Bournemouth BIDs Conference

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springboard
unrivalled retail intelligence

www. spring-board.info

ABOUT SPRINGBOARD

Springboard in the high street

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unrivalled retail intelligence

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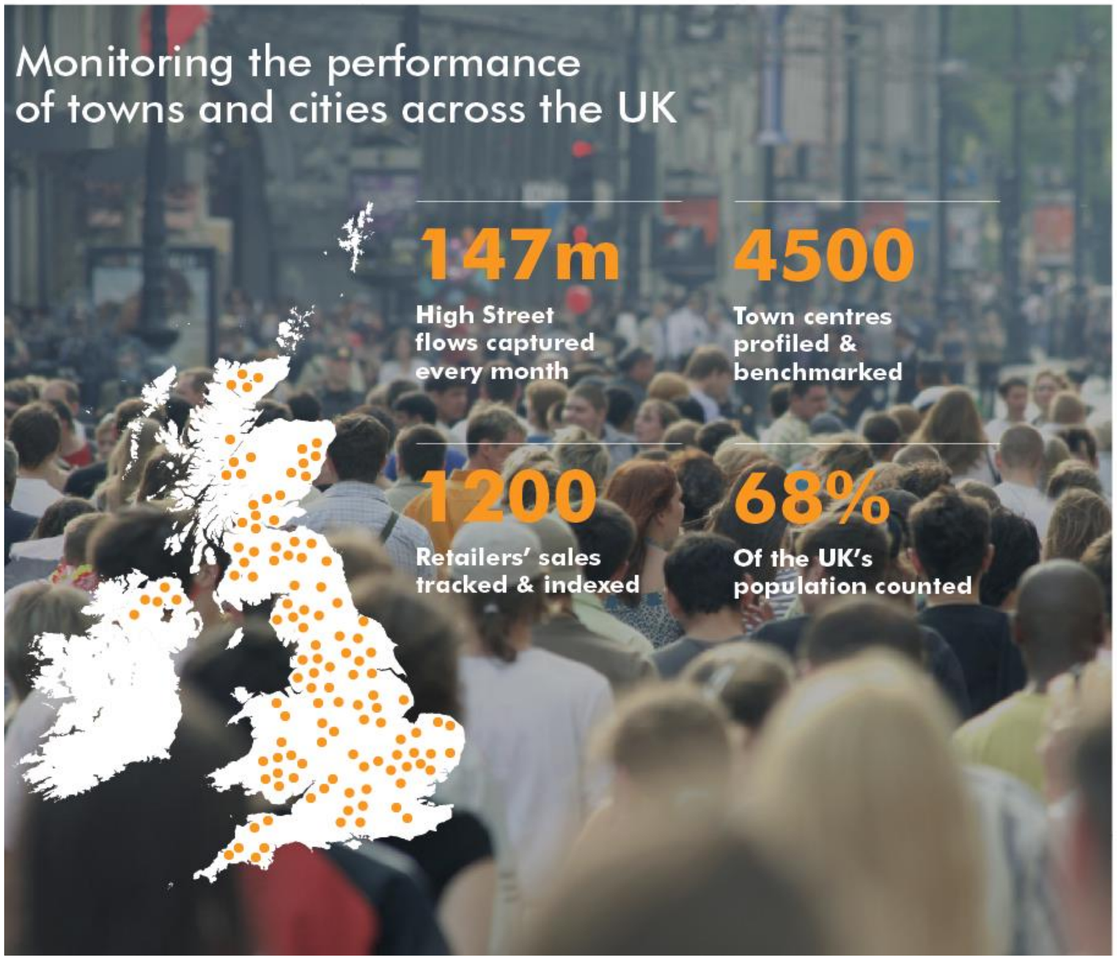

Our High Street Expertise

Springboard measures global retail performance through dynamic technology and analysis, providing insight and foresight worldwide.

Footfall Counting

Our technology counts visitor numbers in every type of environment, 24/7

Perform Sales Tracking

Sales reporting service monitoring sales trends and comparing them with footfall

Milestone

130 key performance indicators in five key performance areas

Benchmarking & Insights

Comparing trends across the UK by, regions and by town type

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High Street Locations

Scotland

Stirling
Perth
Largs
Glasgow
Ayr
Irvine
Saltcoats
Aberdeen
Carnoustie
Edinburgh
Dundee

Northern Ireland

Ballymena
Coleraine
Banbridge
Portadown
Belfast
Armagh
Antrim
Lurgan

Wales

Newport
Cardiff
Rhyl
Barry
Merthyr Tydfil
Bridgend
Porthcrawl
Swansea
Ammanford
Carmarthen

West Midlands

Stafford
Rugby
Kenilworth
Birmingham
Stoke-on-Trent
Warwick
Stratford Upon Avon
Leamington Spa
Wolverhampton
Shrewsbury

South West

Gloucestershire
Weston Super Mare
Taunton
Swindon
Plymouth
Newquay
Southbourne
Bournemouth
Poole
Bristol
Exeter
Newbury
Salisbury
St Helier
Weymouth
Basingstoke
Westbourne
Cheltenham
Boscombe
Dartmouth

North & Yorkshire

Douglas, Isle of Man
Stockton-on-Tees
Guisborough
Manchester
Cleethorpes
Sunderland
Spennymoor
York
Hull
Leeds
Barnsley
Saltburn
Durham
Redcar
Chester
Oldham
Lancaster
Liverpool
Grimsby
Sheffield
Southport
Newcastle
Scunthorpe
Rotherham
Altrincham

East Midlands

Sleaford
Derby
Broxtowe
Nottingham
Mansfield
Northampton
Melton Mowbray
Market Harborough
Loughborough

East

Norwich
Bedford
Ipswich
Luton
Cambridge
Clacton On Sea
Huntingdon
Great Yarmouth
Greater Yarmouth
Bury St Edmunds
Wellingborough

Greater London

Croydon
Ealing
Sutton
Northbank
Woolwich
Illford
Harrow
Hounslow
Watford
Bromley
Camden
Eltham
Greenwich
Kensington
Walthamstow
Hammersmith
Wimbledon
Bexleyheath
Heart of London
Covent Garden
Shepherds Bush
Waterloo Quarter
St James's/Piccadilly
London New West End

South East

Southsea
Guildford
Eastleigh
Oxford
Ashford
Cosham
Windsor
Reading
Hastings
Dartford
Worthing
Chichester
Gravesend
Maidstone
Portsmouth
Maidenhead
Bognor Regis

Footfall Benchmarking

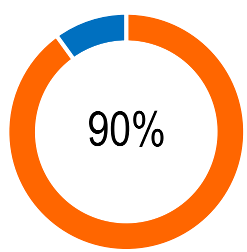
High Streets

Shopping Centres

Out of town

- 196 towns and cities
- 124 Retail/Shopping Parks
- 216 Shopping Centres
- UK 24 hours
- Geographic Regions/Nations

- Day part (day, early evening, night)
- Day of the week
- Week part (weekdays, weekend)
- Regional cities
- Historic towns
- Coastal towns



Degree of correlation with total UK retail spending

Insights

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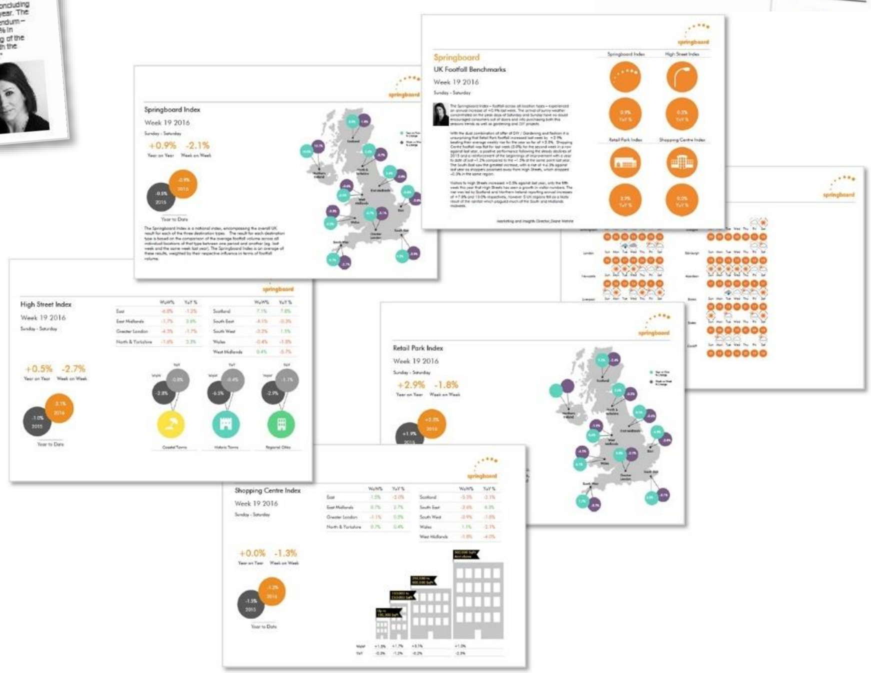

ATCM association of town & city management BRC

Coverage in the press and key industry associations

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ATCM association of town centre management
IDA International Downtown Association
BRC
SVENSKA STADSKÄRNOR

