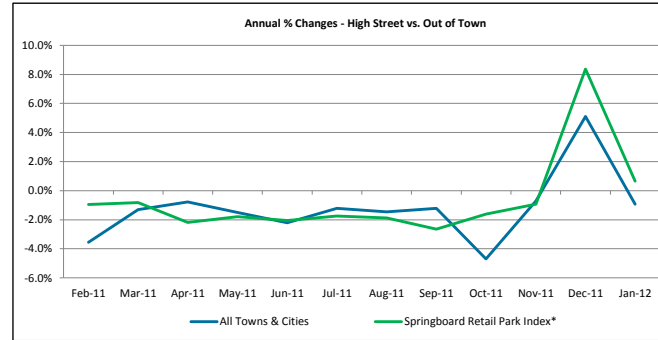
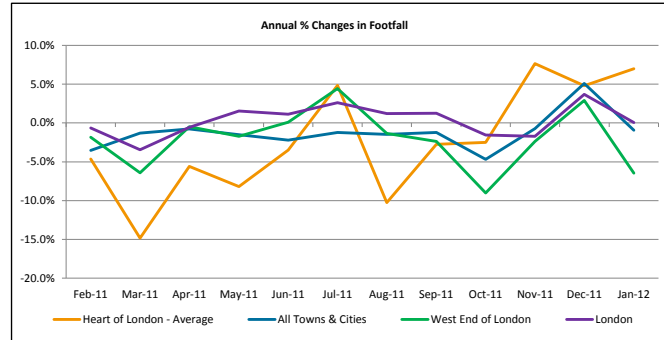




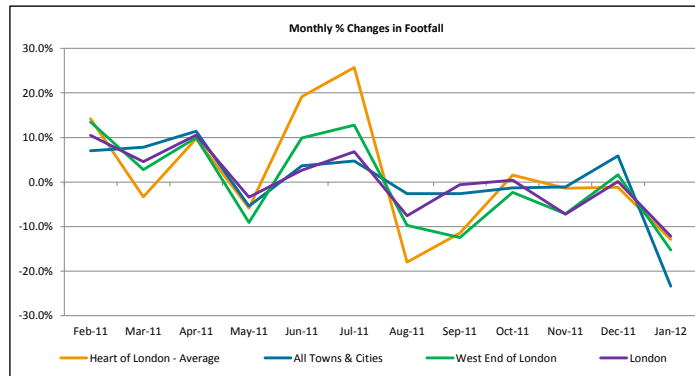
ATCM Springboard National High Street Index

January 2012

Annual % Change	AV YTD	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12
Heart of London - Average	-2.3%	-4.7%	-14.8%	-5.6%	-8.2%	-3.5%	4.8%	-10.3%	-2.7%	-2.5%	7.6%	4.8%	7.0%
All Towns & Cities	-1.2%	-3.5%	-1.3%	-0.8%	-1.5%	-2.2%	-1.2%	-1.5%	-1.2%	-4.7%	-0.7%	5.1%	-0.9%
West End of London	-2.1%	-1.8%	-6.4%	-0.5%	-1.7%	0.1%	4.4%	-1.4%	-2.4%	-9.0%	-2.4%	2.9%	-6.5%
London	0.3%	-0.6%	-3.5%	-0.6%	1.6%	1.1%	2.6%	1.2%	1.3%	-1.6%	-1.7%	3.7%	0.1%
Springboard Retail Park Index*	-0.6%	-1.0%	-0.8%	-2.2%	-1.8%	-2.0%	-1.7%	-1.9%	-2.6%	-1.6%	-0.9%	8.4%	0.7%



Monthly % Change	AV YTD	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12
Heart of London - Average	1.4%	14.2%	-3.3%	9.7%	-5.8%	19.1%	25.7%	-18.0%	-11.5%	1.6%	-1.4%	-1.2%	-12.9%
All Towns & Cities	0.4%	7.0%	7.8%	11.4%	-5.4%	3.7%	4.7%	-2.6%	-2.6%	-1.3%	-1.1%	5.9%	-23.3%
West End of London	-0.5%	13.5%	2.8%	10.0%	-9.1%	9.9%	12.8%	-9.7%	-12.4%	-2.3%	-7.1%	1.6%	-15.2%
London	0.4%	10.5%	4.6%	10.5%	-3.4%	2.7%	6.8%	-7.5%	-0.6%	0.4%	-7.2%	0.1%	-12.1%



The national High Street Index is a collaboration between Springboard Research Ltd. and the Association of Town Centre Management to deliver a national performance index based on footfall in town and city centres. Data for the High Street Index has been gathered by Springboard from around 100 million pedestrian flows per month in around 75 UK towns and cities. The data has been collated using Springboard's Target Specific Tracking technology, which monitors footfall continuously- 24 hours a day, 7 days a week. The High Street Index results are calculated on a like-for-like basis, which allows for additional locations to be included in the future.

