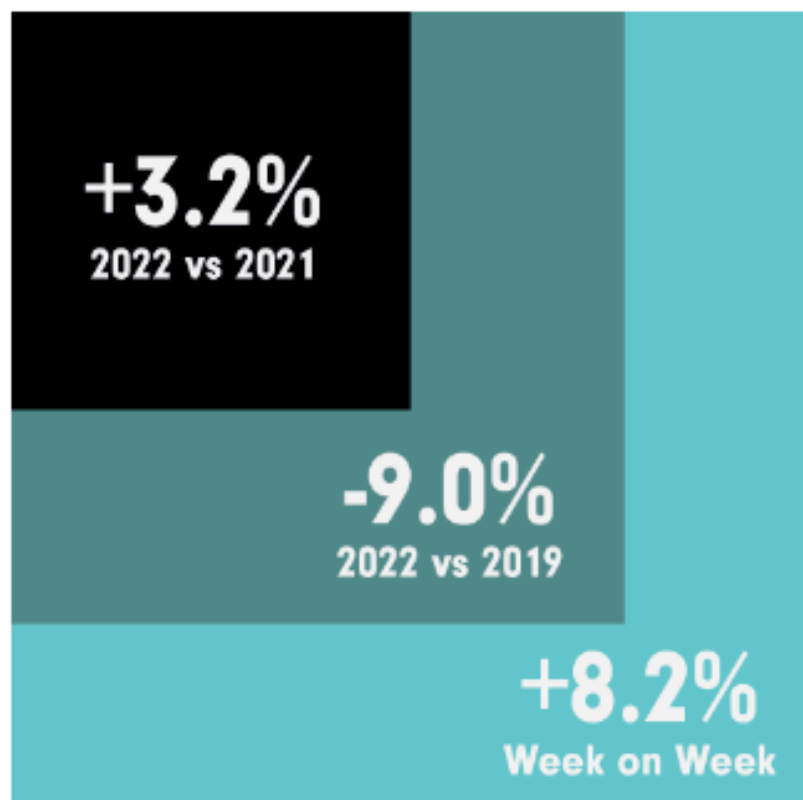


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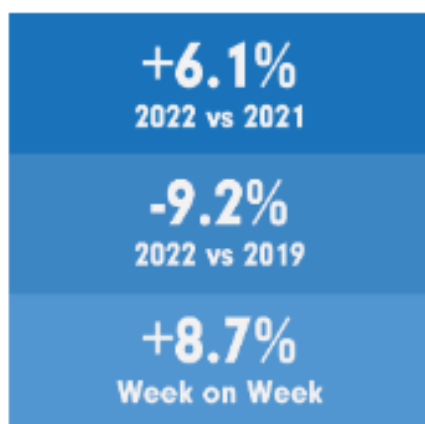
To ensure our insights are as relevant as possible we have introduced a year-on-year 2022 vs 2019 comparison for footfall.



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Index

Sunday to Saturday
13/10/2022 - 29/10/2022



High Street



Shopping Centre



Retail Park

The school half term last week delivered a welcome boost to UK retail destinations, with the largest increase in footfall from the week before since the Easter week in April 2022.

Customer activity increased in all three key destination types, however, high streets and shopping centres performed better than retail parks, both of which benefited from twice the uplift in retail parks. Performance ramped up as the week progressed, with footfall peaking on Thursday and Friday. By Saturday trips had tailed off, and footfall fell marginally below the week before.

All parts of the UK benefited, although the South West and Northern Ireland were the star performers, both recording a double digit rise in footfall. The most modest increase occurred in Scotland, where the half term took place a week earlier.

Footfall rose across all types of town, but the largest rises occurred in coastal and historic towns and in large city centres across the UK which are attractive destinations for days out during the school holiday.

Footfall across UK retail destinations rose by +8.2% last week from the week before, a greater increase than in any week since Easter 2022 when footfall rose by +15.1% from the previous week. Footfall rose in all three key destination types; by +10.7% in shopping centres, by +8.7% in high streets and by +4.2% in retail parks.

The week started quietly with footfall -8.3% lower on Sunday than on the previous Sunday as consumers clearly deferred trips to the half term week. From Monday onwards footfall was significantly higher than in the week before, with rises of +7.1% and +8.3% on Monday and Tuesday, with the uplift increasing further on Wednesday to +13.8%, peaking on Thursday at +20.9% and Friday at +16.7%. Activity was muted on Saturday with footfall -0.2% lower than on the previous Saturday.

Consumers were clearly visiting retail destinations for days out, with footfall in coastal and historic towns +18.2% and +10.8% higher than the week before, and in major cities across the UK footfall was +12.5% higher. In contrast the uplift in footfall from the week before in smaller, more local high streets was more modest; +5.8% higher in market towns and just +2.8% higher in Outer London.

Whilst there was a strong uplift in footfall of +8.2% last week from the week before it was not as strong an improvement as occurred in the same week last year of +10.8%. This meant that the year on year increase last week of +3.2% was more modest than the +4.8% year on year increase in the week before last. Likewise the gap from 2019 of -13.2% last week was wider than in the week before last when it stood at -11.1%.

Diane Wehrle,
Marketing and Insights Director
Named as a Top 100 Rethink Retail Influencer for 2022 #TRI2022



North & Yorkshire

Week 43 2022

23 Oct 2022

	2021	2019	WOW
Springboard Index	1.1%	-13.0%	6.7%
High Street Index	2.3%	-13.5%	6.7%
Retail Park Index	-1.0%	-8.4%	3.7%
Shopping Centre Index	0.6%	-16.3%	9.6%

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East

Week 43 2022

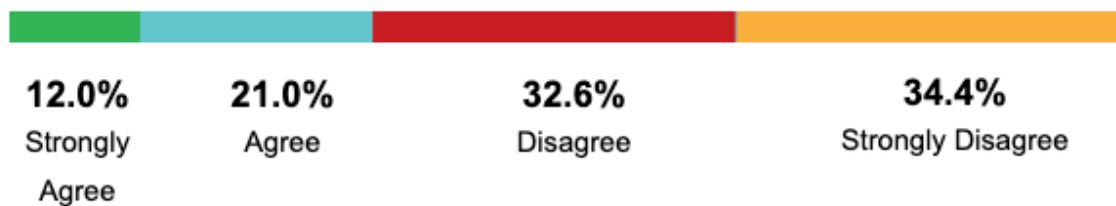
23 Oct 2022

	2021	2019	WOW
Springboard Index	4.8%	0.9%	9.1%
High Street Index	9.0%	3.6%	6.3%
Retail Park Index	0.6%	8.5%	9.1%
Shopping Centre Index	0.3%	-11.8%	14.7%

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Insights from the Inside:

We asked store managers if shoppers are entering stores with an intent to buy and are therefore spending less time browsing



Further Reading



Insights Report: UK Monthly Commentary September 2022

September's monthly report, talks about the severity of the economic situation for UK households which has reflected in the slowing of footfall recovery from 2021 for a third consecutive month in September.

[Download Free Report](#)



Insights Report: UK Retail Consumer Report July 2022

Springboard's series of reports on UK shoppers' habits and views are designed to understand the changes in consumer behaviour that underpin the demand for bricks and mortar retail as we emerge from the pandemic.

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