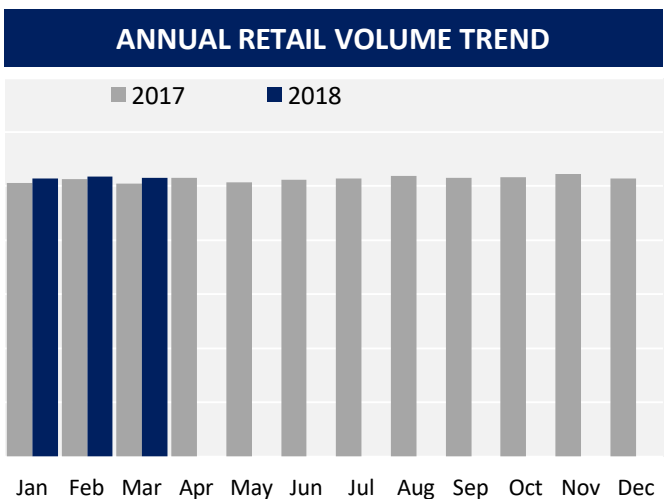
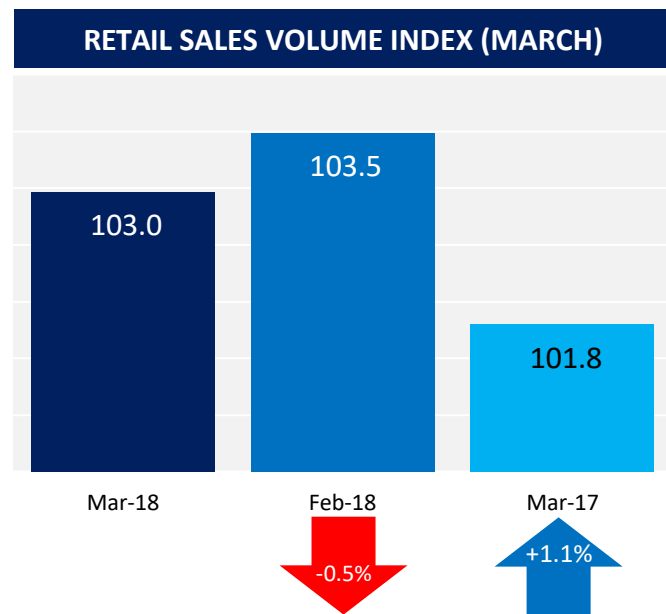
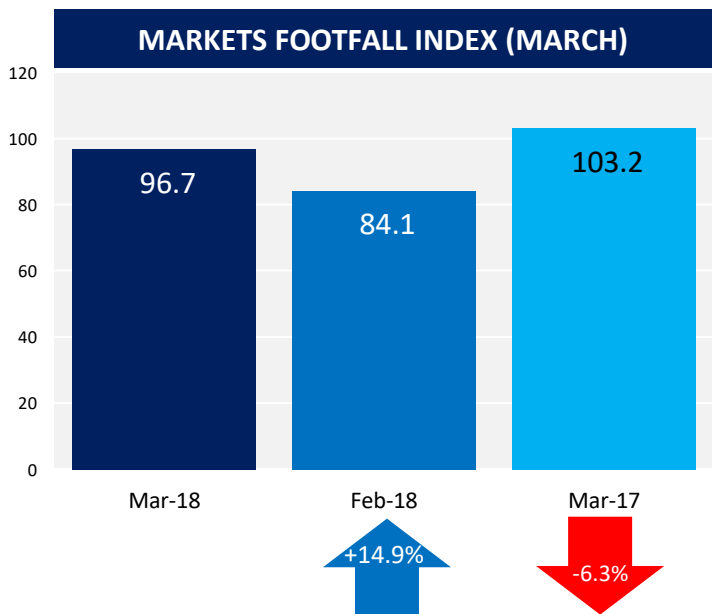


APRIL 2018



1 st to 4 th Mar 2018		5 th to 15 th Mar 2018		16 th to 20 th Mar 2018		21 st to 27 th Mar 2018		28 th to 31 st Mar 2018	
Very cold with freezing snow and ice		Milder, but wet and windy		Cold with further snow lying		Milder, spring like weather		Cold with rain and strong winds	

Given severe winter weather in March, footfall in UK Retail Markets could have been worse, recovering strongly from the horror show that was February. But the YoY trend is still weak, down by -6.3% YoY.

This reflects the overall retail scene, with Springboard's HSI down by -6.0% for the steepest YoY fall since 2010. Winter weather is clearly a factor here – the first week of March saw falls of -17% ! But the steady downward trend reflects a wider choice of shopping channels, meaning fewer shoppers on High Streets, in shopping centres, and in markets

Retail sales for March held up well, up overall by +1.1% YoY. The challenge for town centres is that 17.4% of retail spend in March happened online. Market managers need to build their online profile, and traders need to spend as much time on their online offer as on their 'flash'