Nottingham City Council

City Centre Performance

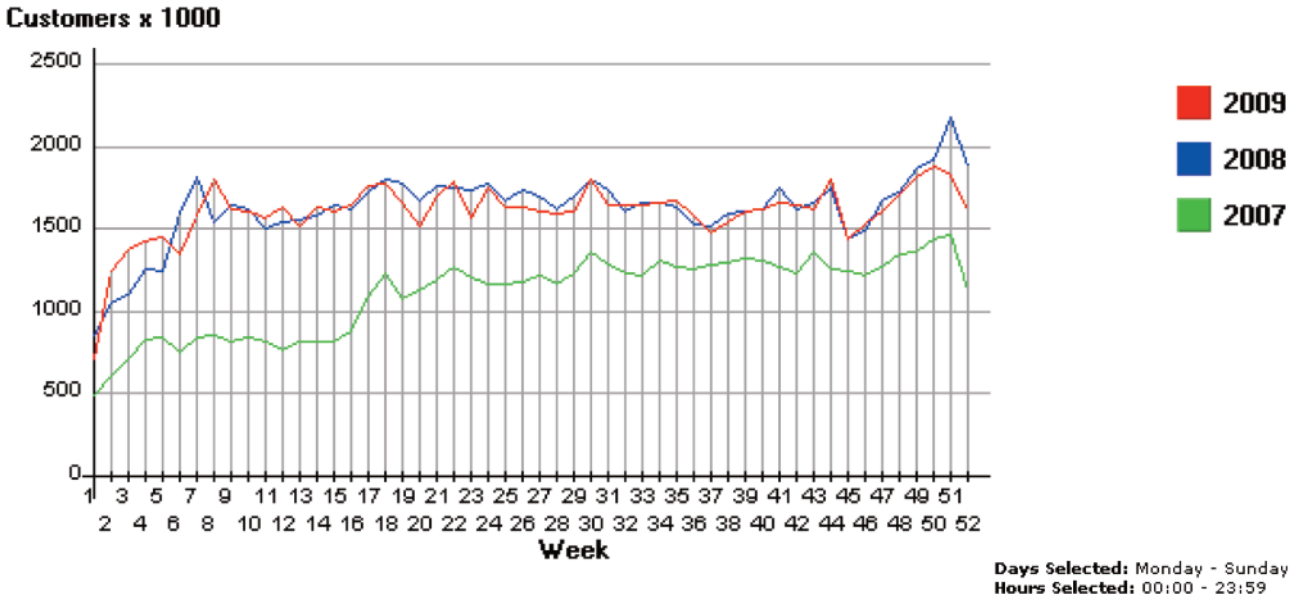
footfall monitoring

Management Report - December 2009

Key Messages

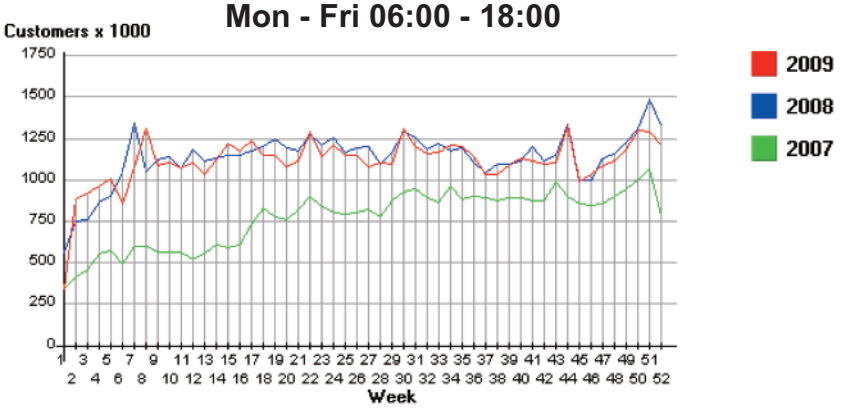
- All in all December proved to be a buoyant and busy month in Nottingham, with footfall up 21% on the previous month – marking the traditional December surge. Elsewhere across the UK monthly change was around 11%, implying that Nottingham saw a significant improvement between November and December, when compared to the remainder of the UK. However, despite better monthly figures, December 2009 was -8% (8% down) on December 2008. Elsewhere across the UK, the decline was more marked, averaging -9.5% for all towns and cities.
- Sales reported by the BRC rose 4% like for like, marking a significant turnaround from a decline of 3% in December 2008. Footfall trends appear therefore to be lagging well behind sales.
- The UK regional cities have faired marginally better than most other towns and cities across the UK over the Xmas season – showing an annual decline in footfall of 11.7% over the last two months, compared to 12.5% for all towns and cities. However, this figure is still significantly more than the decline over the same period in 2008 of 4.7% - underpinning the continued downward trend in footfall.
- Throughout December whilst shoppers numbers were up on November throughout the month, and particularly at the weekend, December was less vibrant for the City's night time offer – showing a decline in monthly and year on year figures