For more information on the ATCM-Springboard National High Street Index please contact Diane Wehrle (Marketing Director for Springboard) on 01908 547858 or [diane.wehrle@springboard.info](mailto:diane.wehrle@springboard.info)

For more information on Springboard Research Ltd. please go to [www.springboard.info](http://www.springboard.info) and for the ATCM please go to [www.atcm.org](http://www.atcm.org)

\*The Springboard Retail Park Index measures the performance of the UK's retail and shopping parks on the basis of changes in customer volumes. Springboard collates data on over 10 million trips per month, from over 100 out of town shopping locations throughout the UK.



Week		Week Beginning	Weekly % Change 2012	Weekly % Change 2011	Weekly % Change 2010	Weekly % Change 2009
2	January	02/01/2012	-19.1%	-21.1%	-33.6%	-22.7%
3		09/01/2012	3.4%	0.8%	13.3%	3.1%
4		16/01/2012	-1.4%	3.1%	9.1%	2.0%
5		23/01/2012	3.0%	1.0%	2.8%	4.7%
6	February	30/01/2012		-1.5%	-3.3%	-13.2%
7		06/02/2012		4.0%	5.6%	22.4%
8		13/02/2012		-1.3%	7.2%	12.3%
9		20/02/2012		15.1%	-9.3%	-10.4%
10	March	27/02/2012		-8.9%	12.5%	-2.3%
11		05/03/2012		2.0%	-3.0%	2.3%
12		12/03/2012		3.7%	-0.2%	11.8%
13		19/03/2012		5.6%	0.5%	-13.5%
14		26/03/2012		-0.1%	-1.3%	6.0%
15	April	02/04/2012		2.5%	14.4%	0.5%
16		09/04/2012		-0.7%	-0.5%	-2.0%
17		16/04/2012		9.1%	-4.3%	5.6%
18		23/04/2012		-3.1%	-1.9%	-0.9%
19	May	30/04/2012		-5.3%	-7.2%	-7.0%
20		07/05/2012		-0.8%	3.3%	-1.4%
21		14/05/2012		1.1%	4.7%	9.9%
22		21/05/2012		1.2%	3.0%	5.8%
23	June	28/05/2012		5.8%	4.1%	-11.5%
24		04/06/2012		-8.0%	-11.6%	4.5%
25		11/06/2012		4.4%	8.1%	-1.4%
26		18/06/2012		0.5%	-1.5%	3.7%
27		25/06/2012		5.9%	4.3%	1.3%
28	July	02/07/2012		-1.9%	-1.9%	-1.9%
29		09/07/2012		-1.3%	-0.8%	1.7%
30		16/07/2012		2.6%	2.7%	3.9%
31		23/07/2012		5.6%	1.7%	-0.3%
32	August	30/07/2012		-6.0%	-1.1%	-0.5%
33		06/08/2012		-2.7%	-2.3%	0.2%
34		13/08/2012		1.3%	-1.5%	-0.3%
35		20/08/2012		0.5%	4.9%	1.9%
36	September	27/08/2012		-0.4%	0.7%	-7.6%
37		03/09/2012		-4.8%	-8.4%	0.3%
38		10/09/2012		0.2%	-1.6%	-1.9%
39		17/09/2012		2.3%	5.4%	3.9%
40		24/09/2012		1.4%	-3.9%	-3.0%
41	October	01/10/2012		-5.0%	4.2%	-2.1%
42		08/10/2012		-0.3%	-2.9%	-0.4%
43		15/10/2012		0.3%	-2.5%	0.5%
44		22/10/2012		8.5%	19.8%	-2.5%
45	November	29/10/2012		-8.4%	-16.9%	-15.8%
46		05/11/2012		0.0%	-1.5%	2.9%
47		12/11/2012		1.3%	8.3%	3.4%
48		19/11/2012		3.7%	0.6%	4.8%
49	December	26/11/2012		5.2%	-7.4%	-2.5%
50		03/12/2012		-2.2%	15.2%	2.5%
51		10/12/2012		2.3%	-3.2%	0.9%
52		17/12/2012		6.0%	-7.7%	-10.7%
53		24/12/2012		-23.5%	3.0%	-5.6%

The national High Street Index is a collaboration between the Association of Town Centre Management and Springboard Research Ltd. to deliver a national performance index based on footfall in town and city centres.

Data for the High Street Index has been gathered by Springboard from around 100 million pedestrian flows per month in around 70 UK towns and cities. The data has been collated using Springboard's Target Specific Tracking technology, which monitors footfall continuously - 24 hours a day, 7 days a week.

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