

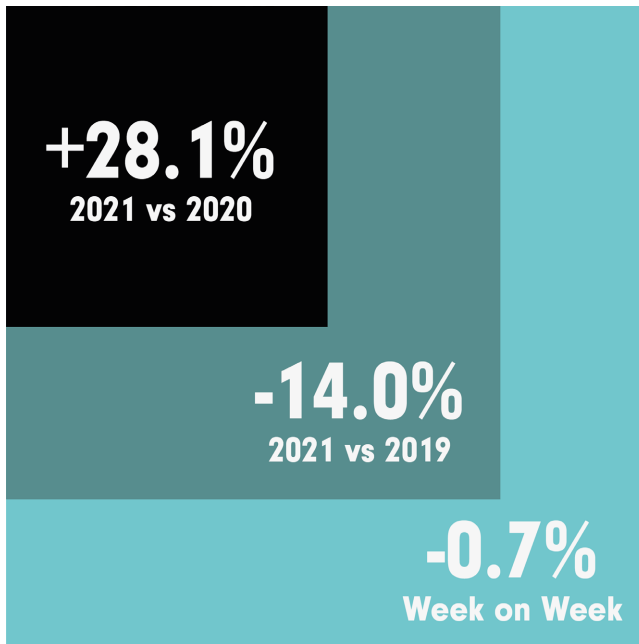
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SPRINGBOARD.

PREDICTIVE RETAIL INTELLIGENCE

Unique footfall insights. Benchmark your performance.

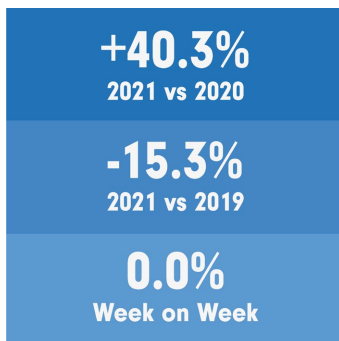
To ensure our insights are as relevant as possible we have introduced a year-on-year 2021 vs 2019 comparison for footfall.



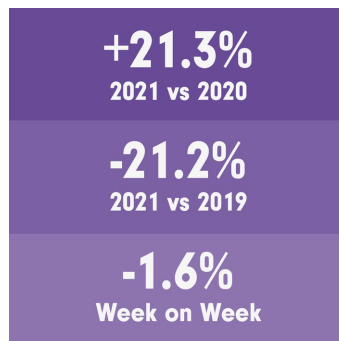
SB.

Index

Sunday to Saturday
10/10/2021 - 16/10/2021



High Street



Shopping Centre



Retail Park

"Footfall was flat in high streets, but small declines in activity in both retail parks and shopping centres suggests that discussions in the media around the impact of supply issues on the availability of Christmas products have not yet impacted consumer behaviour.

In parallel, indications are that the trickle back to the office is accelerating, with footfall in both outer London and market towns - locations where resilient activity levels are synonymous with home working - declining from the week before, whilst rising in Central London and regional cities outside the capital.

Footfall across UK retail destinations declined marginally by -0.7% last week from the week before, comprising footfall remaining flat in high streets whilst dropping in retail parks and shopping centres (-1.5% and -1.6% respectively).

The drops in retail park and shopping centre footfall were widespread, with declines in all but one UK geography whilst in high streets there were declines in only four areas with the largest rises occurring in the devolved nations (+6.7% in Scotland, +3.7% in Wales and +1.9% in Northern Ireland).

Footfall in Greater London and in Market Towns declined by -3.4% and -1.4% respectively, whilst rising in Central London by +2.7% (Springboard's Central London back to the office benchmark rose by +3.2%) and by +2.1% in regional cities outside of the capital.

The fact that footfall did not change last week from the week before meant that the gap from the 2019 level shifted only slightly (to -14% across all destination types from -13.5% last week). The positive news is that footfall last week was +28.1% higher than in the same week in 2020, which was an improvement from +24.5% in the week before."

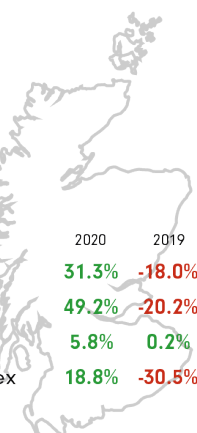
Marketing and Insights Director,
Diane Wehrle



Scotland

Week 41 2021
10.10.2021

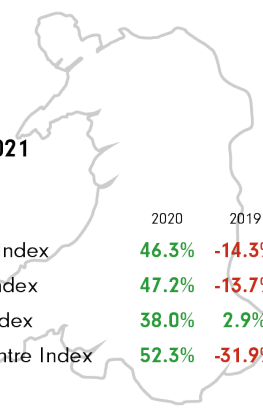
	2020	2019	WOW
Springboard Index	31.3%	-18.0%	3.6%
High Street Index	49.2%	-20.2%	6.7%
Retail Park Index	5.8%	0.2%	-2.9%
Shopping Centre Index	18.8%	-30.5%	3.4%



Wales

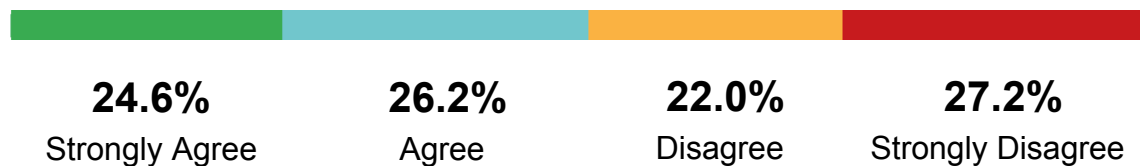
Week 41 2021
10.10.2021

	2020	2019	WOW
Springboard Index	46.3%	-14.3%	0.8%
High Street Index	47.2%	-13.7%	3.7%
Retail Park Index	38.0%	2.9%	0.3%
Shopping Centre Index	52.3%	-31.9%	-4.9%



Views from the shop floor:

We asked store managers if supply issues are starting to negatively impact footfall



Further Reading



Consumers predicted to start shopping earlier for Christmas this year due to anticipated supply issues

It is predicted that consumers are likely to bring forward their Christmas purchasing to November, however footfall is expected to remain lower than pre-pandemic levels.

Wehrle has prepared the **UK retail footfall forecast for the Christmas trading period 2021** which outlines predictions and footfall trends across all UK retail destinations.

[View Forecast](#)