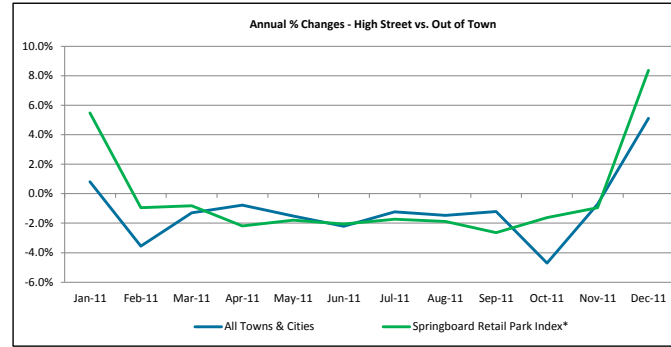
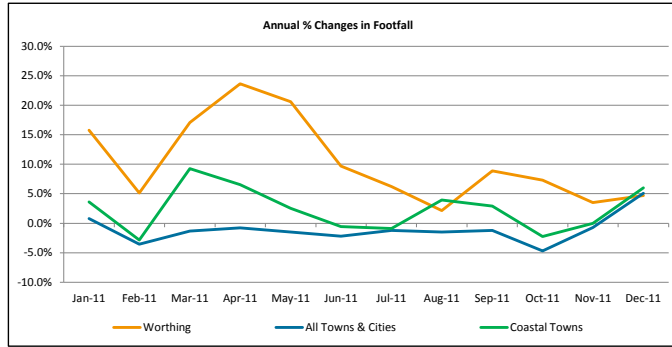




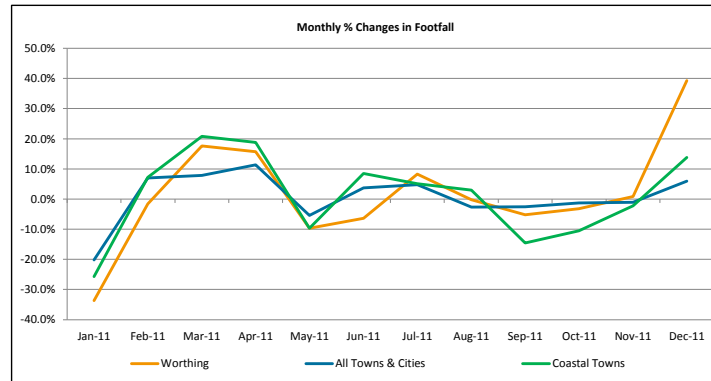
**ATCM Springboard National High Street Index**

**December 2011**

Annual % Change	AV YTD	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
Worthing	10.4%	15.8%	5.1%	17.1%	23.6%	20.6%	9.7%	6.2%	2.1%	8.9%	7.3%	3.5%	4.7%
All Towns & Cities	-1.1%	0.8%	-3.5%	-1.3%	-0.8%	-1.5%	-2.2%	-1.2%	-1.5%	-1.2%	-4.7%	-0.7%	5.1%
Coastal Towns	2.4%	3.6%	-2.9%	9.3%	6.5%	2.6%	-0.6%	-0.9%	3.9%	2.9%	-2.2%	0.0%	6.0%
Springboard Retail Park Index*	-1.0%	5.5%	-1.0%	-0.8%	-2.2%	-1.8%	-2.0%	-1.7%	-1.9%	-2.6%	-1.6%	-0.9%	8.4%



Monthly % Change	AV YTD	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
Worthing	1.8%	-33.6%	-1.6%	17.6%	15.8%	-9.7%	-6.4%	8.3%	-0.2%	-5.2%	-3.2%	0.8%	39.3%
All Towns & Cities	0.6%	-20.2%	7.0%	7.8%	11.4%	-5.4%	3.7%	4.7%	-2.6%	-2.6%	-1.3%	-1.1%	5.9%
Coastal Towns	1.2%	-25.7%	7.2%	20.9%	18.8%	-9.7%	8.4%	5.1%	3.0%	-14.5%	-10.5%	-2.3%	13.8%



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@spring-board.info](mailto:diane.wehrle@spring-board.info)

For more information on Springboard Research Ltd. please go to [www.spring-board.info](http://www.spring-board.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.