The Telegraph

sky NEWS

RetailWeek

THE TIMES
REUTERS
theguardian
FOR ALL THE FASHION BUSINESS
Drapers
itv NEWS

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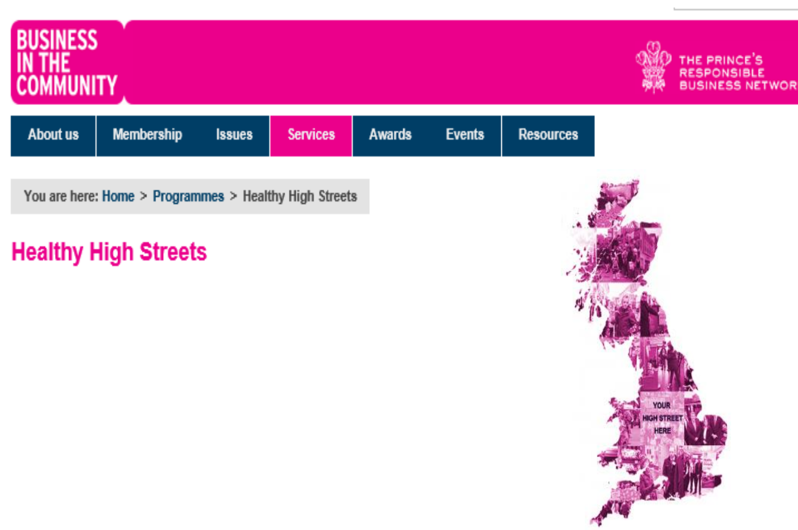
Supporting Central Government

Showcasing the best of what the UK has to offer to encourage people to visit, do business and invest in the UK



Providing intensive support for high streets. Over a three year period the programme is supporting 100 locations to revitalise high streets and engage large businesses in their local communities

Department for Communities and Local Government

Creating great places to live and work, and giving more power to local people to shape what happens in their area. DCLG is a ministerial department, supported by 11 agencies and public bodies

Five Key High Street Truths

- Long term downward trend in footfall
- Vacancies – a lagged and sticky indicator
- Customer usage is changing
- High Streets are adapting
- The DNA of towns differ

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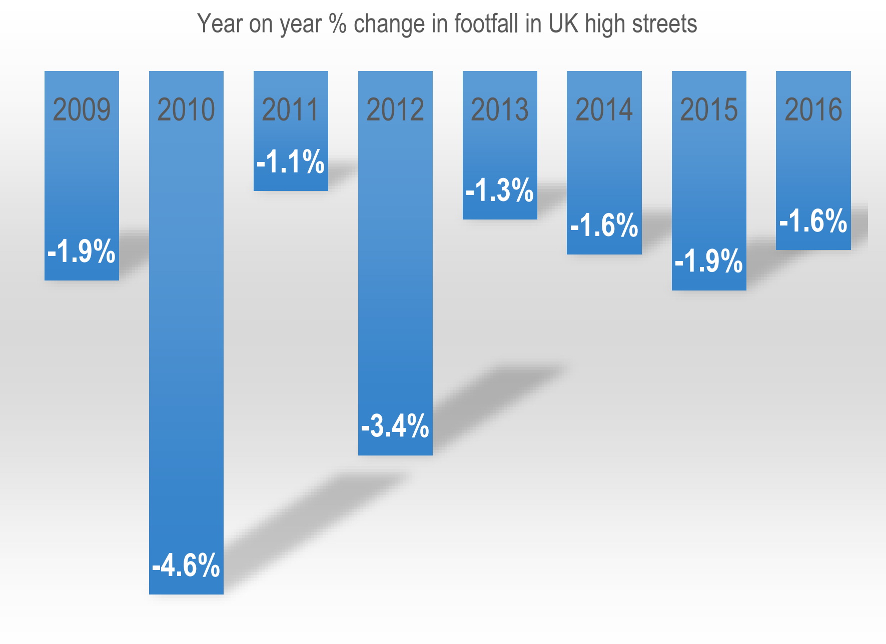
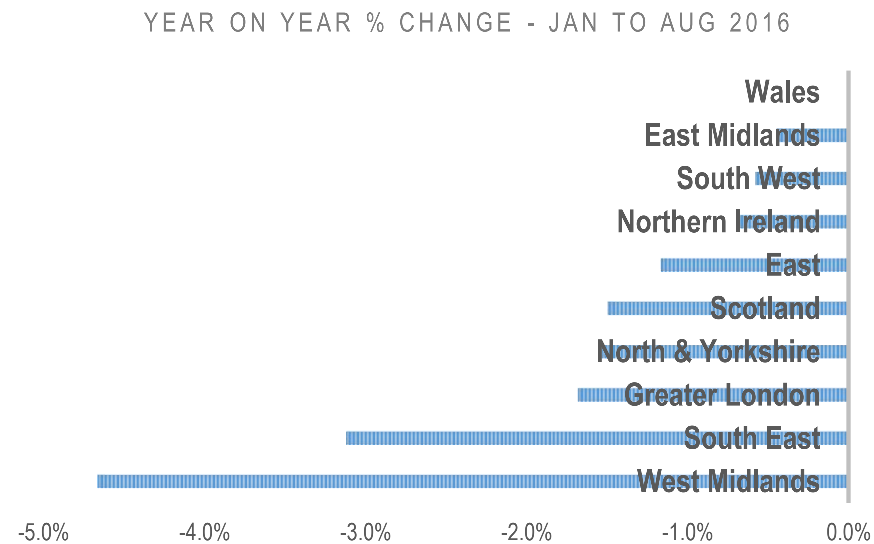
Long term footfall trend in UK high streets

