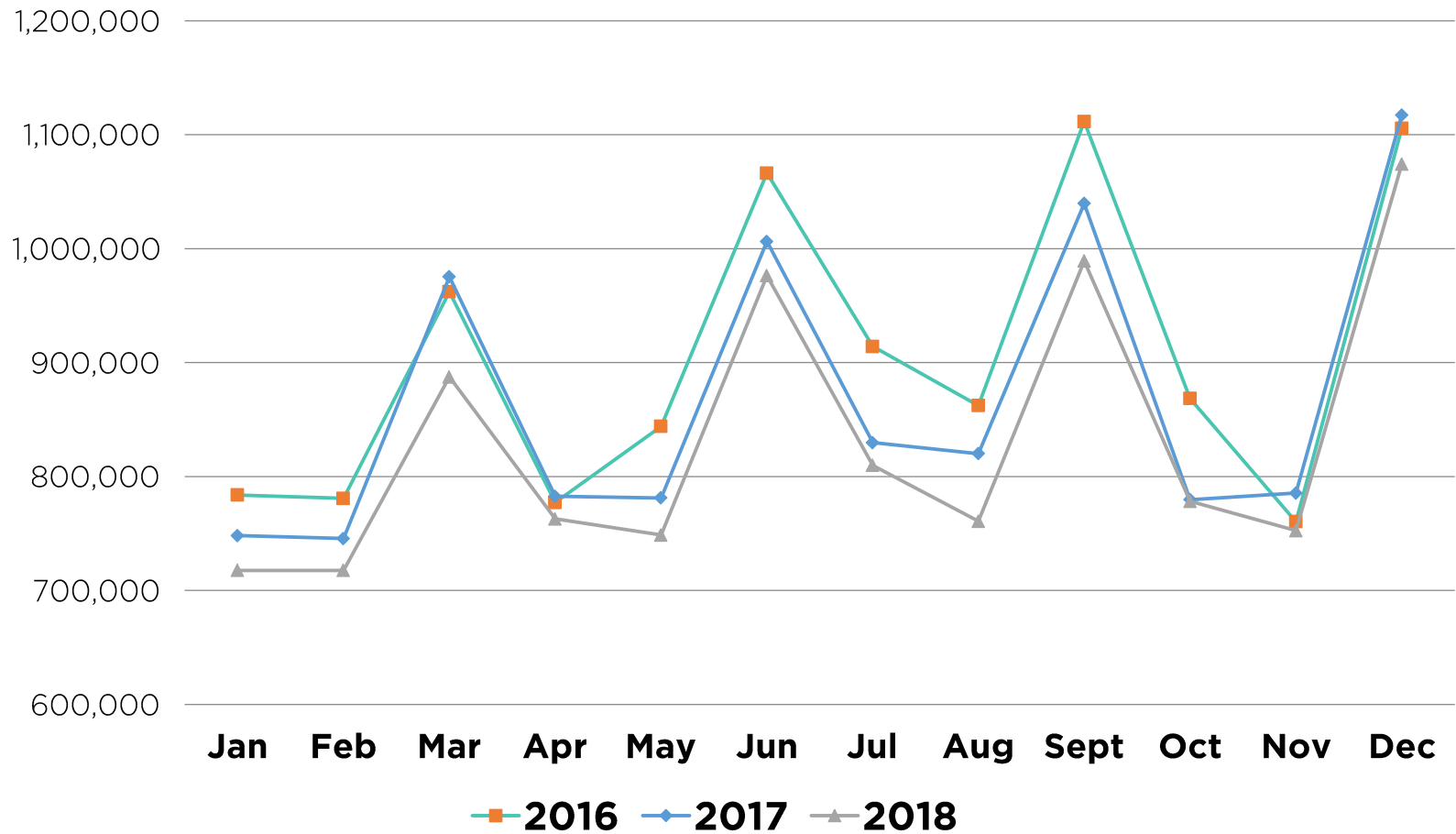


# TOWN CENTRE INSIGHT

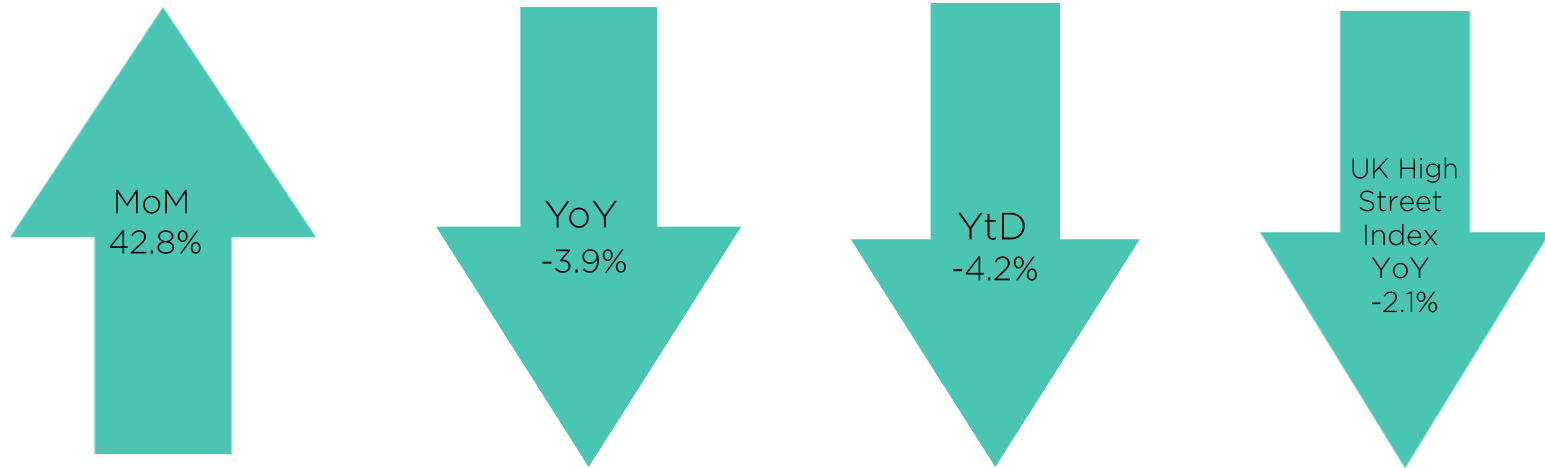
REPORTING PERIOD: DECEMBER 2018

# KINGSTON FOOTFALL 2018 V'S 2017



The graph above provides details of footfall