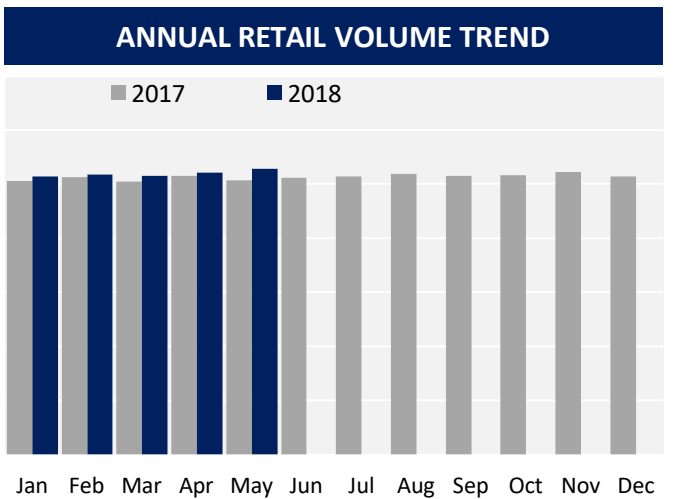
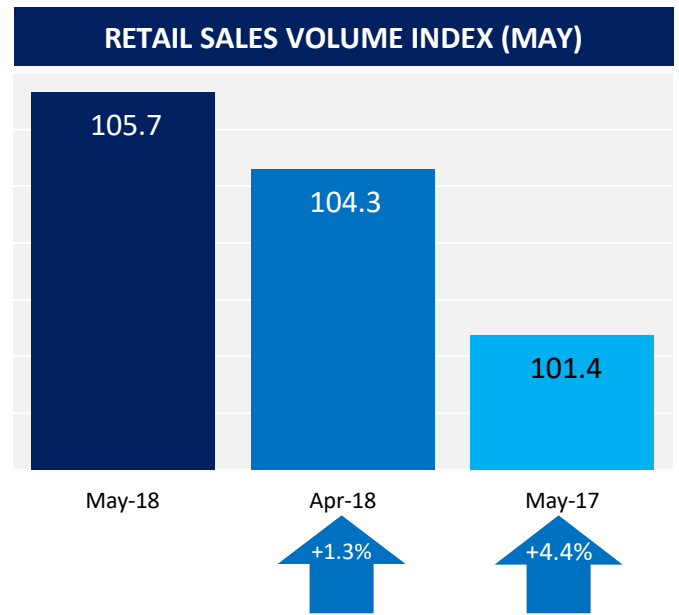
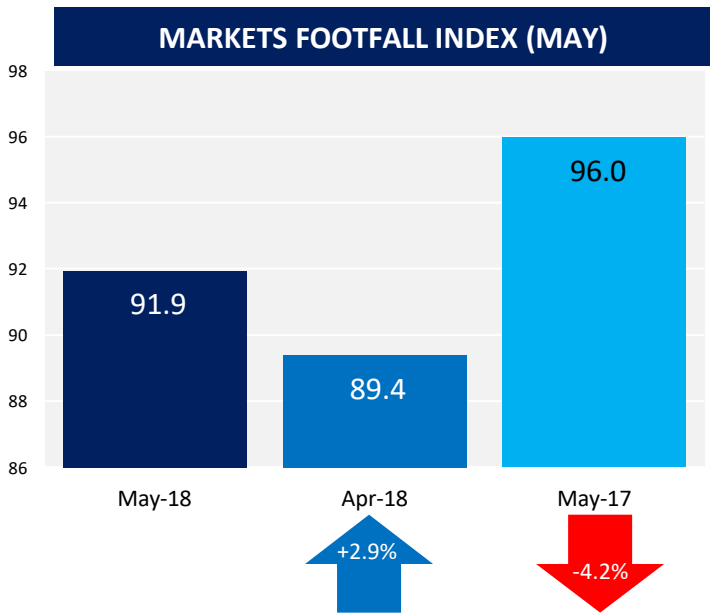


JUNE 2018



1 st & 2 ND May 2018		3 rd to 7 th May 2018		8 th to 24 th May 2018		25 th to 31 st May 2018	
Cold and rainy		Very warm & sunny		Continuing warm with some sunshine		Thunder storms with heavy rain & flooding	

In spite of two warm and sunny Bank Holidays, May 2018 was another dismal month for High Streets and Markets. Ipsos Mori's Retail Traffic Index reports a YoY decline of 8.6% in footfall on the High Street. In fact the sunny Bank Holidays were very much part of the problem, with falls as high as 30% recorded in some regions. Shopping seems to be waning as the default leisure option, with customers preferring to do things rather than buy things for leisure therapy.

Retailers responded to the pressure, dropping overall prices by a further 1.1%, the 61st consecutive month of price deflation.

But for markets bargain prices on the High Street make it impossible for them to compete on price. Managers and traders need to develop other areas where markets are able to compete – for example ambience and product knowledge.