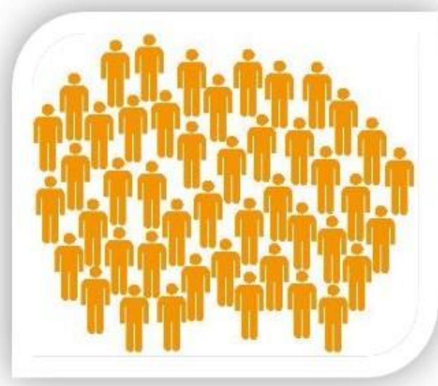




	2008 to 2016
High Streets	-17.4%
Shopping Centres	-12.0%
Retail Parks	+8.1%

The Capture Rate

The proportion of footfall in the street/mall that enters an outlet



Footfall in the street
200,000

Footfall into the store
30,000

Capture Rate
15%

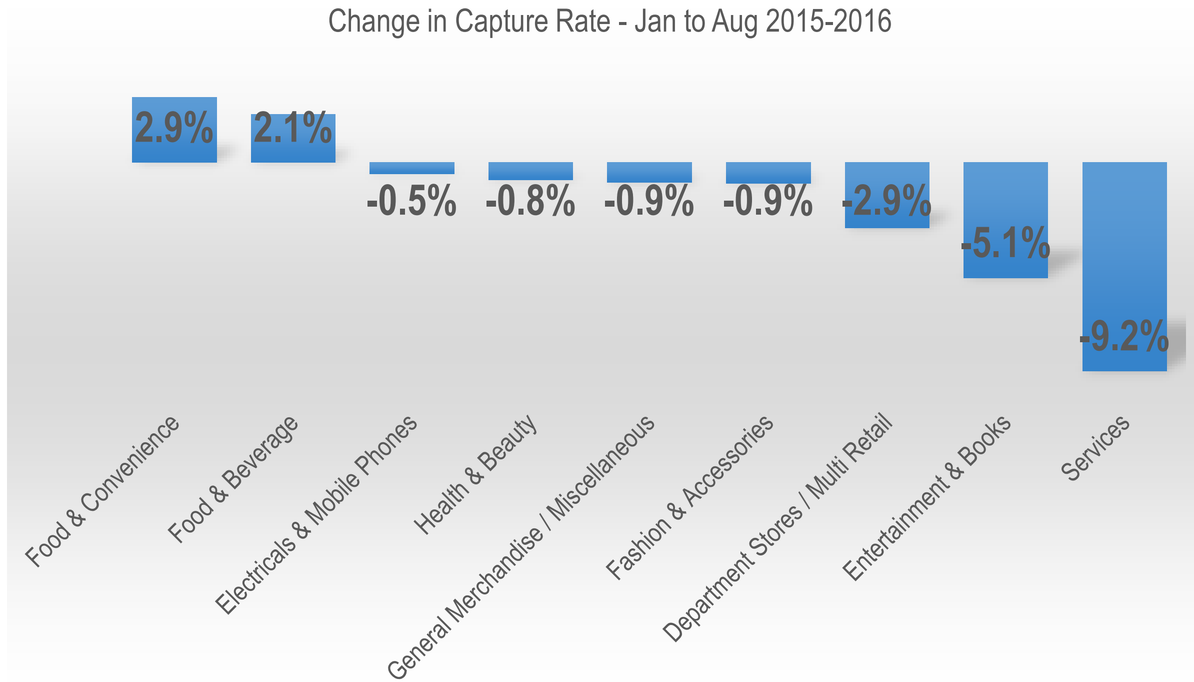
Change in the Capture Rate

2014

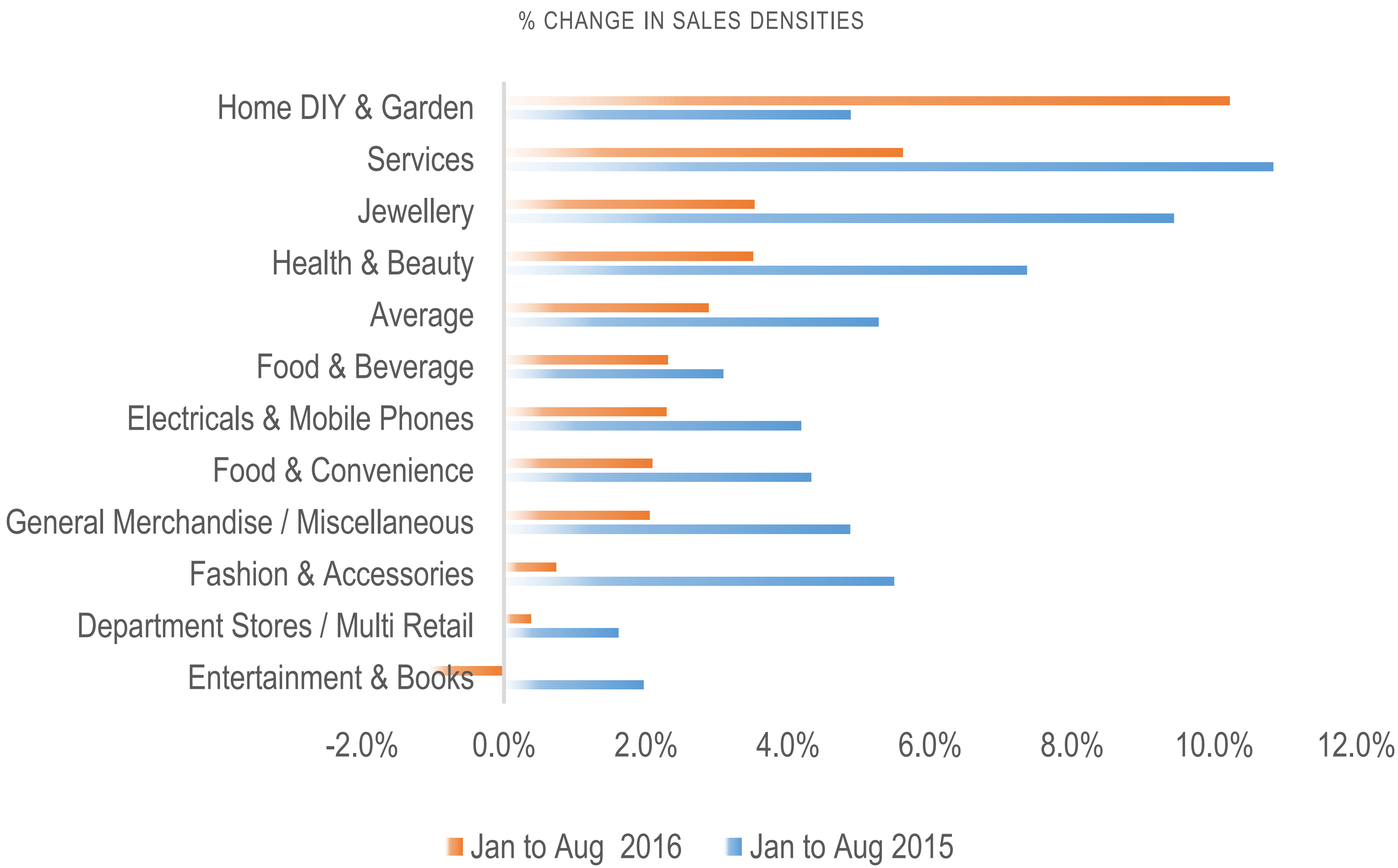