taken from the Springboard Camera on Clarence Street.

# FOOTFALL | DECEMBER 2018



## Q4:

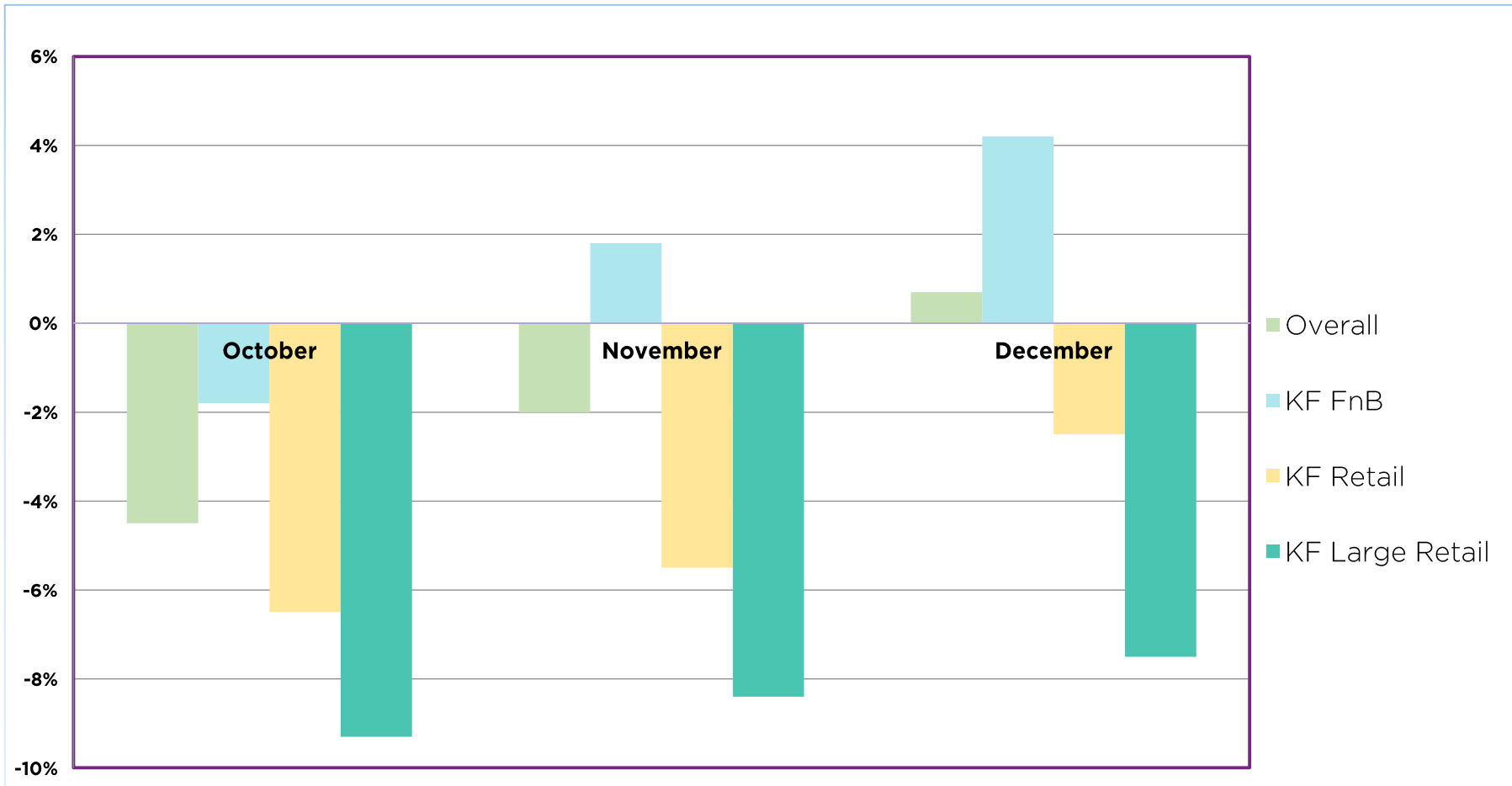
- Kingston footfall was down -2.9% for the 3 months, October to December 2018.

