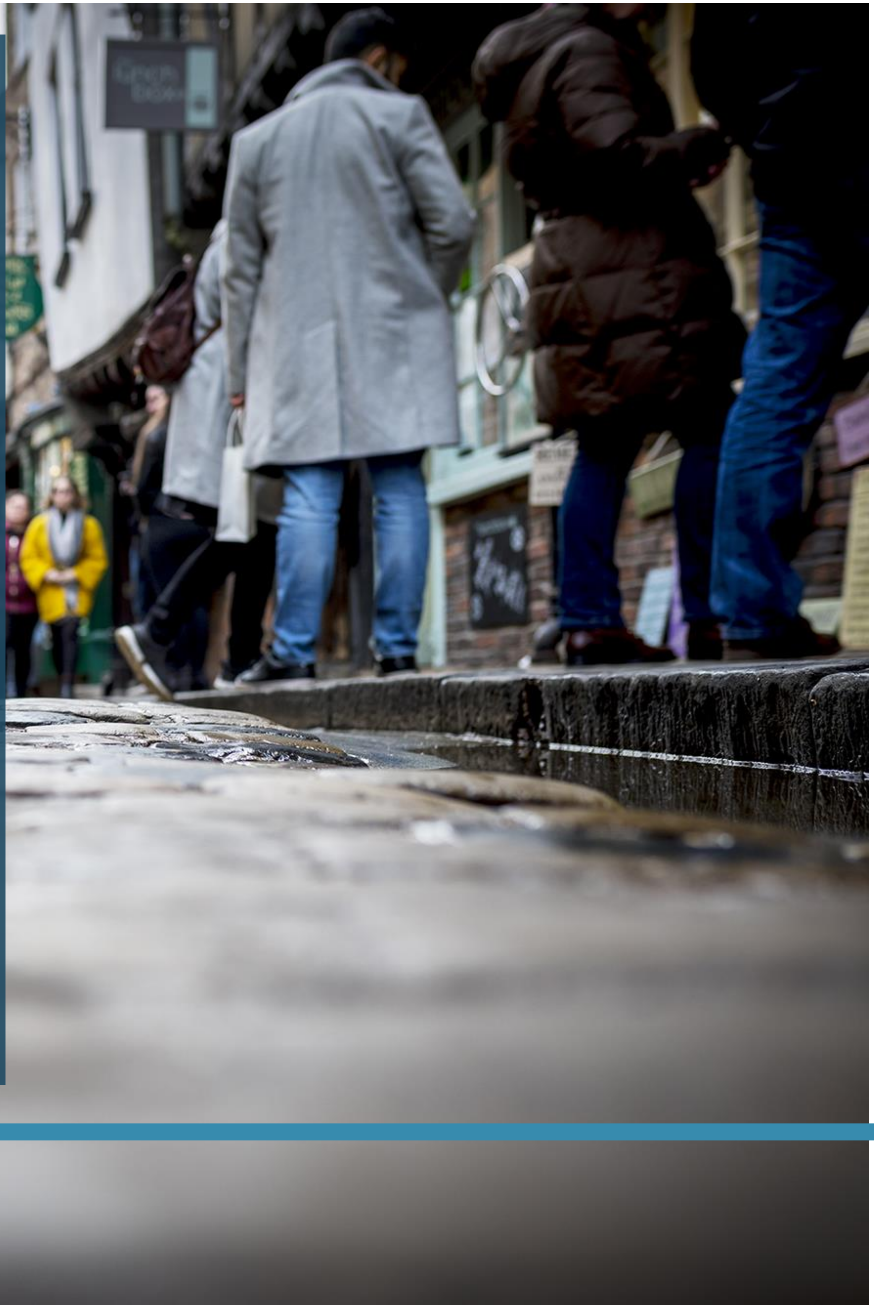
Professional Research and Data Group



COVID-19 Intelligence and Impact

November 2020 Update

HIGH STREETS TASK FORCE

PRDG Organisation Members

Organisation	Role
Royal Town Planning Institute (RTPI)	PRDG Chair
Institute of Place Management (IPM)	Research Lead & team
Cardiff University	Member
Manchester Metropolitan University (MMU)	Member
Maybe*	Member
Ministry for Housing, Communities and Local Government (MHCLG)	Member
Springboard	Member
Office for National Statistics (ONS)	Member
Ordnance Survey (OS)	Member
PwC	HSTF PMO (previous secretariat)

