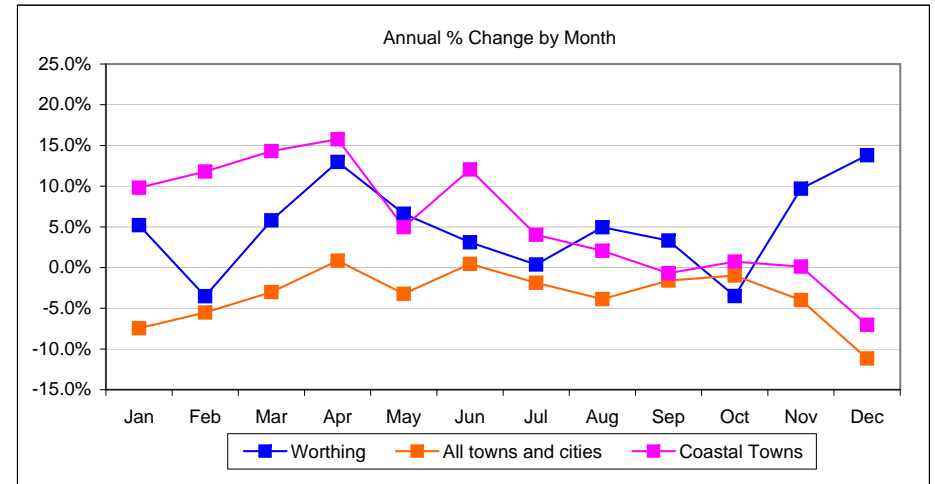
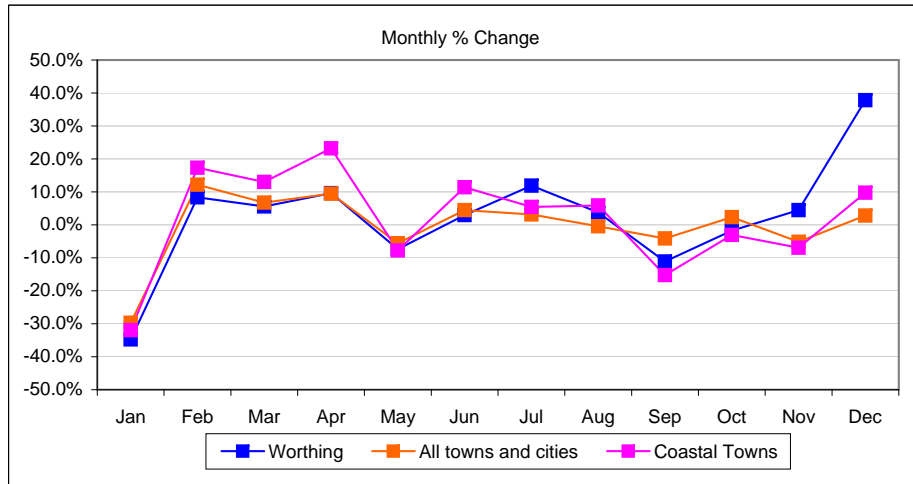




	All Towns and Cities						Coastal Towns Benchmark						Worthing					
	Year on Year Change			Monthly Change			Year on Year Change		Monthly Change				Year on Year Change			Monthly Change		
	2007 to 2008	2008 to 2009	2009 to 2010	2008	2009	2010	2008 to 2009	2009 to 2010	2008	2009	2010	2007 to 2008	2008 to 2009	2009 to 2010	2008	2009	2010	
Jan	-3.9%	-8.0%	-7.5%	-34.9%	-32.0%	-29.7%	-15.4%	9.8%	-40.3%	-42.3%	-32.0%	-0.4%	-17.7%	5.2%	-31.8%	-38.5%	-34.8%	
Feb	-4.7%	-7.8%	-5.5%	11.0%	10.3%	12.2%	-14.5%	11.8%	18.9%	19.7%	17.3%	0.5%	-7.0%	-3.5%	4.6%	18.2%	8.4%	
Mar	-8.2%	-0.2%	-3.0%	-4.0%	3.8%	6.7%	-6.8%	14.3%	-1.2%	0.8%	13.0%	-8.1%	-2.2%	5.8%	-8.4%	-3.7%	5.6%	
Apr	-11.4%	0.7%	0.8%	5.6%	5.6%	9.5%	-0.7%	15.8%	14.0%	24.0%	23.2%	-8.0%	-13.2%	13.0%	15.6%	2.7%	9.6%	
May	-0.1%	-4.3%	-3.2%	4.7%	-2.7%	-5.6%	-4.7%	5.0%	4.3%	4.7%	-7.8%	8.8%	-18.4%	6.6%	4.4%	-1.9%	-7.4%	
Jun	1.3%	-7.7%	0.4%	4.8%	0.8%	4.5%	-5.8%	12.0%	6.7%	6.6%	11.4%	9.3%	-17.8%	3.1%	5.6%	6.4%	2.9%	
Jul	-2.4%	-7.3%	-1.9%	6.1%	4.8%	3.1%	-9.3%	4.0%	8.9%	6.6%	5.4%	11.8%	-8.9%	0.4%	3.7%	14.9%	11.9%	
Aug	-8.5%	-4.4%	-3.9%	0.5%	2.1%	-0.4%	-9.7%	2.1%	5.9%	7.8%	5.9%	13.2%	-10.8%	5.0%	1.4%	-0.8%	3.8%	
Sep	-10.6%	-5.3%	-1.6%	-8.6%	-6.6%	-4.1%	-7.2%	-0.7%	-19.7%	-18.1%	-15.2%	-11.2%	0.1%	3.3%	-19.5%	-9.7%	-11.1%	
Oct	-6.6%	-6.3%	-1.0%	2.3%	1.5%	2.3%	-4.7%	0.7%	-5.7%	-6.3%	-3.1%	-7.8%	6.0%	-3.5%	-0.6%	5.2%	-1.8%	
Nov	-6.0%	-15.4%	-4.0%	1.0%	-6.8%	-5.1%	-18.4%	0.1%	-3.0%	-15.0%	-7.0%	-5.8%	-8.1%	9.7%	6.0%	-8.1%	4.5%	
Dec	-8.0%	-9.5%	-11.2%	11.2%	11.2%	2.8%	-5.2%	-7.0%	16.7%	15.8%	9.8%	-8.7%	-0.7%	13.8%	22.9%	32.8%	37.8%	
Av YTD	-5.8%	-6.3%	-3.5%	0.0%	-0.7%	-0.3%	-8.5%	5.7%	0.5%	0.3%	1.8%	-0.5%	-8.2%	4.9%	0.3%	1.5%	2.4%	



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