## Annual Footfall:

- Kingston footfall 2017 v 2018 was down -4.2%;
- The UK High Street Index figure 2017 v 2018 was down -2.4%

Please note: December is a 5 week month, compared to November, which was 4 weeks.  
The Springboard High Street Index figure is taken from 195 UK High Street Locations.

# SALES % CHANGE YEAR ON YEAR

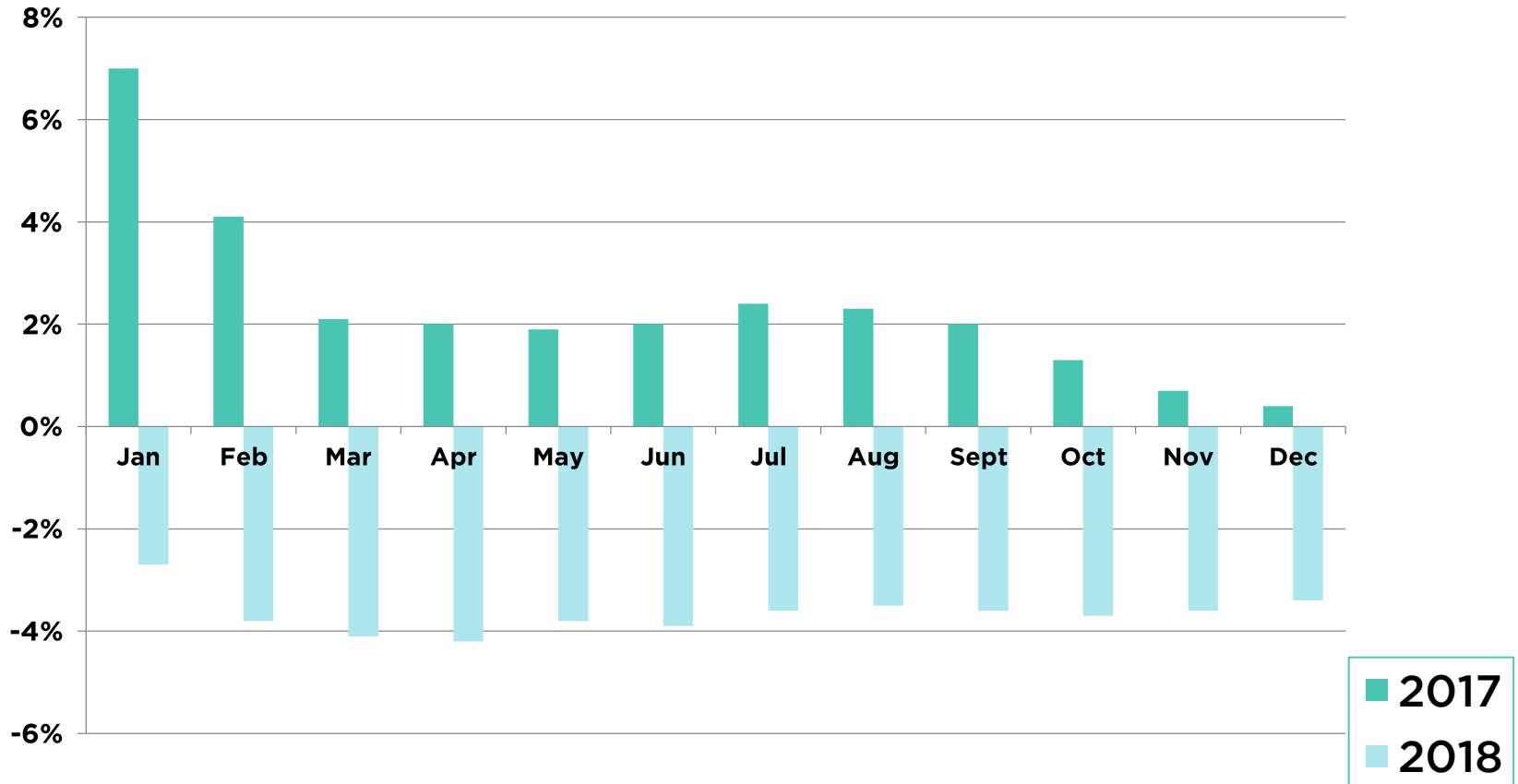


The bar chart above provides % change sales data from selected retailers across the town centre - the weekly data figures received have been averaged across each month.