Annual Performance - Total Numbers



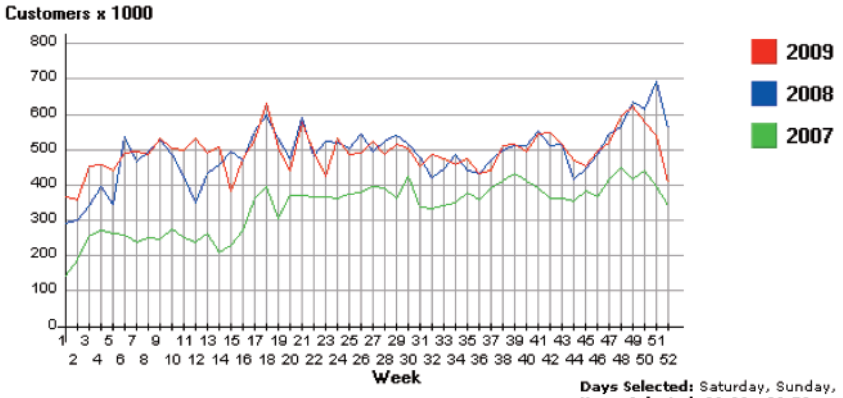
- The total customer count for December 2009 is 8,013,036
- December shows a decrease of 21% on the previous month
- December is 8% down on December 08
- Saturday averaged 330,503. One of these was Boxing Day which only had 191,560. Without Boxing Day the average Saturday on the run up to Christmas was 376,817.
- Friday and Saturday totals (21.00 – 03.00) on Market Street were 36,272 (4 weekends September total was 36,619)

Mon - Fri 06:00 - 18:00



Days Selected: Monday, Tuesday, Wednesday, Thursday, Friday,
Hours Selected: 00:00 - 23:59

Sat - Sun 06:00 - 18:00



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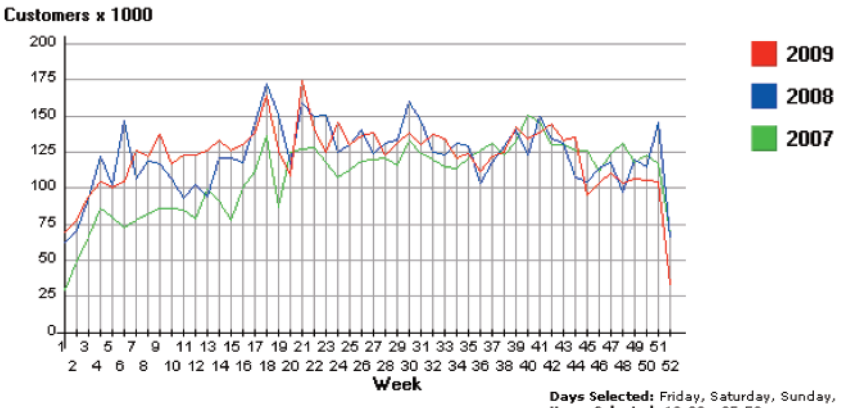
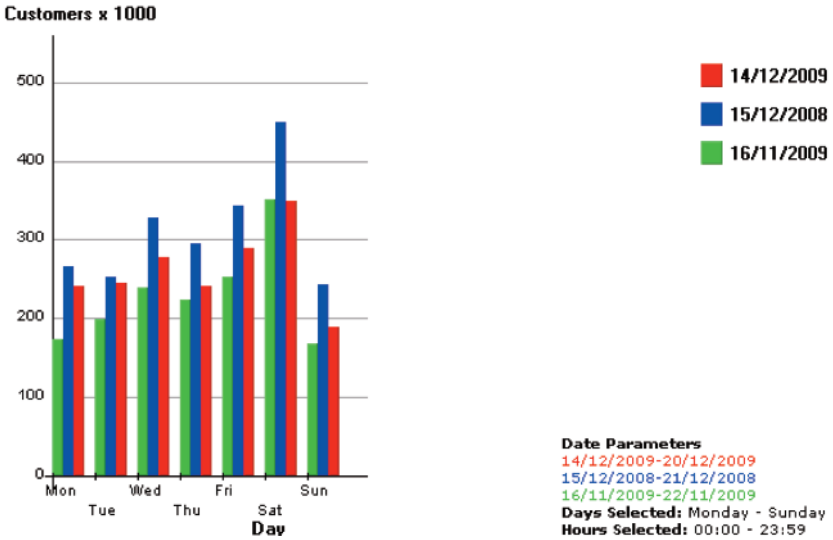
Hours Selected: 00:00 - 23:59

Friday Night - Sun 18:00 - 06:00



Days Selected: Friday, Saturday, Sunday,
Hours Selected: 18:00 - 05:59

Daily Performance - Sample Weeks



Date Parameters
14/12/2009-20/12/2009
15/12/2008-21/12/2008
16/11/2009-22/11/2009
Days Selected: Monday - Sunday
Hours Selected: 00:00 - 23:59

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