Contents

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UK Footfall Data Update

Springboard

Institute of Place Management

HIGH STREETS TASK FORCE

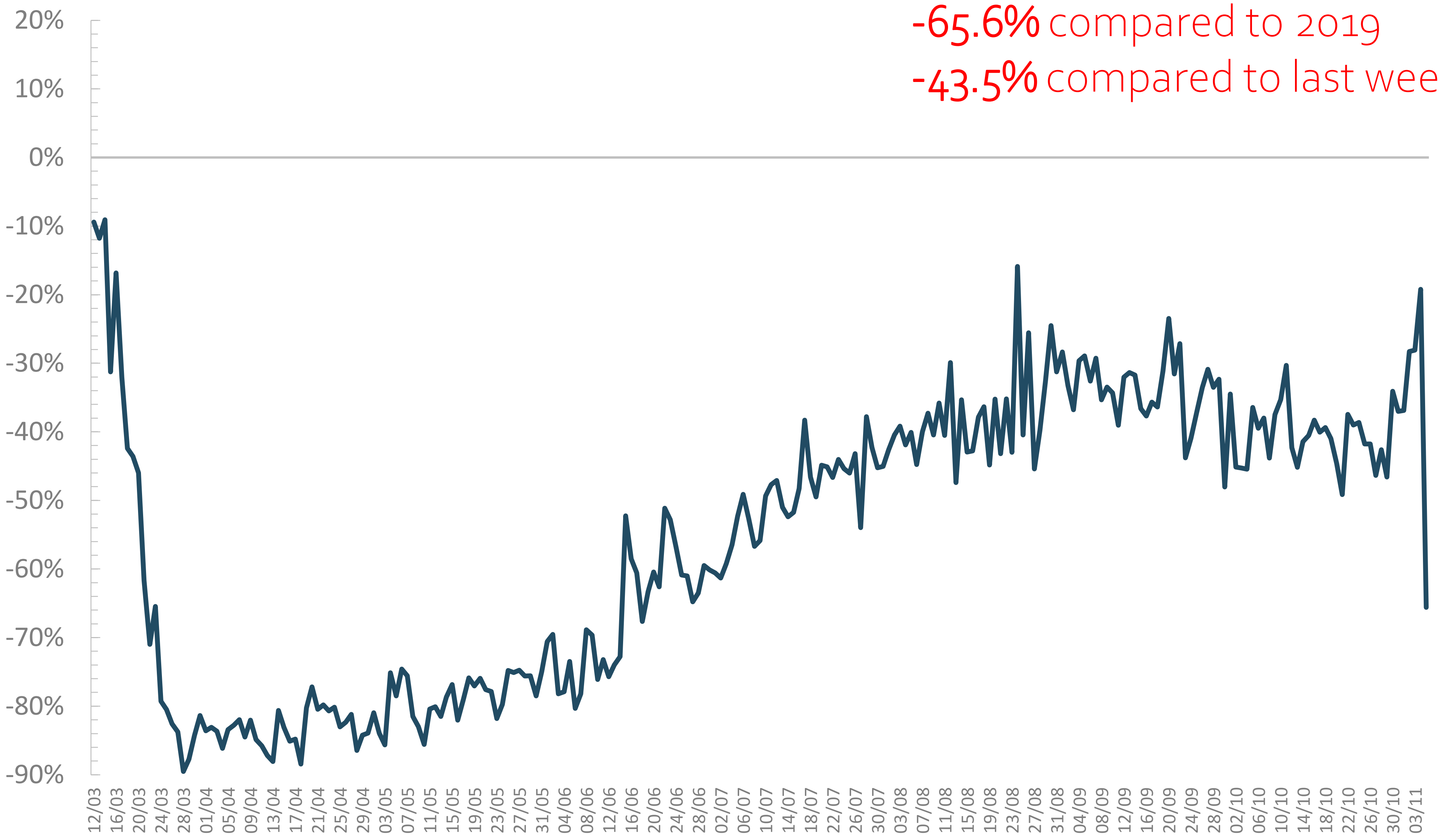
UK high street footfall daily index

5th November 2020

year-on-year comparison

-65.6% compared to 2019

-43.5% compared to last week



Presented by

IPM
Institute of Place Management

Manchester Metropolitan University

Footfall benchmarks provided by

SPRINGBOARD.