# OVERALL SPEND | DECEMBER 2018

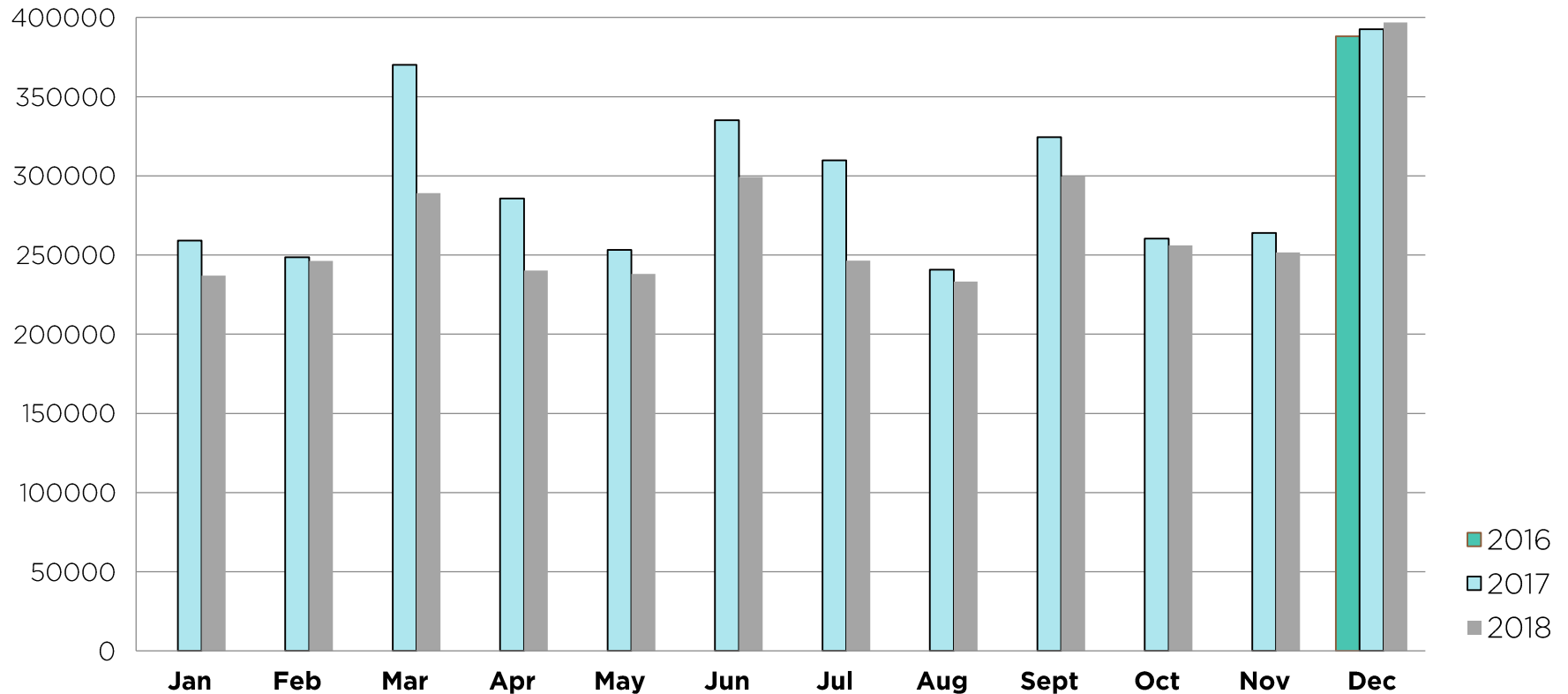
- The December BRC reports states UK retail sales decreased year on year by -0.7% on a like for like basis. Unfortunately, this was the poorest December sales performance in 10 years.
- The BRC report attributes the poor Christmas performance to consumers being financially squeezed. The Springboard Christmas Review 2018 links the Christmas results to low consumer confidence, high debt levels and consumer habits changing, as people seek out experience based intangibles, over bricks and mortar stores.
- The report also comments that despite a number of retailers discounting in the run up to Christmas, this failed to encourage consumer spending, and also notes the 2018 discounting did not improve footfall or even sales for retailers.
- The review also notes the store capture rate, which is the share of footfall in a destination that enters stores, declined from the previous year. This indicates that retailers lost proportionately more shoppers, than the actual locations in which they trade. It also meant stores had to work harder to generate more sales / profits, from a smaller pool of consumers, from goods which had been heavily discounted.
- The review highlights that both department stores and fashion sectors had a tough Christmas, with both these sectors recording a far greater drop in sales than others. The December data for Kingston also mirrors this trend.
