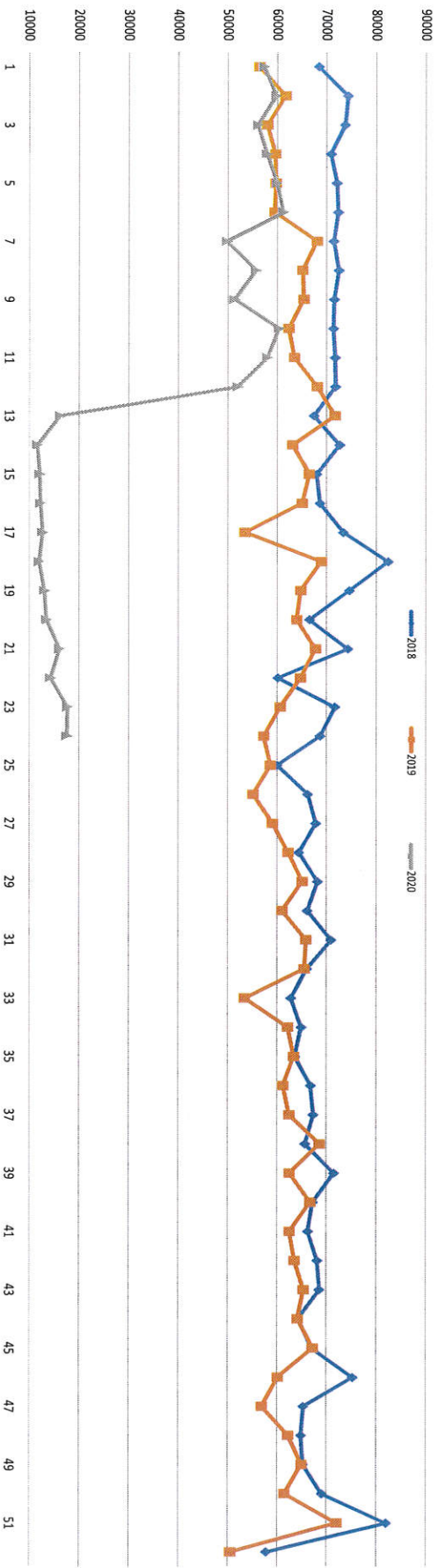


## Newcastle Under Lyme Retail Sales Monitor – Week Commencing 7<sup>th</sup> June 2020

Street Footfall		Week v Previous Week		Week v Same Week Last Year	
07.06.20 v 31.05.20		07.06.20 v 09.06.19			
HighSt/Hassell St	↓ -20.7%	HighSt/Hassell St	↓ -75.5%		
HighSt/Ironmarket(LH)	↑ +6.6%	HighSt/Ironmarket(LH)	↓ -62.5%		
HighSt/Ironmarket(RH)	↑ +9.3%	HighSt/Ironmarket(RH)	↓ -77.3%		
Ironmarket	↑ +2.5%	Ironmarket	↓ -68.3%		
<b>Newcastle-Under-Lyme</b>					
	↓ -0.8%	<b>Newcastle-Under-Lyme</b>	↓ -69.2%		
<b>UK Average</b>	↑ +5.0%	<b>NUL Yr to Date</b>	↓ -44.0%		

Proportion of Footfall Seen in Each Location in Comparison to Total Footfall				
	Week 24 2019 %	Week 24 2020 %	2020 v 2019	
HighSt/Hassell St	18.6%	14.8%	↓	
HighSt/Ironmarket (LH)	16.5%	20.1%	↑	
HighSt/Ironmarket (RH)	5.4%	4.0%	↓	
Ironmarket	59.4%	61.1%	↑	

All Cameras



'Newcastle Under Lyme Sales Monitor' is a Partnerships for Better Business Ltd initiative. Data compiled, analysed and interpreted by Partnerships for Better Business Ltd on behalf of Newcastle Under Lyme BID.

## Newcastle Under Lyme Retail Sales Monitor – Week Commencing 7th June 2020



### Week commencing 7th June 2020

The final week before the re-opening of non-essential retail stores across the country saw footfall in Newcastle under Lyme decrease slightly on the week, and by -0.8%. The average seen across the UK was +5.0%. This decrease on the week was due in the main to a -20.7% fall seen on High Street/Hassell Street, as all other cameras saw increases of between +2.5% and +9.3%.

Footfall in Newcastle Under Lyme decreased this week compared to the same week in 2019, and by -69.2%. The UK average was -72.9%. All cameras saw a fall on the year, ranging between -62.5% on High Street/Ironmarket (LH) and -77.3% on High Street/Ironmarket (RH). In regard to the proportion of footfall in each location, High Street/Ironmarket (LH) and Ironmarket saw percentage increases compared to total footfall against the same week in 2019, whilst High Street/Hassell Street and High Street/Ironmarket (RH) saw decreases.

Nationally, footfall activity across UK retail destinations last week reveals the pent up demand amongst consumers for shopping in bricks and mortar stores. The largest rise in footfall from the week before of +4.7% occurred in Shopping Centres, followed by Retail Parks (+2.5%) and High Streets (+1.7%). Footfall ramped up hugely over the weekend, with a weekly rise of +21.8% on Saturday and +12.2% on Sunday across all UK retail destinations. This was partly due to the hot weather that arrived at the tail end of the last week, but also a significant factor is the fact that retail stores in Northern Ireland opened fully on Friday.

**Snapshot of Monday 15th June:** As non-essential stores re-opened, footfall was up overall in Newcastle under Lyme by +54.3% compared to Monday of the previous week, however was down by -35.2% compared to the same Monday of the previous year. More information on this week will be provided in next week's report.

### National 2019 Footfall Overview

Footfall across the UK fell by -1.8% overall in 2019, only a slight improvement on 2018 when footfall was impacted by severe weather and declined by -2.1%. On a positive note, footfall during daytime trading hours of 9am to 5pm strengthened by around a third, moving to -1.6% from -2.4% in 2018. The year started strongly with a drop in footfall of just -0.3% in Q1 but worsened as the year progressed, with footfall declining by an average of -2.3% in Q3 and Q4 versus just -1.3% in Q1 and Q2. Q4 was particularly bad, as the drop in footfall of -3.0% followed a drop of -2.6% in Q4 2018.

All of the -1.8% decline in footfall in 2019 emanated from High Streets and Shopping Centres, both of which suffered drops in footfall of -2.5%. In contrast, footfall in Retail Parks rose marginally in 2019 by +0.1%. Despite the challenging trading conditions during 2019, footfall in three of the six key trading periods rose from 2018 (Easter Weekend, Spring May Bank Holiday and Black Friday weekend) but fell from 2018 during the Early May Bank Holiday, August Bank Holiday and Boxing Day.