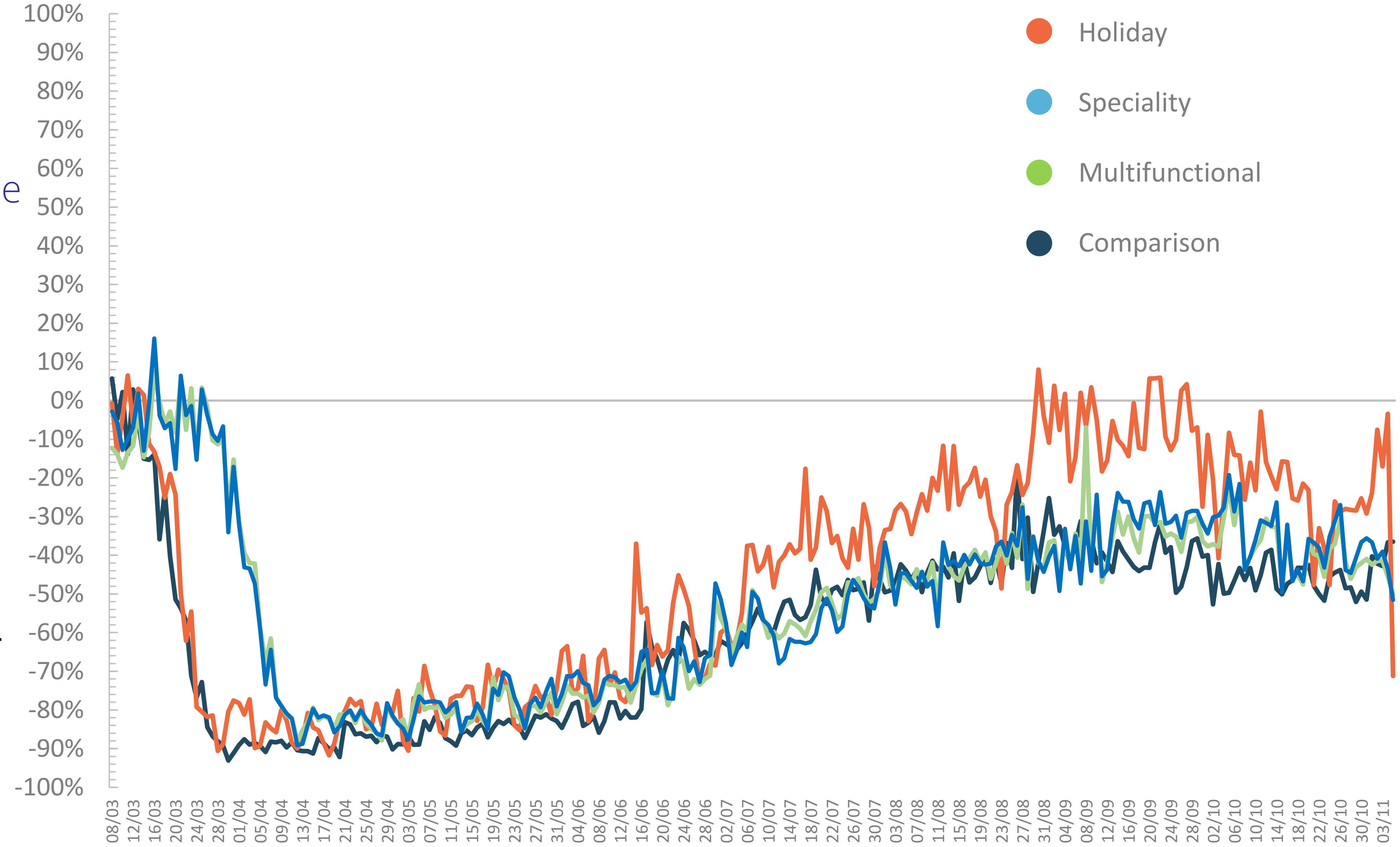
Footfall Data: Overall

- Footfall in the UK has been falling since the end of February. Footfall on the 5th November 2020 was down **65.6%** compared to the same figure last year, and down **43.5%** compared to the same figure last week.

