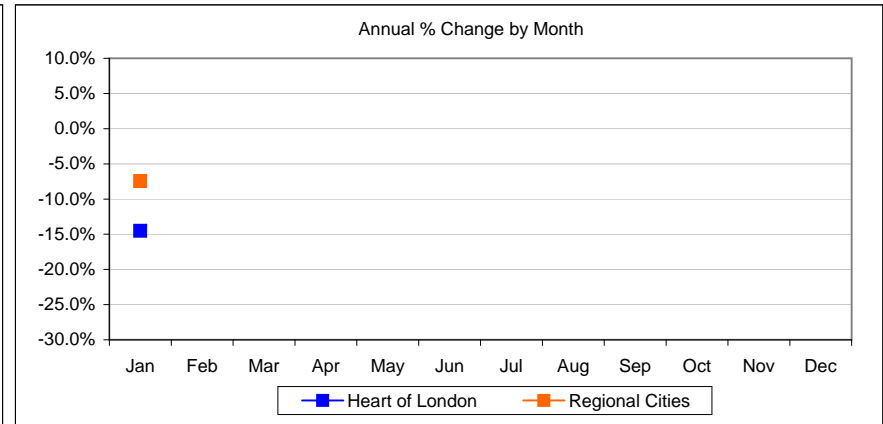
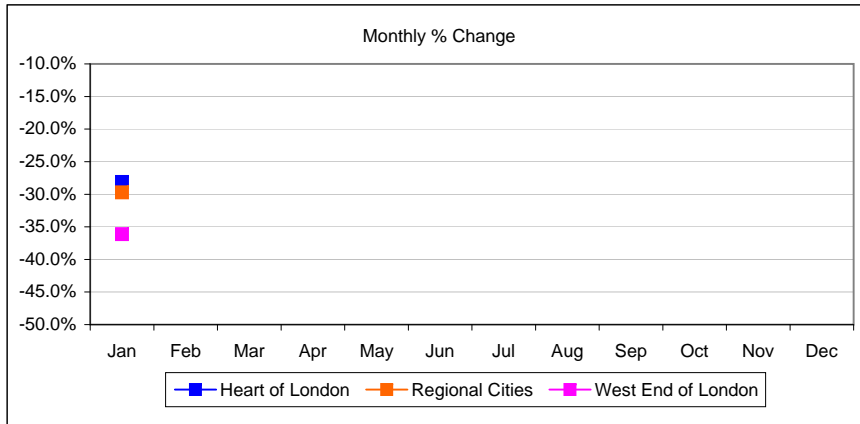




	Regional Cities						West End of London			Heart of London					
	Year on Year Change			Monthly Change			Monthly Change			Year on Year Change			Monthly Change		
	2007 to 2008	2008 to 2009	2009 to 2010	2008	2009	2010	2009 to 2010	2009	2010	2007 to 2008	2008 to 2009	2009 to 2010	2008	2009	2010
Jan	-3.9%	-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%		11.0%	10.3%			13.2%		-11.2%	15.7%		-3.6%	25.1%	
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	-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%



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 T 01908 547858. Information about Springboard is available at www.spring-board.info, and information about the ATCM is available at 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		-13.2%	10.4%	-12.2%	-6.2%
7		08/02/2010		22.4%	11.4%	28.0%	6.6%
8		15/02/2010		12.3%	-15.0%	-9.5%	15.4%
9		22/02/2010		-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		27/09/2010		-3.0%	-4.0%	1.0%	-1.3%
41	October	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%



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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 T 01908 547858. Information about Springboard can be found at www.spring-board.info, and about the ATCM at www.atcm.org.