19.7%

2016

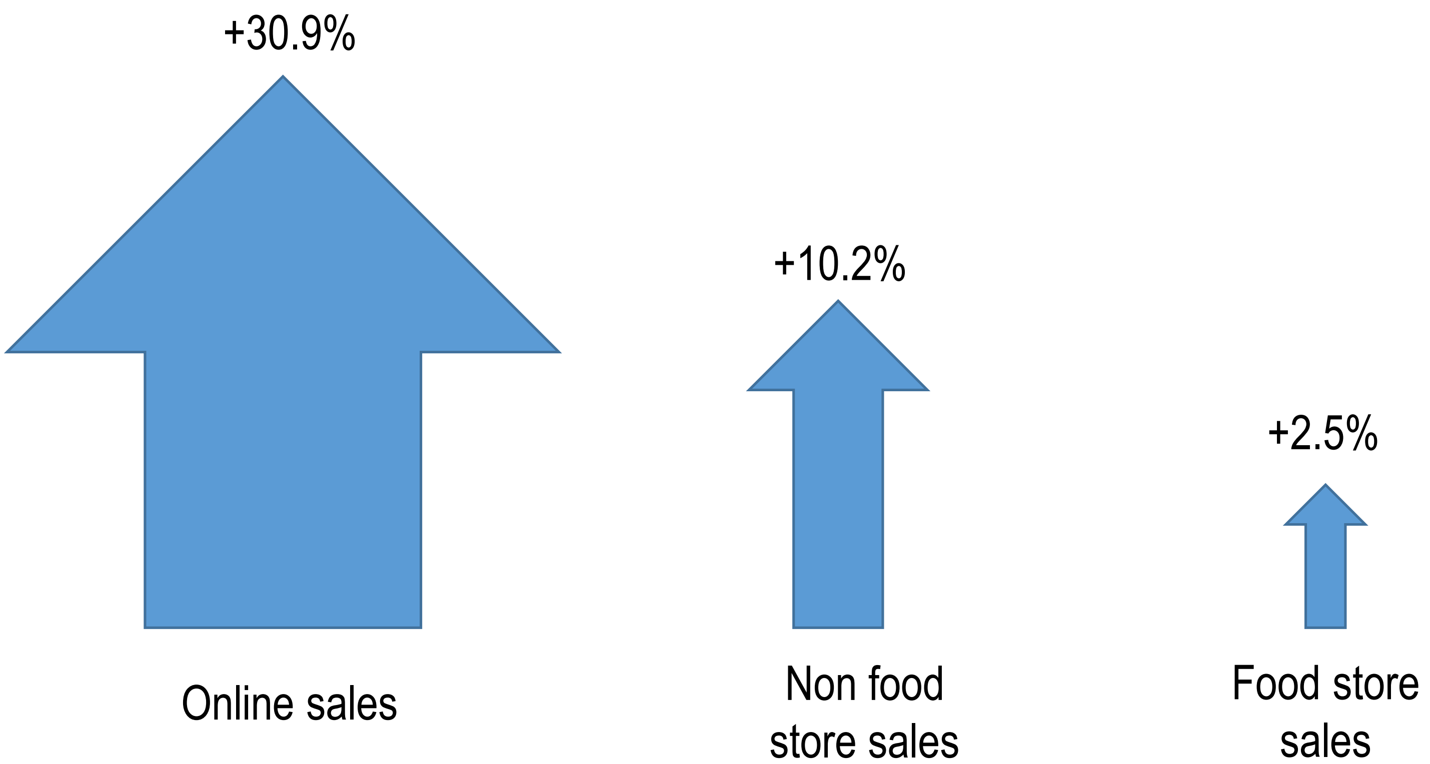
12.4%



£ sales per sq ft are increasing, albeit that the rate of increase is slowing

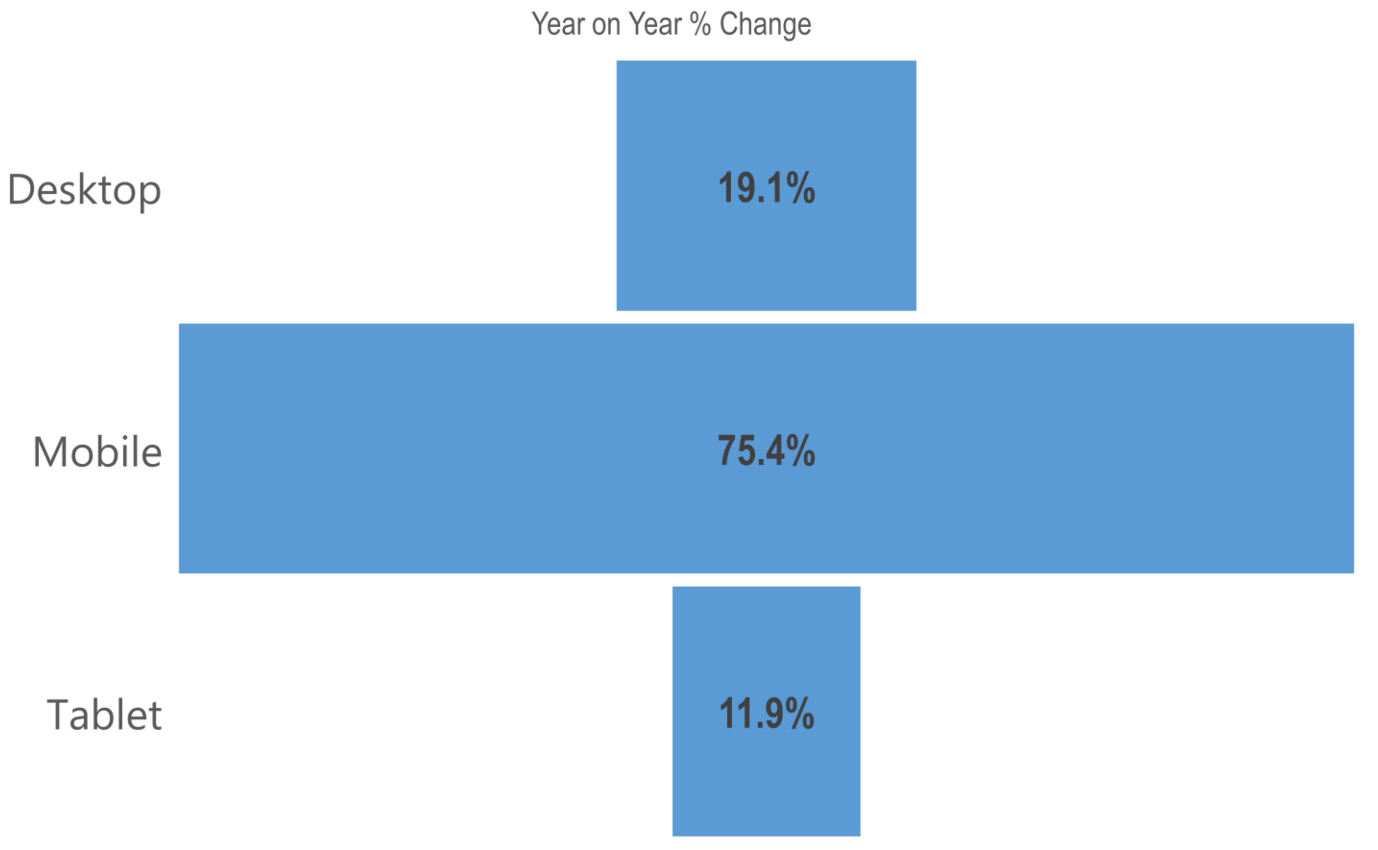


Online vs Store £ sales Growth – total growth 2014 to 2016

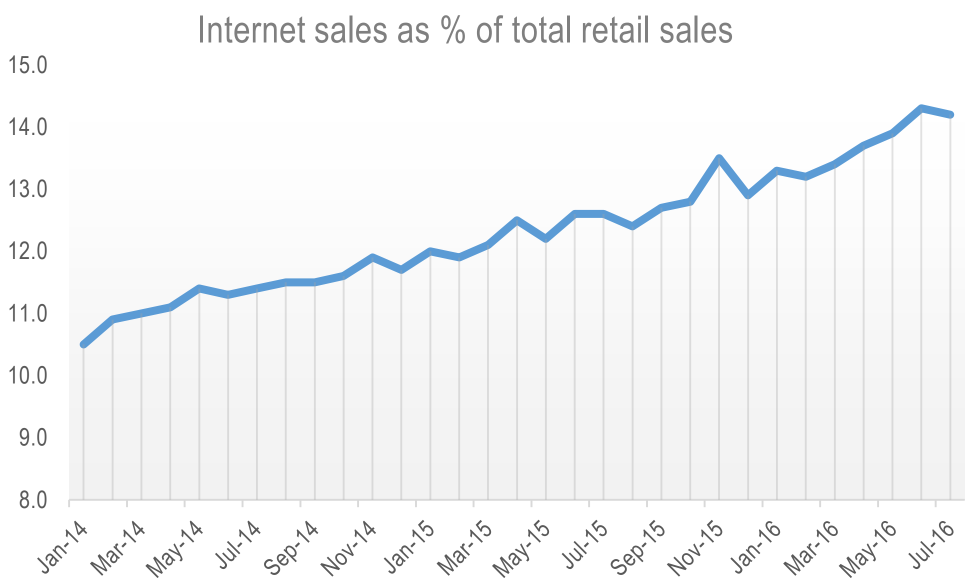


Source: ONS

Growth in the volume of online transactions – 2016 vs 2015 (Aug to Jul)

