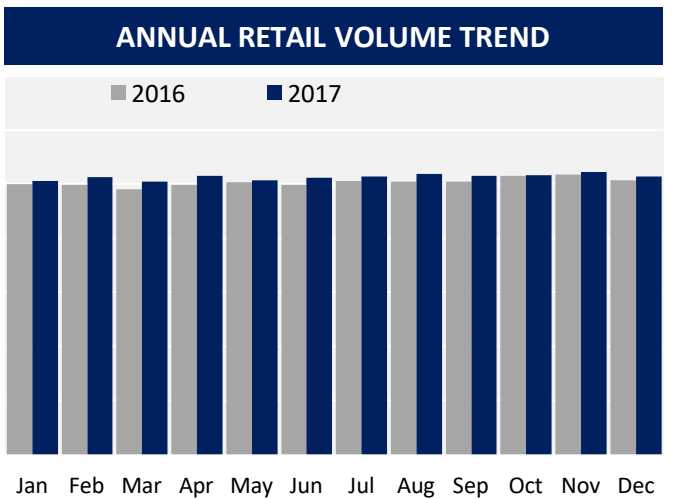
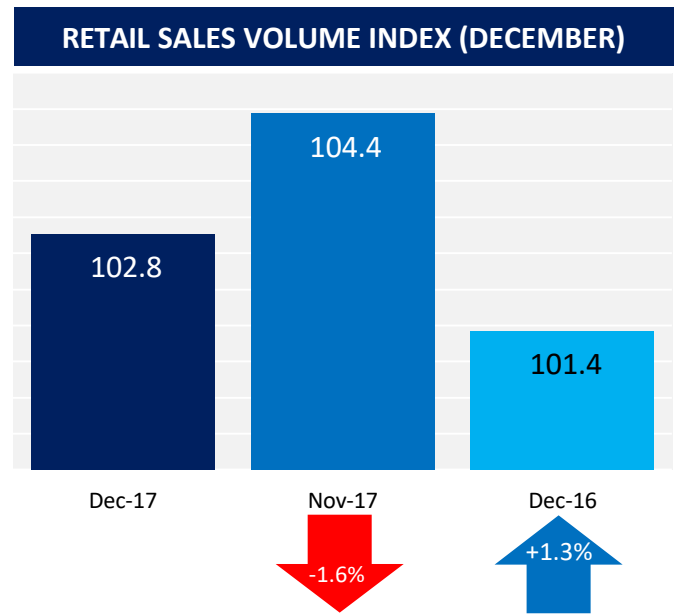
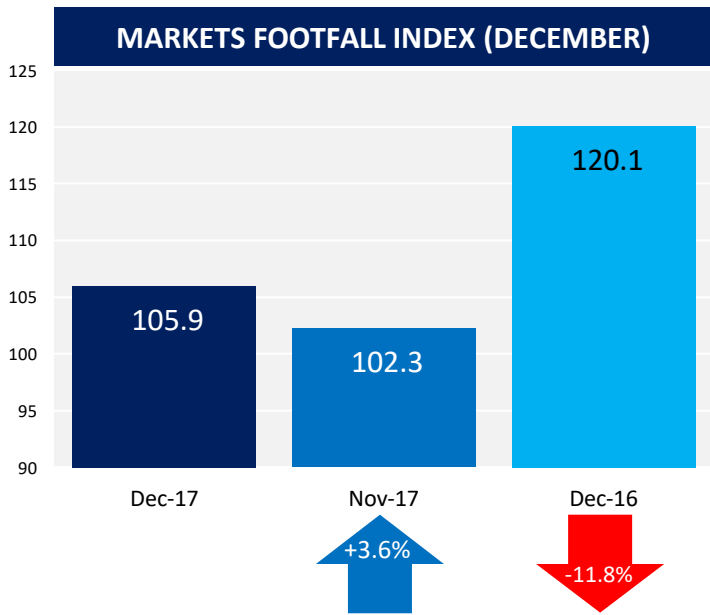


JANUARY 2018



1 st to 7 th Dec 2017		8 th to 16 th Dec 2017		17 th to 25 th Dec 2017		26 th to 31 st Dec 2017	
Mild & Cloudy		Cold & wintry with snow & frosts		Mild		Unsettled with strong winds	

BBC News summarises December 2017 as a weak finish to the year, with retail sales down MoM by -1.5%, the biggest monthly fall since the EU Referendum. Analysts point to November’s Black Friday festival having a dual effect: firstly bringing shopping activity forward out of the traditional Christmas period; and secondly transferring activity away from town centres and onto the internet. So a double whammy for retail markets. Springboard’s footfall analysis sets out the pre-Christmas chill :

Town Centres down by -3.3%
High Streets down by - 4.4% and
Shopping Centres down by -3.2%

The Capture Rate (the proportion of shoppers entering stores) was also down, compounding the gloomy picture. PFM Footfall Intelligence show Retail Markets faring even worse, with footfall down by a thumping -11.8% YoY. In other words traders had only 9 customers to pitch to for every 10 last year. The UKMI does not count seasonal markets, so our December figures may hide a customer shift away from standing markets and towards popular Christmas Markets. But there is no hiding a disappointing finish to a difficult year for markets, in fact for all UK retail.