BRC Calendar

	Week No. 2010	2010	Week No. 2009	2009	Week No. 2008	2008	Week No. 2007	2007	Week No. 2006	2006	Week No. 2005	2005
January	2	04/01/2010	2	05/01/2009	1	31/12/2008	1	01/01/2007	2	02/01/2006	2	03/01/2005
	3	11/01/2010	3	12/01/2009	2	07/01/2008	2	08/01/2007	3	09/01/2006	3	10/01/2005
	4	18/01/2010	4	19/01/2009	3	14/01/2008	3	15/01/2007	4	16/01/2006	4	17/01/2005
	5	25/01/2010	5	26/01/2009	4	21/01/2008	4	22/01/2007	5	23/01/2006	5	24/01/2005
	6	01/02/2010	6	02/02/2009	5	28/01/2008	5	29/01/2007	6	30/01/2006	6	31/01/2005
February	7	08/02/2010	7	09/02/2009	6	04/02/2008	6	05/02/2007	7	06/02/2006	7	07/02/2005
	8	15/02/2010	8	16/02/2009	7	11/02/2008	7	12/02/2007	8	13/02/2006	8	14/02/2005
	9	22/02/2010	9	23/02/2009	8	18/02/2008	8	19/02/2007	9	20/02/2006	9	21/02/2005
	10	01/03/2010	10	02/03/2009	9	25/02/2008	9	26/02/2007	10	27/02/2006	10	28/02/2005
March	11	08/03/2010	11	09/03/2009	10	03/03/2008	10	05/03/2007	11	06/03/2006	11	07/03/2005
	12	15/03/2010	12	16/03/2009	11	10/03/2008	11	12/03/2007	12	13/03/2006	12	14/03/2005
	13	22/03/2010	13	23/03/2009	12	17/03/2008	12	19/03/2007	13	20/03/2006	13	21/03/2005
	14	29/03/2010	14	30/03/2009	13	24/03/2008	13	26/03/2007	14	27/03/2006	14	28/03/2005
April	15	05/04/2010	15	06/04/2009	14	31/03/2008	14	02/04/2007	15	03/04/2006	15	04/04/2005
	16	12/04/2010	16	13/04/2009	15	07/04/2008	15	09/04/2007	16	10/04/2006	16	11/04/2005
	17	19/04/2010	17	20/04/2009	16	14/07/2008	16	16/04/2007	17	17/04/2006	17	18/04/2005
	18	26/04/2010	18	27/04/2009	17	21/04/2008	17	23/04/2007	18	24/04/2006	18	25/04/2005
May	19	03/05/2010	19	04/05/2009	18	28/04/2008	18	30/04/2007	19	01/05/2006	19	02/05/2005
	20	10/05/2010	20	11/05/2009	19	05/05/2008	19	07/05/2007	20	08/05/2006	20	09/05/2005
	21	17/05/2010	21	18/05/2009	20	12/05/2008	20	14/05/2007	21	15/05/2006	21	16/05/2005
	22	24/05/2010	22	25/05/2009	21	19/05/2008	21	21/05/2007	22	22/05/2006	22	23/05/2005
June	23	31/05/2010	23	01/06/2009	22	26/05/2008	22	28/05/2007	23	29/05/2006	23	30/05/2005
	24	07/06/2010	24	08/06/2009	23	02/06/2008	23	04/06/2007	24	05/06/2006	24	06/06/2005
	25	14/06/2010	25	15/06/2009	24	09/06/2008	24	11/06/2007	25	12/06/2006	25	13/06/2005
	26	21/06/2010	26	22/06/2009	25	16/06/2008	25	18/06/2007	26	19/06/2006	26	20/06/2005
	27	28/06/2010	27	29/06/2009	26	23/06/2008	26	25/06/2007	27	26/06/2006	27	27/06/2005
July	28	05/07/2010	28	06/07/2009	27	30/06/2008	27	02/07/2007	28	03/07/2006	28	04/07/2005
	29	12/07/2010	29	13/07/2009	28	07/07/2008	28	09/07/2007	29	10/07/2006	29	11/07/2005
	30	19/07/2010	30	20/07/2009	29	14/07/2008	29	16/07/2007	30	17/07/2006	30	18/07/2005
	31	26/07/2010	31	27/07/2009	30	21/07/2008	30	23/07/2007	31	24/07/2006	31	25/07/2005
August	32	02/08/2010	31	27/07/2009	31	28/07/2008	31	30/07/2007	32	31/07/2006	32	01/08/2005
	33	09/08/2010	32	03/08/2009	32	04/08/2008	32	06/08/2007	33	07/08/2006	33	08/08/2005
	34	16/08/2010	33	10/08/2009	33	11/08/2008	33	13/08/2007	34	14/08/2006	34	15/08/2005
	35	23/08/2010	34	17/08/2009	34	18/08/2008	34	20/08/2007	35	21/08/2006	35	22/08/2005
September	36	30/08/2010	35	24/08/2009	35	25/08/2008	35	27/08/2007	36	28/08/2006	36	29/08/2005
	37	06/09/2010	36	31/08/2009	36	01/09/2008	36	03/09/2007	37	04/09/2006	37	05/09/2005
	38	13/09/2010	37	07/09/2009	37	08/09/2008	37	10/09/2007	38	11/09/2006	38	12/09/2005
	39	20/09/2010	38	14/09/2009	38	15/09/2008	38	17/09/2007	39	18/09/2006	39	19/09/2005
	40	27/09/2010	39	21/09/2009	39	22/09/2008	39	24/09/2007	40	25/09/2006	40	26/09/2005
October	41	04/10/2010	40	28/09/2009	40	29/09/2008	40	01/10/2007	41	02/10/2006	41	03/10/2005
	42	11/10/2010	41	05/10/2009	41	06/10/2008	41	08/10/2007	42	09/10/2006	42	10/10/2005
	43	18/10/2010	42	12/10/2009	42	13/10/2008	42	15/10/2007	43	16/10/2006	43	17/10/2005
	44	25/10/2010	43	19/10/2009	43	20/10/2008	43	22/10/2007	44	23/10/2006	44	24/10/2005
November	45	01/11/2010	44	26/10/2009	44	27/10/2008	44	29/10/2007	45	30/10/2006	45	31/10/2005
	46	08/11/2010	45	02/11/2009	45	03/11/2008	45	05/11/2007	46	06/11/2006	46	07/11/2005
	47	15/11/2010	46	09/11/2009	46	10/11/2008	46	12/11/2007	47	13/11/2006	47	14/11/2005
	48	22/11/2010	47	16/11/2009	47	17/11/2008	47	19/11/2007	48	20/11/2006	48	21/11/2005
December	49	29/11/2010	48	23/11/2009	48	24/11/2008	48	26/11/2007	49	27/11/2006	49	28/11/2005
	50	06/12/2010	49	30/11/2009	49	01/12/2008	49	03/12/2007	50	04/12/2006	50	05/12/2005
	51	13/12/2010	50	07/12/2009	50	08/12/2008	50	10/12/2007	51	11/12/2006	51	12/12/2005
	52	20/12/2010	51	14/12/2009	51	15/12/2008	51	17/12/2007	52	18/12/2006	52	19/12/2005
	53	27/12/2010	52	21/12/2009	52	22/12/2008	52	24/12/2007	53	25/12/2006	53	26/12/2005

Note:

Weeks shaded in grey are the weeks allotted to each month by the British Retail Consortium (BRC) for that year