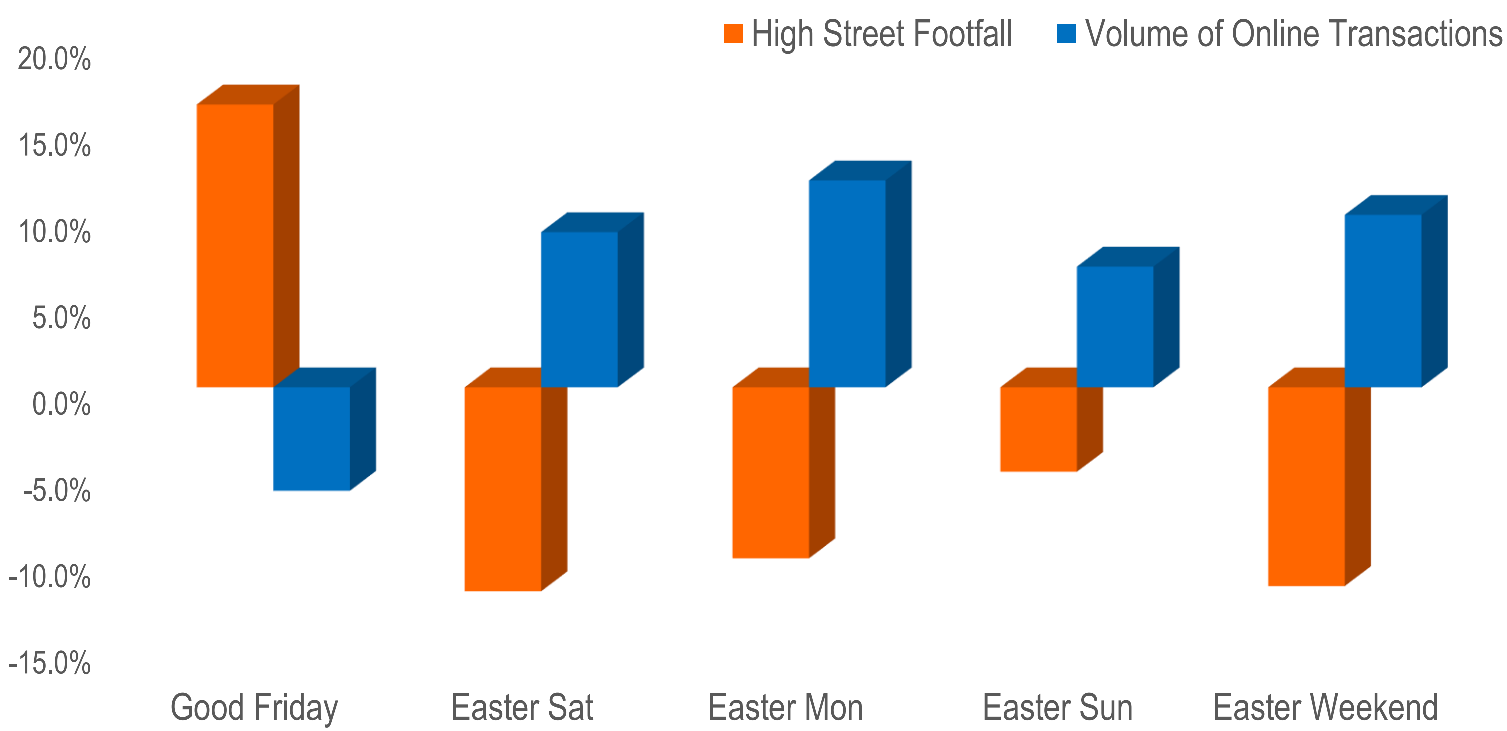


Influence of Online vs Stores

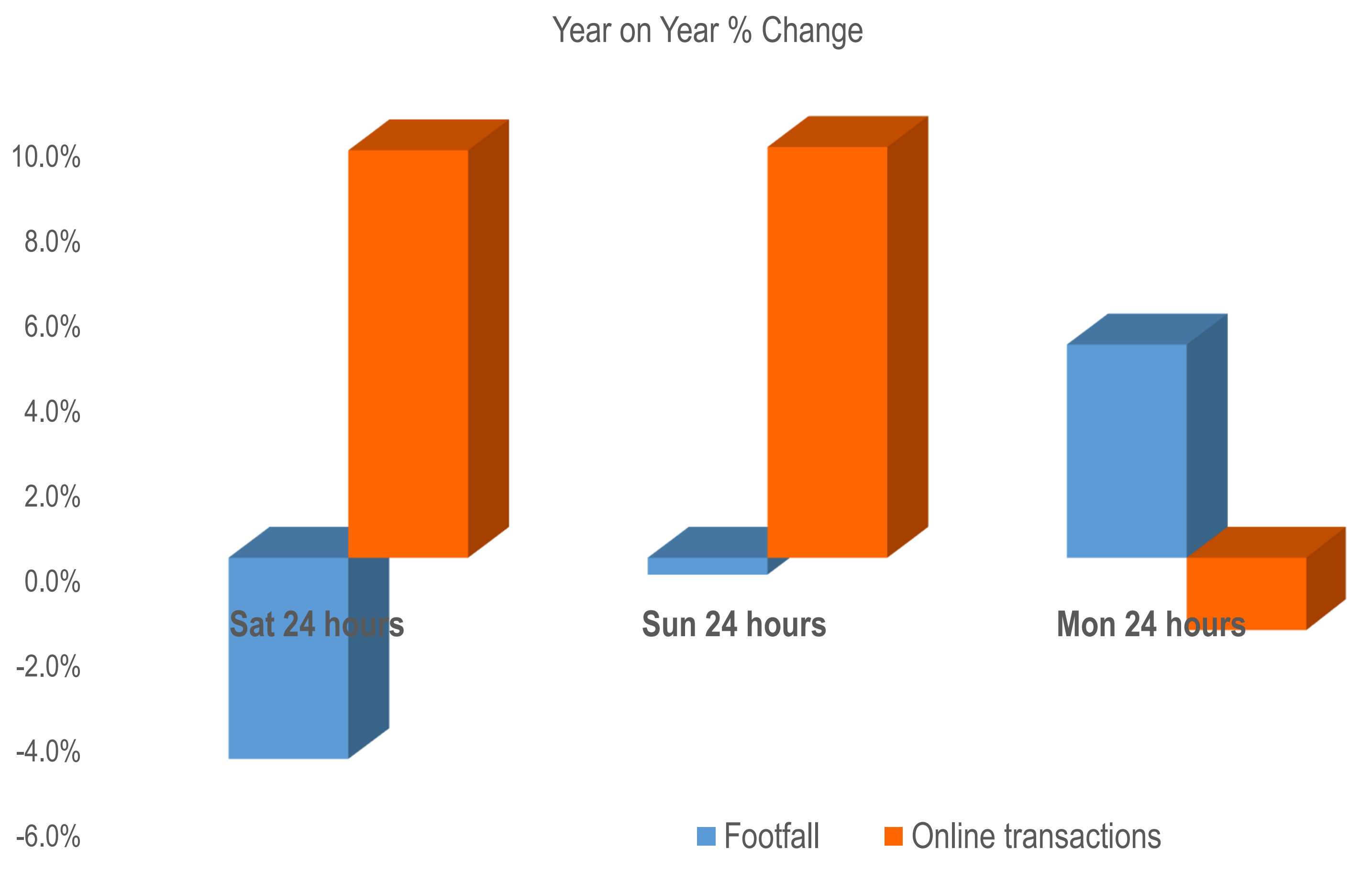


Source: ONS

Easter 2016


High Street Footfall
Volume of Online Transactions
20.0%
15.0%
10.0%
5.0%
0.0%
-5.0%
-10.0%
-15.0%
Good Friday
Easter Sat
Easter Mon
Easter Sun
Easter Weekend

August Bank Holiday 2016



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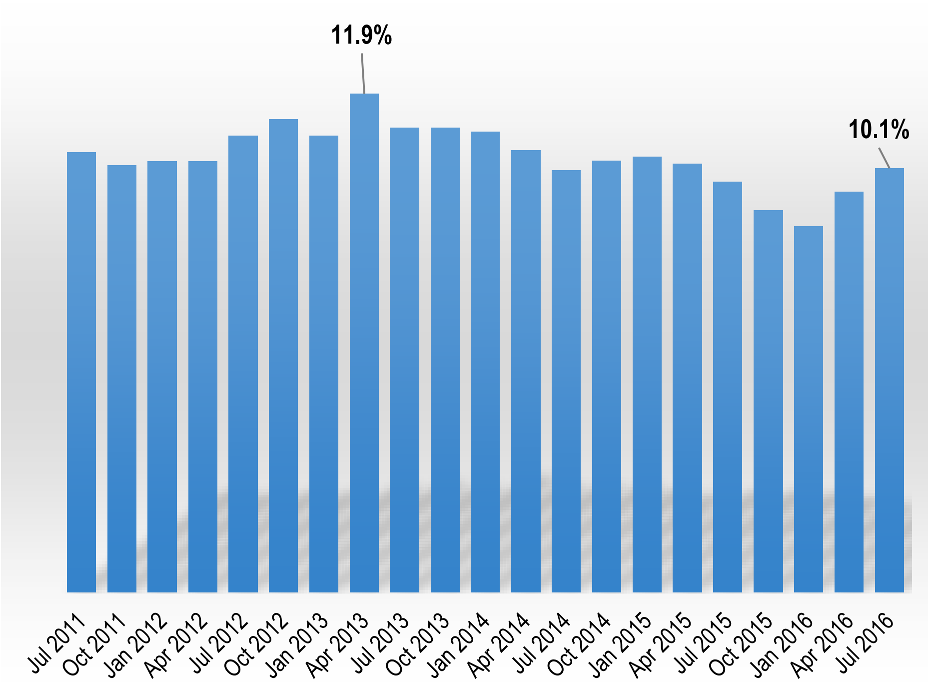
Vacancies



- UK vacancy rate currently 10.1%
- 8.7% in Jan 2016 - lowest rate since survey started in 2011
- Increase in pop ups and temporary lets and F&B
- But “lagged” and “sticky” indicator
  - Follows footfall and spend
  - Lease structure inhibits movement

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Coffee shops

Forecast to 2018

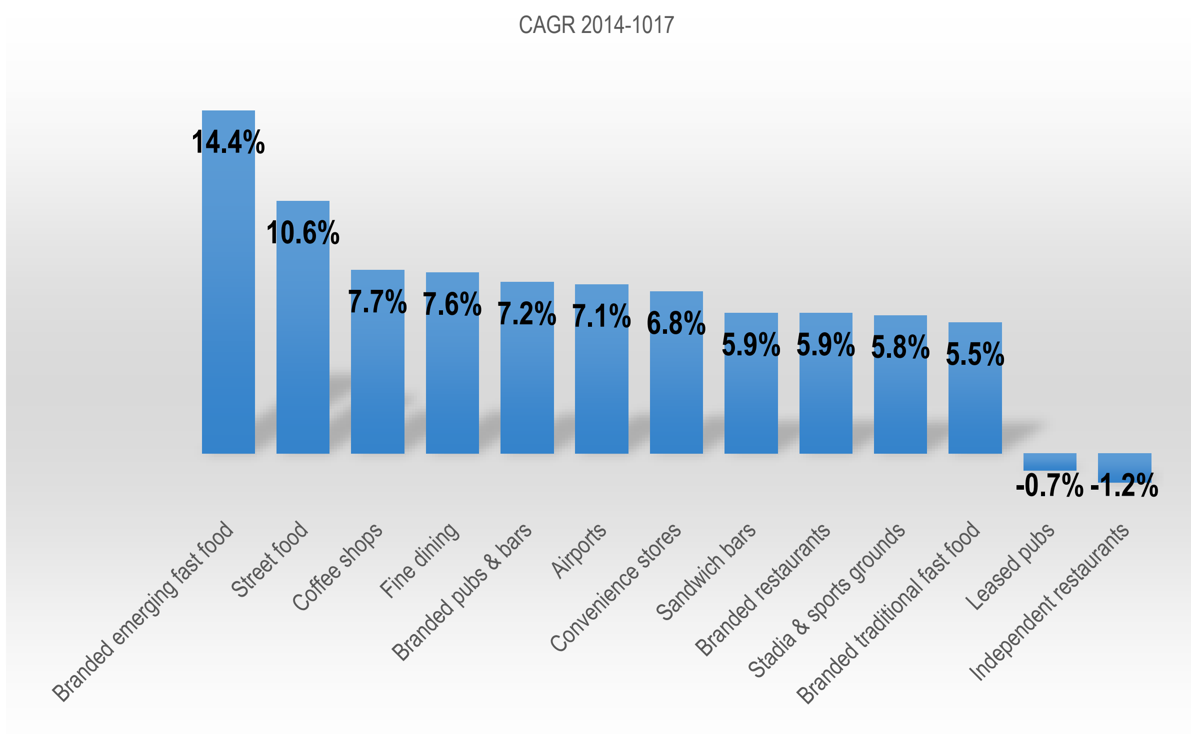
Number of outlets (UK)	+24.2%
Total turnover (UK)	+40.3%

