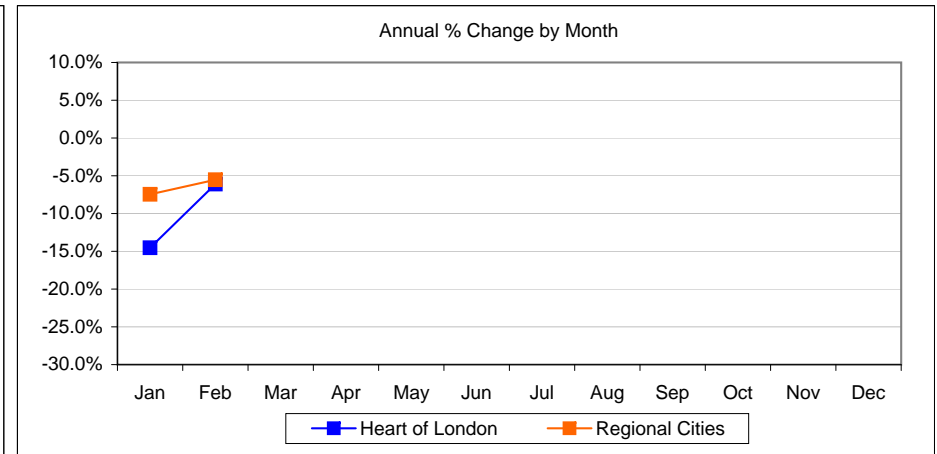
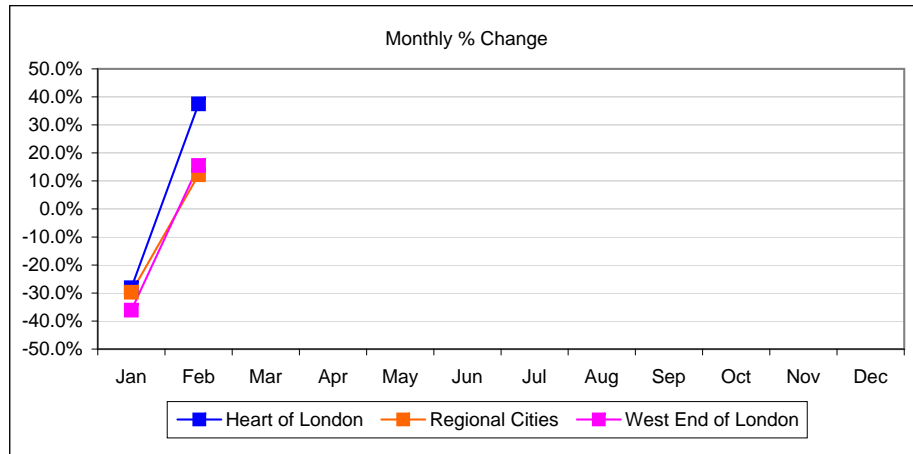




	Regional Cities						West End of London			Heart of London					
	Year on Year Change			Monthly Change			Monthly Change			Year on Year Change			Monthly Change		
	2007 to 2008	2008 to 2009	2009 to 2010	2008	2009	2010	2009 to 2010	2009	2010	2007 to 2008	2008 to 2009	2009 to 2010	2008	2009	2010
Jan	-3.9%	-8.0%	-7.5%	-34.9%	-32.0%	-29.7%	-3.2%	-22.0%	-36.1%	2.6%	-10.9%	-14.5%	-15.3%	-18.5%	-28.1%
Feb	-4.7%	-7.8%	-5.5%	11.0%	10.3%	12.2%	-1.8%	13.2%	15.5%	-11.2%	15.7%	-6.1%	-3.6%	25.1%	37.5%
Mar	-8.2%	-0.2%		-4.0%	3.8%			-8.5%		-12.2%	20.4%		0.8%	4.9%	
Apr	-11.4%	0.7%		5.6%	5.6%			1.7%		-18.6%	29.1%		8.5%	16.3%	
May	-0.1%	-4.3%		4.7%	-2.7%			3.5%		-9.2%	13.3%		4.3%	-8.5%	
Jun	1.3%	-7.7%		4.8%	0.8%			3.9%		-8.3%	3.8%		11.7%	2.2%	
Jul	-2.4%	-7.3%		6.1%	4.8%			13.6%		-7.8%	16.1%		16.9%	30.8%	
Aug	-8.5%	-4.4%		0.5%	2.1%			-4.7%		-15.4%	11.6%		-2.2%	-6.0%	
Sep	-10.6%	-5.3%		-8.6%	-6.6%			-14.9%		-17.8%	11.8%		-26.3%	-26.2%	
Oct	-6.6%	-6.3%		2.3%	1.5%			6.2%		-9.6%	26.1%		-3.3%	9.0%	
Nov	-6.0%	-15.4%		1.0%	-6.8%			-7.9%		-16.3%	12.1%		1.3%	-9.9%	
Dec	-8.0%	-9.5%		11.2%	11.2%			1.5%		-7.4%	-3.1%		8.0%	-6.7%	
Av YTD	-4.3%	-7.9%	-6.5%	-12.0%	-10.9%	-8.8%	-2.5%	-4.4%	-10.3%	-4.3%	2.4%	-10.3%	-9.5%	3.3%	4.7%



The national High Street Index is a collaboration between the ATCM and Springboard to deliver a national performance index based on footfall in town and city centres. To date, footfall has only ever been monitored in specific places such as shopping centres or retailers' outlets, but now for the first time accurate high street footfall data is available providing a true measure of the performance of the UK's high streets.

Data for the index has been gathered by Springboard from around 100 million flows a month in 50 UK towns and cities. Data has been collated using Springboard's i-site software which monitors footfall continuously, 24 hours a day, 7 days a week.