- In Kingston, the food and beverage sector had a strong month with sales up 4.2% year on year. Both small and larger retailers continued to find trading difficult, especially in the first 3 trading weeks of December (48,49 and 50).

# SALES: YEAR TO DATE % CHANGE



The graph above provides Year to Date % change from selected retailers across the town centre - the weekly data figures received have been averaged across each month.

# TOTAL MONTHLY CARS: 2018



Dec  
+1.1%

The graph above provides the total number of cars parked in all town centre car parks.

Please note; figures quoted for May 2018 are partially estimated due to issues with one providers systems.

## BUSINESS CRIME STATS | QUARTERLY SUMMARY | QTR 4, OCT - DEC 2018

<b>THEFT SHOPLIFTING</b>	<b>2017</b>	<b>2018</b>	<b>YoY % DIFFERENCE</b>
OCTOBER	60	47	-21.67%
NOVEMBER	65	64	-1.54%
DECEMBER	73	33	-54.79%
<b>Quarter Total</b>	198	144	-27.27%

<b>THEFT PEDAL CYCLE</b>	<b>2017</b>	<b>2018</b>	<b>YoY % DIFFERENCE</b>
OCTOBER	12	29	141.67%
NOVEMBER	9	16	77.78%
DECEMBER	8	14	75.00%
<b>Quarter Total</b>	29	59	103.45%

<b>THEFT PERSON</b>	<b>2017</b>	<b>2018</b>	<b>YoY % DIFFERENCE</b>
OCTOBER	19	41	115.79%
NOVEMBER	17	33	94.12%
DECEMBER	31	43	38.71%
<b>Quarter Total</b>	67	117	74.63%

<b>VIOLENCE* AGAINST PERSON</b>	<b>2017</b>	<b>2018</b>	<b>YoY % DIFFERENCE</b>
OCTOBER	86	83	-3.49%
NOVEMBER	79	83	5.06%
DECEMBER	92	98	6.52%
<b>Quarter Total</b>	257	264	2.72%

\*Includes Common Assault, ABH, GBH, Harassment Etc.