Eating Out

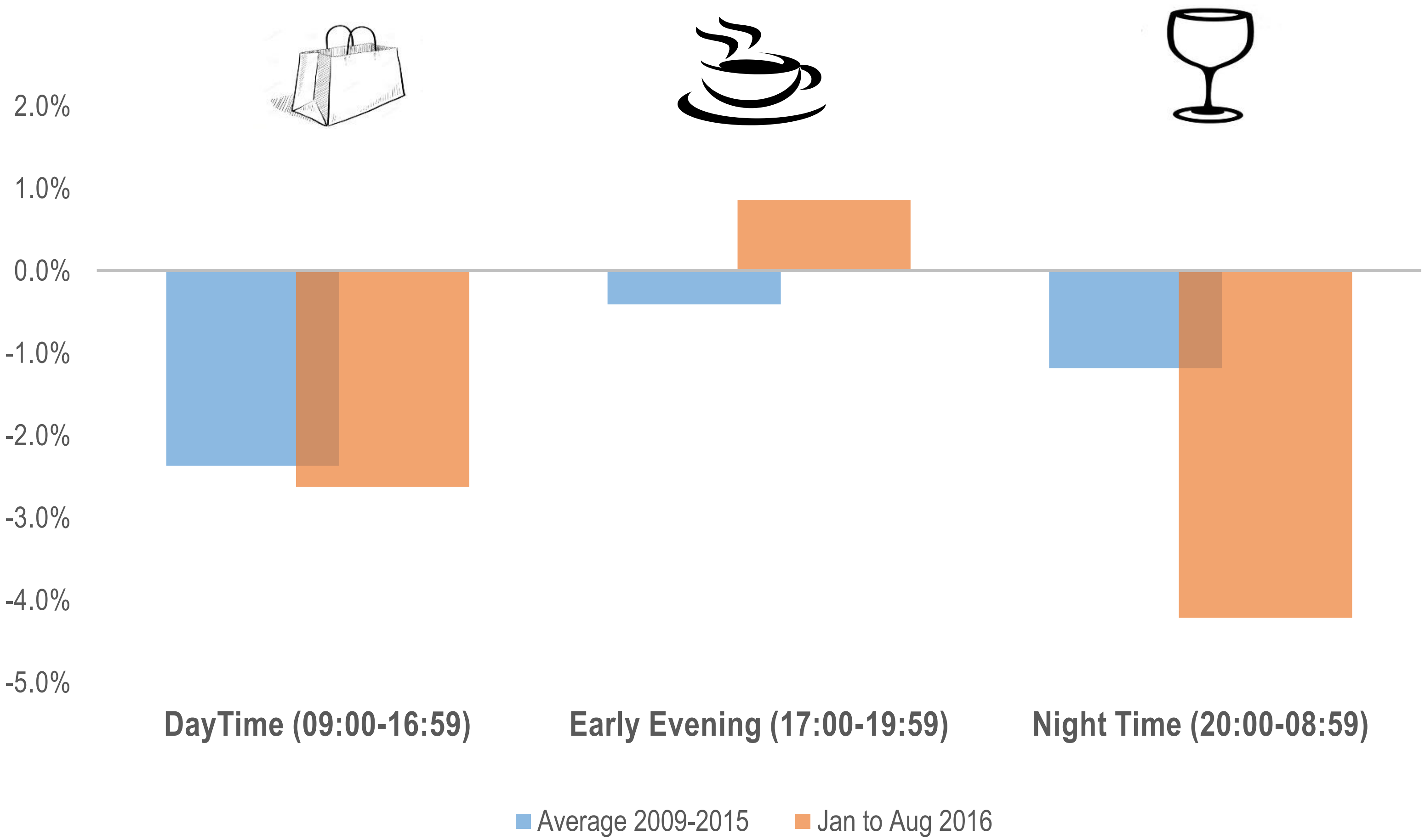

CURRENT MARKET VALUE
£16.4 billion


expected
£22bn
BRANDED DINING MARKET
5 WITHIN yrs


31%
EAT OUT
AT LEAST
ONCE A
WEEK*


CAGR 2014-1017
Branded emerging fast food 14.4%
Street food 10.6%
Coffee shops 7.7%
Fine dining 7.6%
Branded pubs & bars 7.2%
Airports 7.1%
Convenience stores 6.8%
Sandwich bars 5.9%
Branded restaurants 5.9%
Stadia & sports grounds 5.8%
Branded traditional fast food 5.5%
Leased pubs -0.7%
Independent restaurants -1.2%

Footfall Throughout the Day (YOY % Change)



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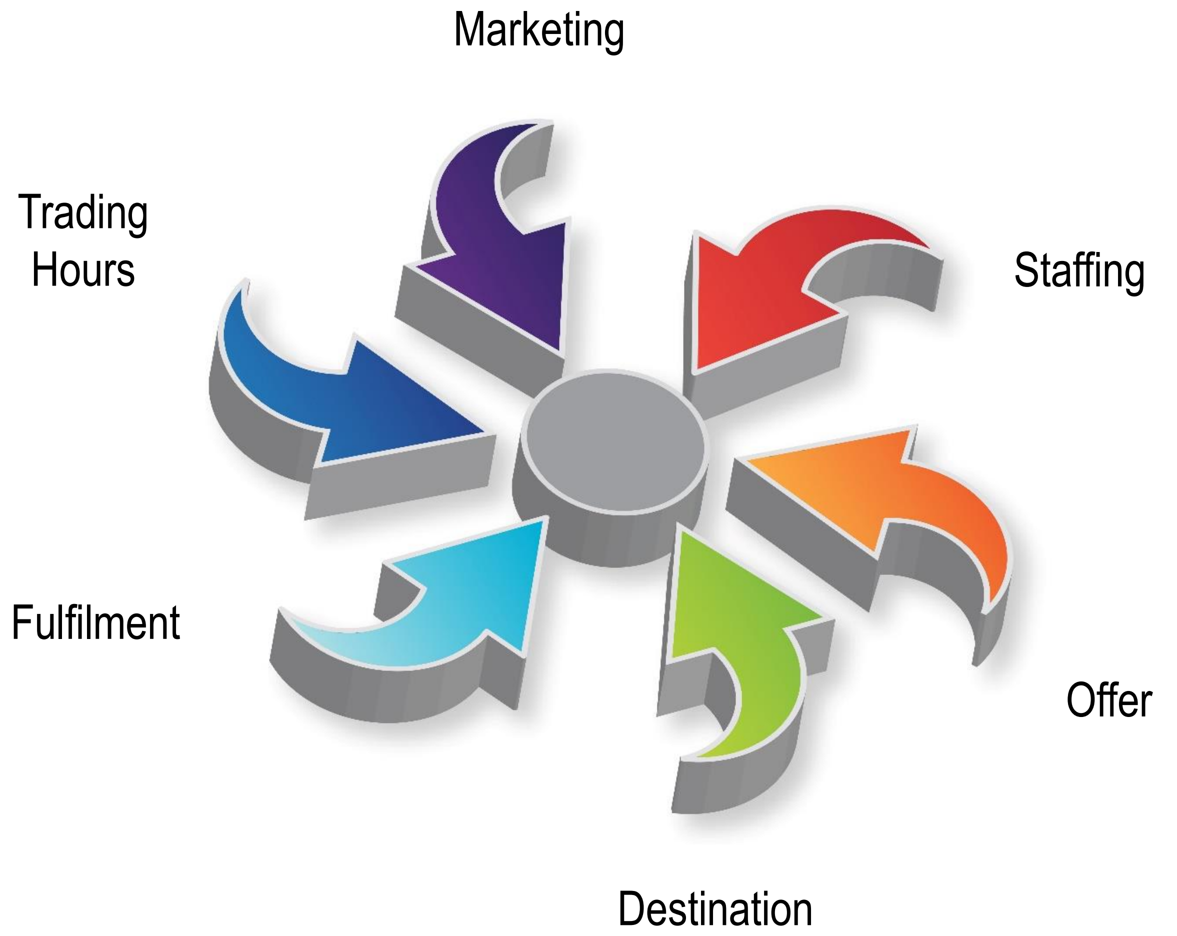
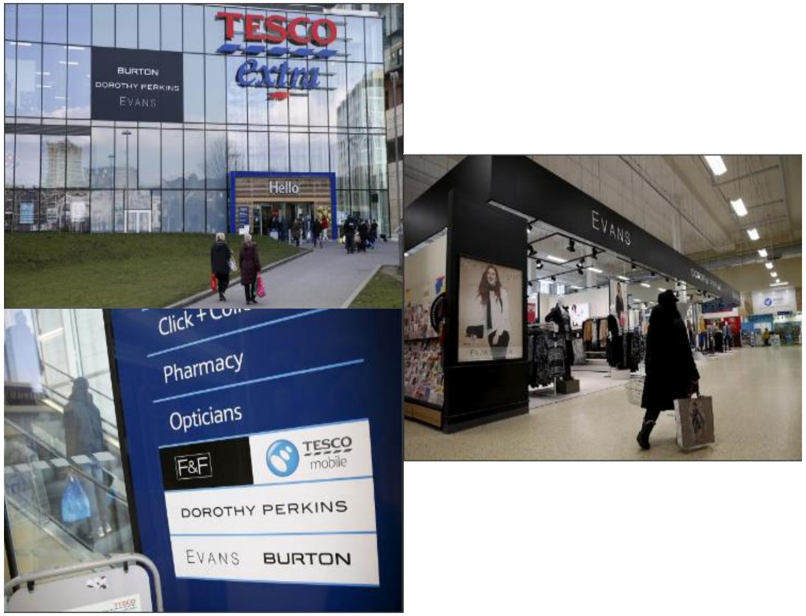
Convergence and Synergy