For more information about the ATCM-Springboard High Street Index contact Diane Wehrle, Springboard on [diane.wehrle@spring-board.info](mailto:diane.wehrle@spring-board.info) T 01908 547858. Information about Springboard is available at [www.spring-board.info](http://www.spring-board.info), and information about the ATCM is available at [www.atcm.org](http://www.atcm.org)

Week No. 2010		Week Beginning	Weekly % Change 2010	Weekly % Change 2009	Weekly % Change 2008	Weekly % Change 2007	Weekly % Change 2006
2	January	04/01/2010	-33.6%	-22.7%	-11.9%	-7.6%	-15.5%
3		11/01/2010	13.3%	3.1%	1.9%	-0.3%	-7.5%
4		18/01/2010	9.1%	2.0%	6.2%	5.3%	4.2%
5		25/01/2010	2.8%	4.7%	-3.0%	4.3%	-1.7%
6	February	01/02/2010	-3.3%	-13.2%	10.4%	-12.2%	-6.2%
7		08/02/2010	5.6%	22.4%	11.4%	28.0%	6.6%
8		15/02/2010	7.2%	12.3%	-15.0%	-9.5%	15.4%
9		22/02/2010	-9.3%	-10.4%	5.1%	0.5%	-14.5%
10	March	01/03/2010		-2.3%	-4.5%	6.2%	8.7%
11		08/03/2010		2.3%	-4.0%	0.0%	-8.1%
12		15/03/2010		11.8%	5.3%	-10.0%	0.2%
13		22/03/2010		-13.5%	1.2%	14.0%	8.0%
14		29/03/2010		6.0%	6.2%	13.2%	4.7%
15	April	05/04/2010		0.5%	-3.4%	-6.6%	5.6%
16		12/04/2010		-2.0%	-3.7%	-4.9%	7.7%
17		19/04/2010		5.6%	5.2%	-0.9%	-8.1%
18		26/04/2010		-0.9%	5.3%	8.4%	5.5%
19	May	03/05/2010		-7.0%	0.2%	-19.6%	-2.8%
20		10/05/2010		-1.4%	-7.2%	11.5%	-2.9%
21		17/05/2010		9.9%	5.1%	2.1%	-6.5%
22		24/05/2010		5.8%	1.6%	12.9%	10.5%
23	June	31/05/2010		-11.5%	-0.2%	-8.8%	12.4%
24		07/06/2010		4.5%	4.1%	-3.4%	-9.6%
25		14/06/2010		-1.4%	-4.0%	4.3%	-4.2%
26		21/06/2010		3.7%	6.9%	3.3%	2.4%
27		28/06/2010		1.3%	-0.2%	4.6%	2.1%
28	July	05/07/2010		-1.9%	-5.4%	-2.0%	-1.6%
29		12/07/2010		1.7%	4.8%	0.9%	6.6%
30		19/07/2010		3.9%	8.4%	12.2%	-6.8%
31		26/07/2010		-0.3%	-3.1%	2.9%	11.2%
32	August	02/08/2010		-0.5%	-6.2%	-1.0%	-3.9%
33		09/08/2010		0.2%	6.0%	-9.6%	-2.5%
34		16/08/2010		-0.3%	2.1%	6.5%	2.9%
35		23/08/2010		1.9%	-5.7%	-0.6%	3.8%
36	September	30/08/2010		-7.6%	-6.8%	-3.6%	-1.4%
37		06/09/2010		0.3%	-3.1%	-4.9%	-7.2%
38		13/09/2010		-1.9%	4.4%	-0.7%	-5.6%
39		20/09/2010		3.9%	1.5%	0.6%	2.4%
40	October	27/09/2010		-3.0%	-4.0%	1.0%	-1.3%
41		04/10/2010		-2.1%	4.2%	-7.0%	2.0%
42		11/10/2010		-0.4%	-4.0%	4.6%	-4.0%
43		18/10/2010		0.5%	-1.0%	9.4%	-1.5%
44		25/10/2010		-2.5%	11.3%	-3.3%	19.1%
45	November	01/11/2010		-15.8%	-13.2%	-6.4%	-11.4%
46		08/11/2010		2.9%	8.7%	6.5%	3.7%
47		15/11/2010		3.4%	1.5%	-0.4%	3.2%
48		22/11/2010		4.8%	6.2%	7.8%	-0.1%
49	December	29/11/2010		-2.5%	2.8%	-1.1%	5.4%
50		06/12/2010		2.5%	1.2%	13.1%	1.3%
51		13/12/2010		0.9%	14.2%	7.6%	7.8%
52		20/12/2010		-10.7%	-11.3%	-22.0%	14.3%
53		27/12/2010		-5.6%	-17.8%	-21.9%	-27.9%



The national High Street Index is a collaboration between the ATCM and Springboard to deliver a national performance index based on footfall in town and city centres. To date, footfall has only ever been monitored in specific places such as shopping centres or retailers' outlets, but now for the first time accurate high street footfall data is available providing a true measure of the performance of the UK's high streets.

Data for the index has been gathered by Springboard from around 100 million flows a month in 50 UK towns and cities. Data has been collated using Springboard's i-site software which monitors footfall continuously, 24 hours a day, 7 days a week.

Revisions to earlier figures have been made from a total basis to a like-for-like basis to avoid distortions to the Index following additions to the network.

For more information about the ATCM-Springboard High Street Index contact Diane Wehrle, Springboard on [diane.wehrle@spring-board.info](mailto:diane.wehrle@spring-board.info) T 01908 547858. Information about Springboard can be found at [www.spring-board.info](http://www.spring-board.info), and about the ATCM at [www.atcm.org](http://www.atcm.org).