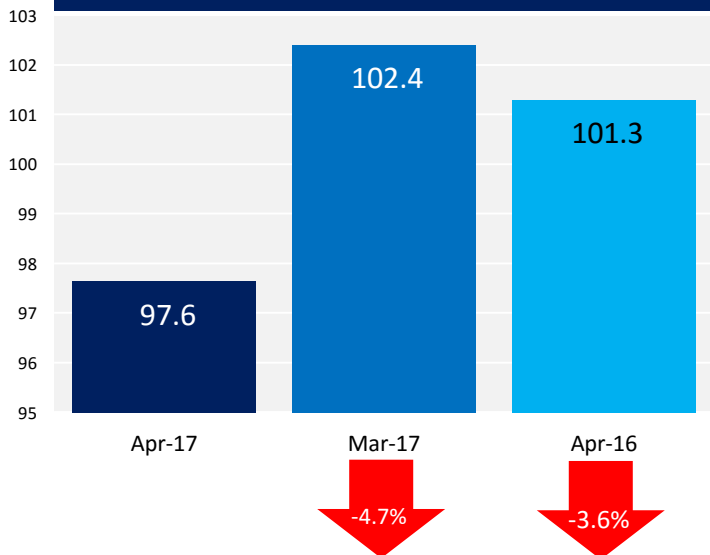
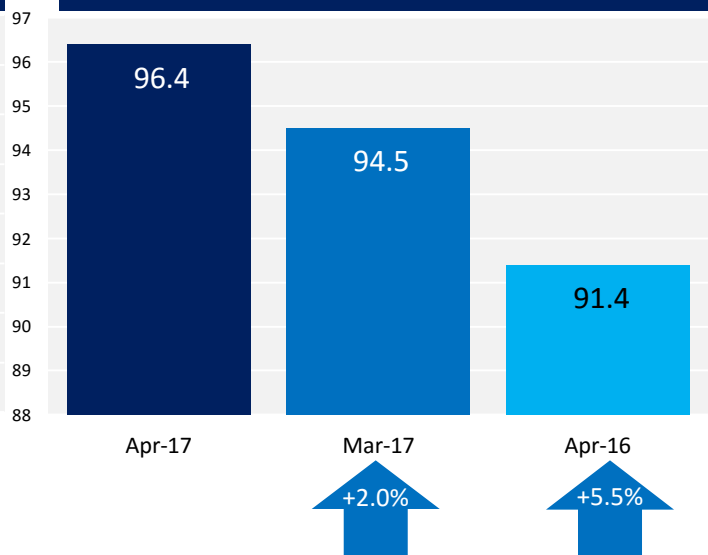


MAY 2017

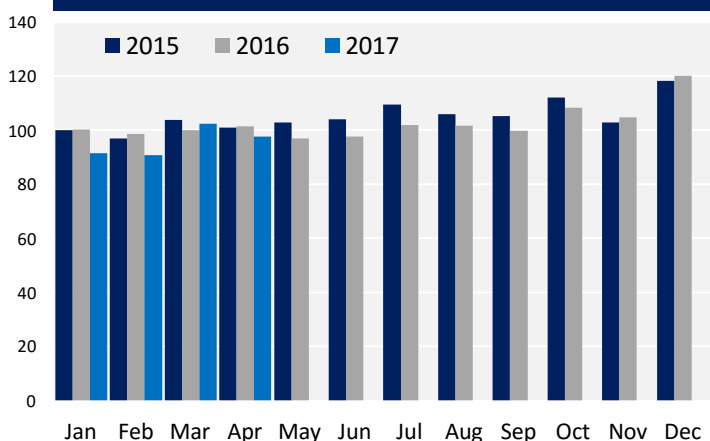
MARKETS FOOTFALL INDEX (APRIL)



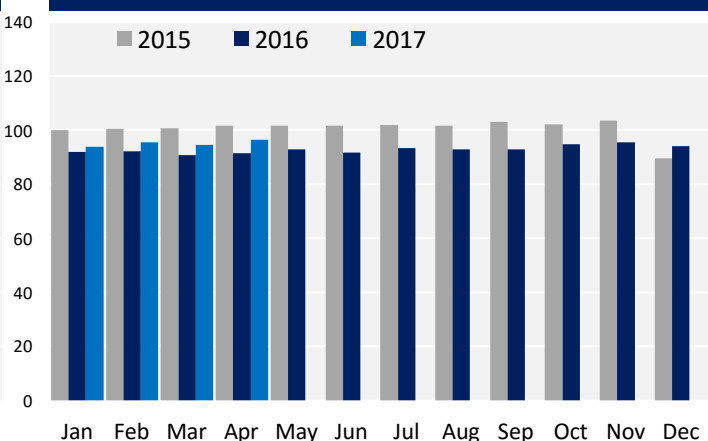
RETAIL SALES VALUE INDEX (APRIL)



MARKETS ANNUAL FOOTFALL TREND

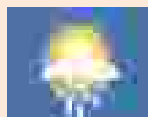


ANNUAL RETAIL SALES TREND



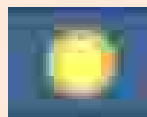
1st to 9th Apr 2017

Warm with occasional showers



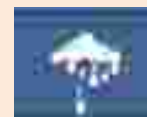
10th to 23rd Apr 2017

Mild and dry



24th to 30th Apr 2017

Much colder with wintry showers and some frost



Better weather and the effect of a late Easter sent both town centre footfall counts and retail sales figures into positive territory.

The ONS records UK retail sales by value up by more than 5% YoY, much higher than commentators' estimates. The Financial Times identifies better weather, the Easter effect, and lower average store prices as the key factors, but cautions that, as inflation starts to outstrip wage rises, retail buoyancy cannot be assumed into the future

In terms of footfall, Springboard reports a month of two halves : town centre footfall was up by 5% YoY pre-Easter, but declined into a greater fall post-Easter as the weather once again turned wintry.

Easter is good for retail generally, heralding in a new season. But footfall in retail markets suffers as many LA managed markets are closed across Easter, missing 3 valuable trading days out of maximum 25 in the month. So figures compiled by PFM Intelligence show footfall down by -3.6% YoY and by almost 5% compared with March, which was not impacted by Easter this year