Where convergence started

Resurgence of convergence



House of Fraser opens 'new kind of multichannel concept' in Caffè Nero store

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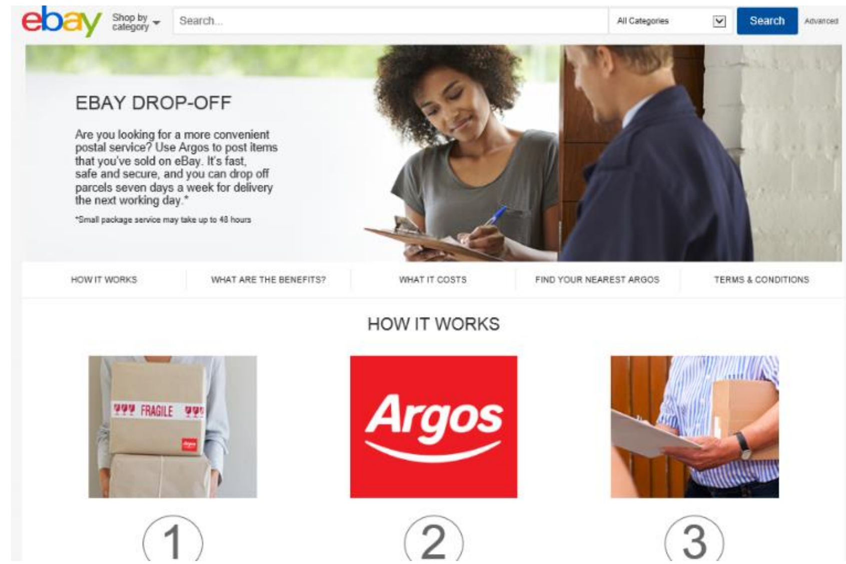
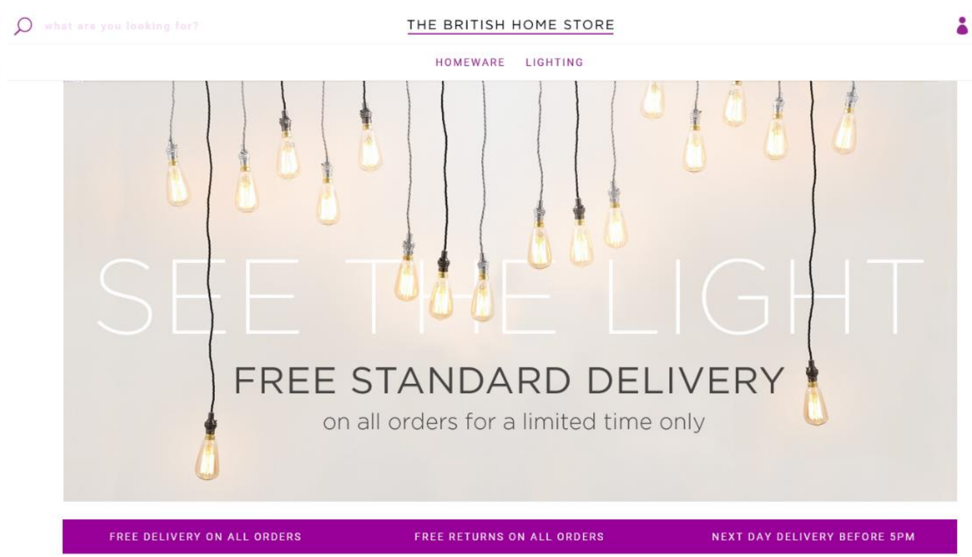
Brick to Click

Amazon to start selling fresh and frozen Morrisons food

Bradford-based supermarket becomes first of big four to sign a deal with the online retailer





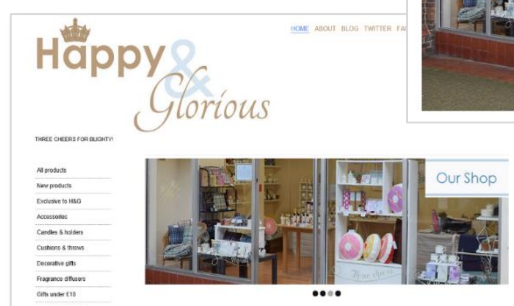
Click to Brick

Finery to open in John Lewis as sales hit £5m in first year

Online womenswear brand will be stocked in John Lewis

175 339 514 Email

Finery was launched in 2015 and has already attracted 100,00 new customers



Click AND Brick

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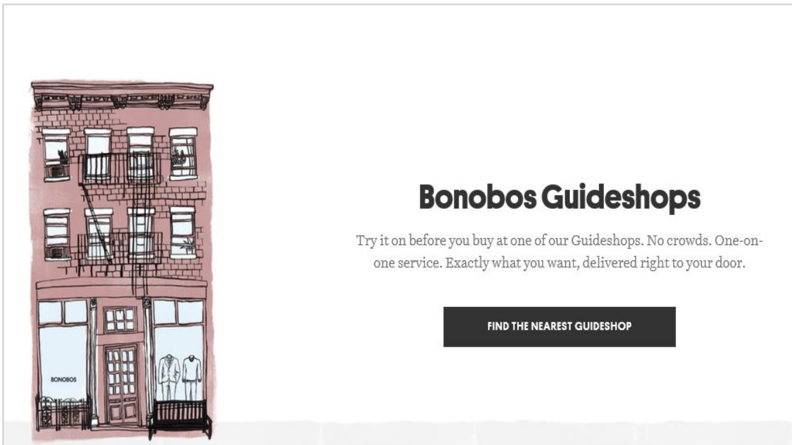

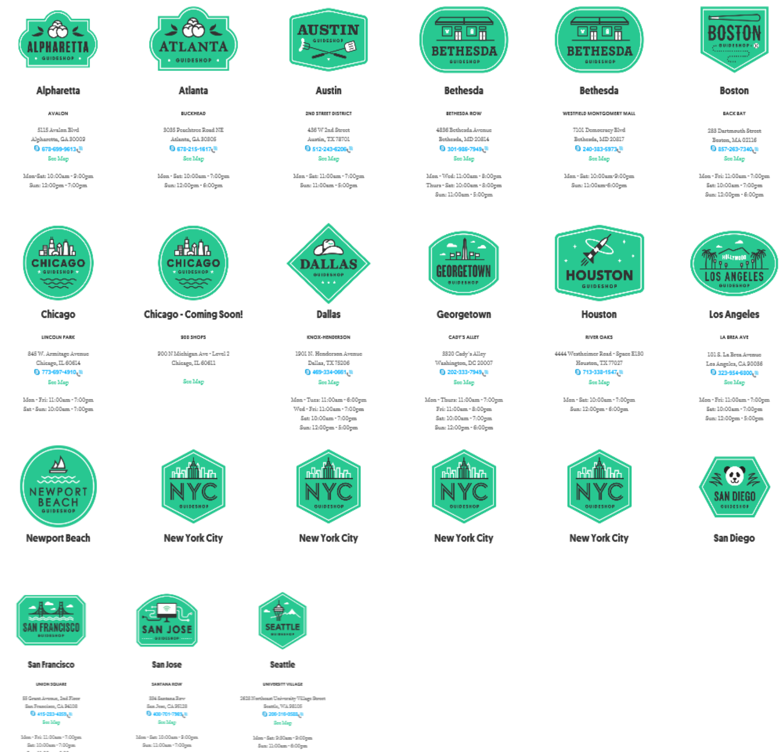

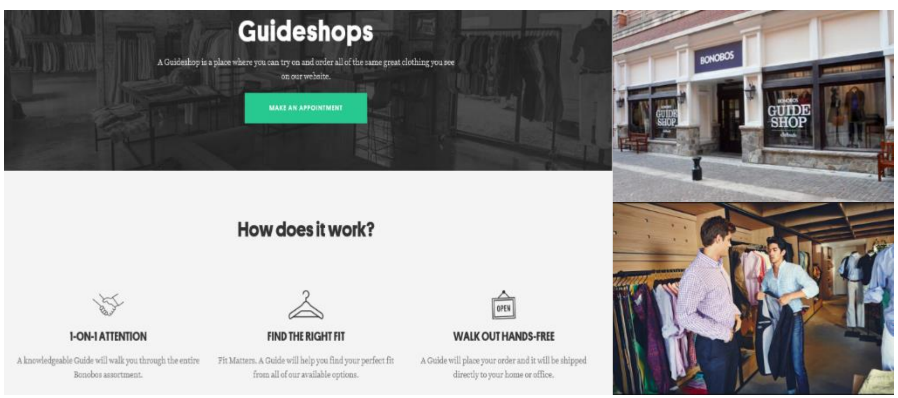

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High Street 2020 Project: MMU

- Bring evidence to UK high streets, to improve local decision making that will improve *vitality* and *viability*
- Identified 201 factors that influence town centre performance
- Identified how much influence a high street may have over a factor
- Identified the top 25 priorities for action
- Established four different town types - signatures

Amount of influence high street has over factor

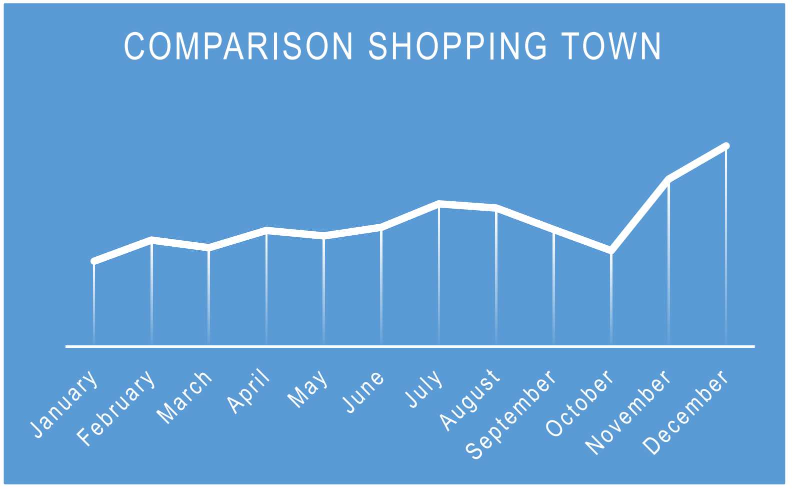
Amount of influence high street has over factor