## NEW OCCUPANCIES AND CLOSURES | QUARTER 4, 2018

	BUSINESS NAME	ADDRESS	CURRENT STATUS
<b>OCTOBER 2018</b>	Charlotte Reid London	Clarence Street	OPENED
	Firezza	The Rotunda	OPENED
	Pierre Rene, London	Market Place	CLOSED
	Christmas Shop	Clarence Street	OPENING
<b>NOVEMBER 2018</b>	Infinity Hair	Fife Road	OPENED
	Vorwerk	The Bentall Centre	OPENED
<b>DECEMBER 2018</b>	Postmark	Market Place	CLOSED
	Carphone Warehouse	16 Clarence Street	CLOSED

## LICENSING APPLICATIONS | SUMMARY | QUARTER 4, 2018

	LOCATION	TYPE
<b>OCTOBER 2018</b>	Stir 777, 48 High Street	Application for Specialist Entertainment Venue
<b>NOVEMBER 2018</b>	Bar & Beyond (Pryzm) 154-166 Clarence Street	For internal alterations

# VACANCIES | DECEMBER 2018

ADDRESS	TYPE	AGENT	LINK	STATUS
6 Church Street	RETAIL	Green & Partners	<a href="#">Click here</a>	AVAILABLE
Picton House, 50-52 High Street	OFFICE	Bonsors	<a href="#">Click here</a>	AVAILABLE
Conquest House, Wood Street	OFFICE	Cattaneo Commercial	<a href="#">Click here</a>	AVAILABLE
61 Clarence Street	RETAIL	Brasier Freeth	<a href="#">Click here</a>	AVAILABLE
12-13 Apple Market	RETAIL	Cushman & Wakefield	<a href="#">Click here</a>	UNDER OFFER
65-67 Clarence Street	RETAIL	Brasier Freeth	<a href="#">Click here</a>	AVAILABLE
33 Old London Road	OFFICE	Martin Campbell	<a href="#">Click here</a>	AVAILABLE
6 Fife Road	OFFICE	Martin Campbell	<a href="#">Click here</a>	AVAILABLE
Crown Arcade, Unit A, 11 Union Street	RETAIL	Bonsors	<a href="#">Click here</a>	AVAILABLE
57b Clarence Street	RETAIL	Williams Gunter Hardwick	<a href="#">Click here</a>	AVAILABLE
83a Clarence Street	RETAIL	CBRE	<a href="#">Click here</a>	AVAILABLE
17 High Street	OFFICE	Cattaneo Commercial	<a href="#">Click here</a>	UNDER OFFER
1 Thames Street	RETAIL	Martin Campbell	<a href="#">Click here</a>	AVAILABLE
17 Thames Street	RETAIL	Bonsors	<a href="#">Click here</a>	AVAILABLE

# VACANCIES | DECEMBER 2018

ADDRESS	TYPE	AGENT	LINK	STATUS
60-62 Old London Road, Ground Floor	RETAIL	Bonsors	<a href="#">Click here</a>	AVAILABLE
60-62 Old London Road, Offices and Ground Floor Retail	MIXED	Bonsors	<a href="#">Click here</a>	AVAILABLE
2-4 Old London Road	RETAIL	CBRE	<a href="#">Click here</a>	AVAILABLE
1 Wheatfield Way	OFFICE	Cattaneo Commercial	<a href="#">Click here</a>	AVAILABLE
11 - 13 Thames Street	RETAIL	Brasier Freeth	<a href="#">Click here</a>	AVAILABLE
St James Rd Car Park - 21 Spaces	PARKING	Cattaneo Commercial	<a href="#">Click here</a>	AVAILABLE
19-23 High Street	OFFICE	Cattaneo Commercial	<a href="#">Click here</a>	AVAILABLE
Kop Shop, Old London Road	OFFICE	Bonsors	<a href="#">Click here</a>	AVAILABLE
17 Union Street	OFFICE	Bonsors	<a href="#">Click here</a>	AVAILABLE
37 Wheatfield Way	RETAIL	Martin Campbell	<a href="#">Click here</a>	UNDER OFFER
Unit 7, The Griffin Centre	FNB	Martin Campbell	<a href="#">Click here</a>	AVAILABLE
30a High Street	OFFICE	Cattaneo Commercial	<a href="#">Click here</a>	AVAILABLE
8 Castle Street	FNB	Bonsors	<a href="#">Click here</a>	UNDER OFFER