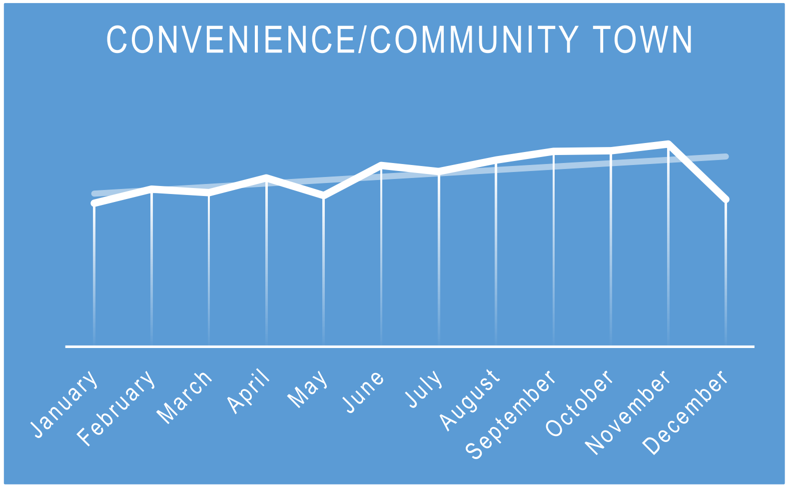
Amount of influence factor has over vitality and viability

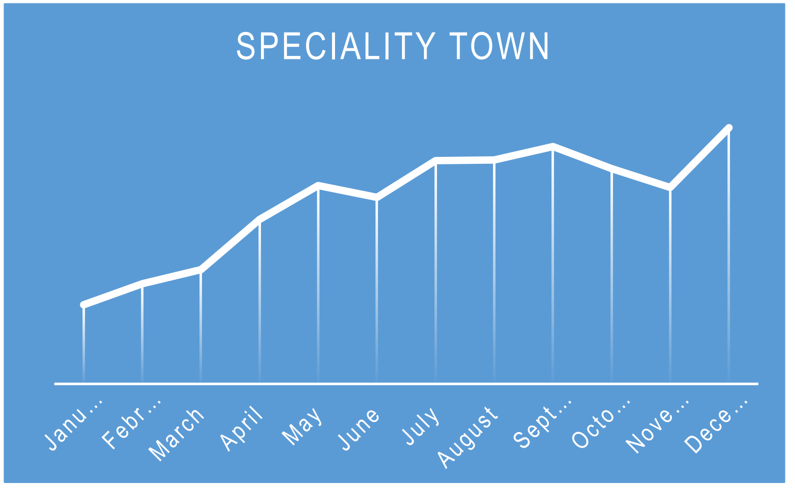
Amount of influence has over vitality and viability

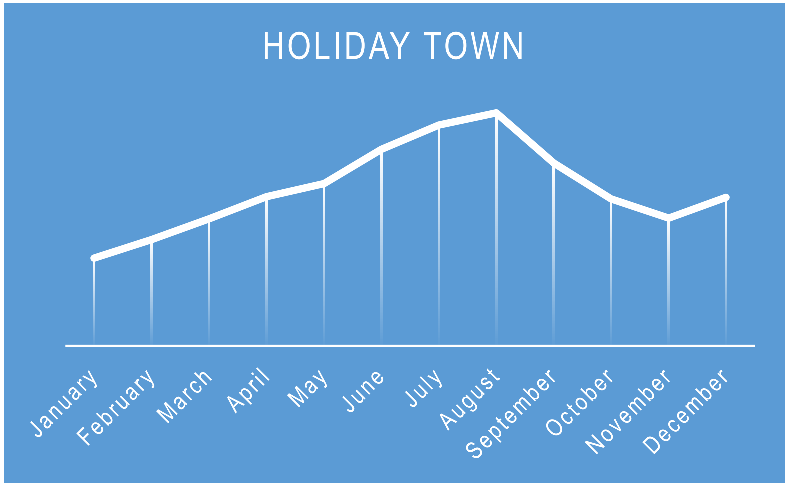
High Street UK 2020

Four key town signatures









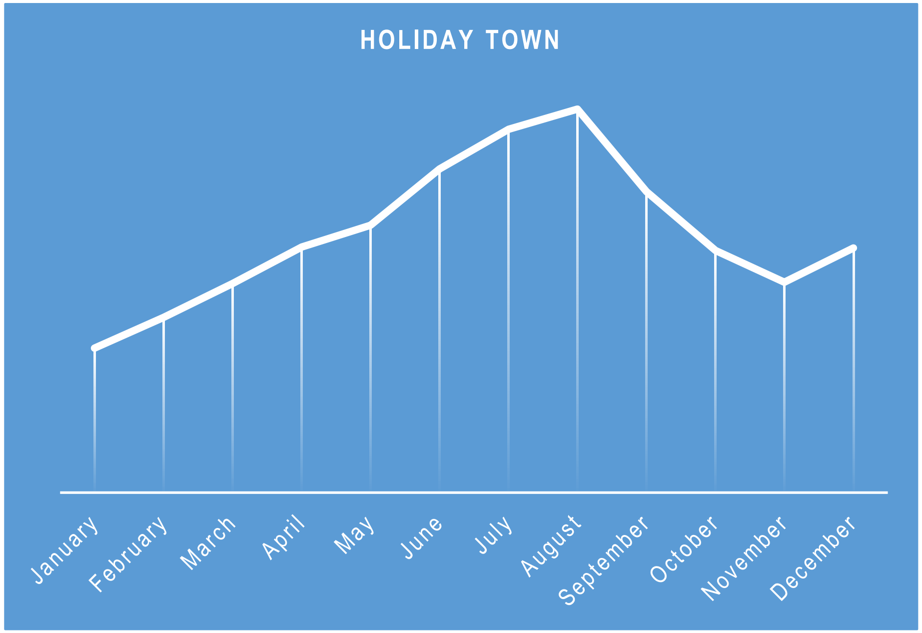
Linking Town Signatures and Performance

- Around 50% of all towns do not have a clear discernible signature
- Likely to be centres that are changing from one type (usually comparison) to another – not usually through choice but due to a reducing retail offer

- Towns with a clearer signature perform best
  - Towns with a discernible signature – footfall fell by -1.8% over two years
  - Towns without discernible signature – footfall fell by -3.8% over two years

- A clearer signature means a clearer and more cohesive offer for consumers

Holiday Towns



- Significant peak in footfall during the summer months
- Summer footfall greater than in December
- Not used primarily for retail offer, but leisure shopping could be part of the trip
- Relatively weak comparison offer
- Need to focus management on delivering a good experience during the summer peak
- Improvement in public realm can help establish a unique place identity
- Ensuring accessibility at peak times is critical
- To guarantee longevity, need strategy to effectively serve community in peak and off periods – take lessons from Speciality Towns

Speciality Towns

- Offer something unique and special
- Anchor(s) often not retail but a major attraction
- Attract visitors but serve local population well
- Have longer visitor dwell times
- Need to organise to protect and promote distinctiveness and identity
- National and international marketing must be supported by locally-focused initiatives

Being today relevant

- Retail feeds off customer emotions
- We have Emotional Motivators
- Need to “connect” with these
- Consumers become more valuable at each step of an “emotional connection pathway”

Stand out from the crowd

Protect the environment

Confidence in the future

Sense of belonging

Sense of freedom

Live up to ideal self image

Sense of well being

Feel secure

Sense of thrill

Lead a meaningful life

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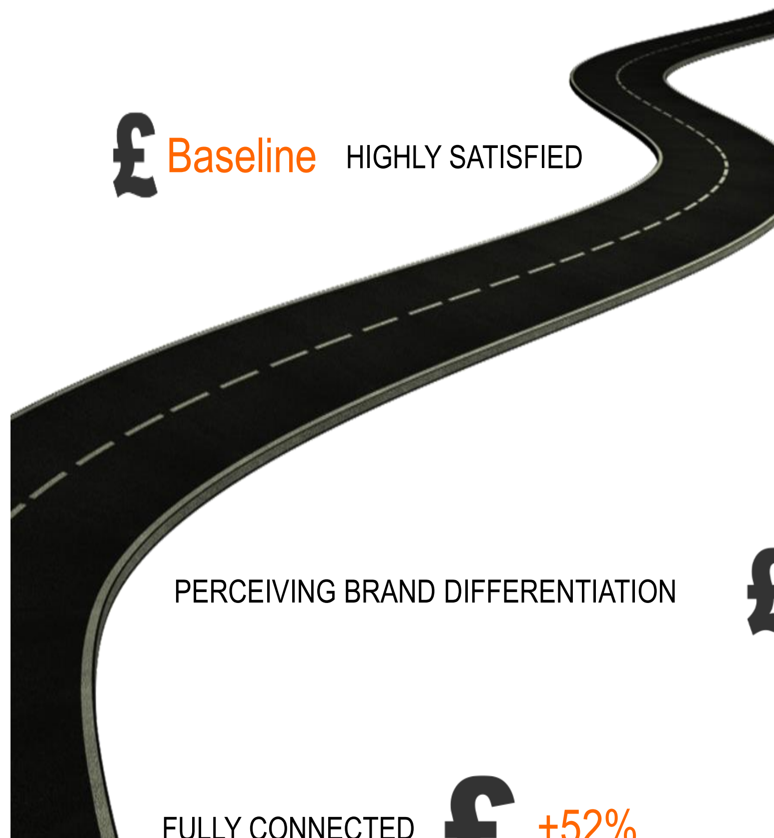

QUESTIONS