- It is reasonable to assume that this major drop in footfall is due to the national lockdown imposed on 5th November.

HIGH STREETS TASK FORCE

UK high street footfall daily index by signature type year-on-year comparison



Presented by

IPM
Institute of Place Management

Manchester Metropolitan University

Footfall benchmarks provided by

SPRINGBOARD.

Footfall Data: Signature Types – 5th November

Holiday towns

Are busy in the summer and quiet in the winter. They focus on offering a good experience to visitors during the summer peak, rather than on their local catchment. They are attractive to tourists but have a relatively weak comparison offer. Footfall was **down 71.2%** compared to the same figure last year, and **down 66.2%** compared to the same figure last week.

Speciality towns

Get busier after Easter, with the largest peak in footfall occurring in the summer, followed by a smaller peak before Christmas. Anchor(s) are not retail-based, offering something unique and special (e.g. heritage and culture). They attract visitors but serve local population. Footfall was **down 62.6%** compared to the same figure last year, and **down 41.7%** compared to the same figure last week.

Multifunctional towns

Have a relatively flat footfall throughout the year with no noticeable peaks. The retail offer, opening times, events, services and other uses are focussed on the local community. They have convenience anchors, work, public transport, shopping, markets etc. They organise themselves to be reliable, community hubs. Footfall was **down 64.0%** compared to the same figure last year, and **down 38.1%** compared to the same figure last week.

Comparison towns

Have a noticeable peak in footfall in the lead-up to Christmas. They have a wide range of retail choice, leisure, food and beverage, strong retail anchor(s), and presence of international brands. People travel a considerable distance to visit and they serve a wide catchment area. Footfall was **down 73.1%** compared to the same figure last year, and **down 50.5%** compared to the same figure last week.

Footfall Data: Signature Types

- As seen in the graph, **holiday towns** experienced the greatest decline in footfall on the 5th of November when the second national lockdown was imposed **(-66.2%** compared to same figures last week).

- **Multifunctional towns** experienced the lowest decline in footfall on the 5th of November **(-38.1%** compared to same figures last week), highlighting the importance of multifunctional town centres that provides the local catchment with a range of necessities.

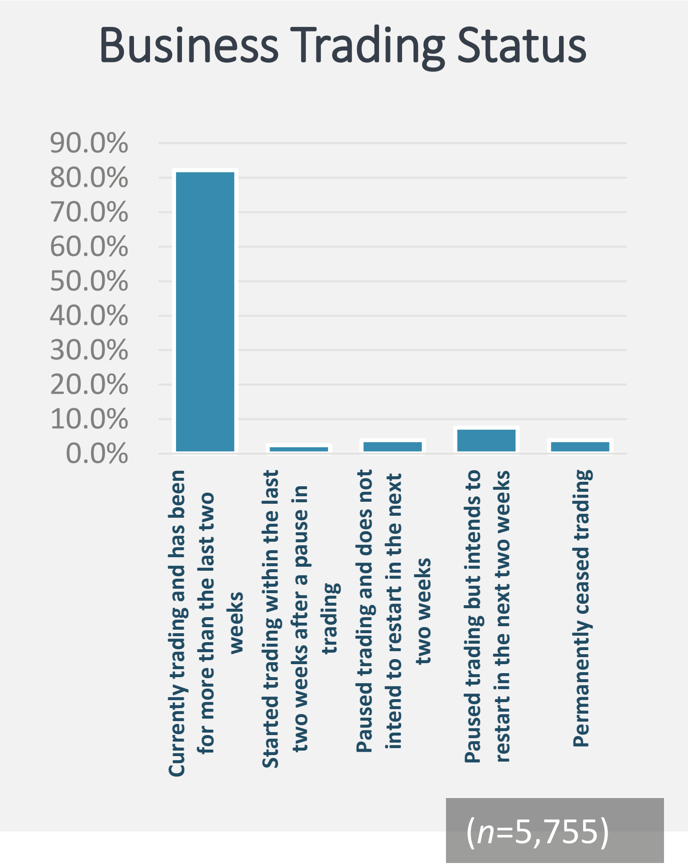
HIGH STREETS TASK FORCE

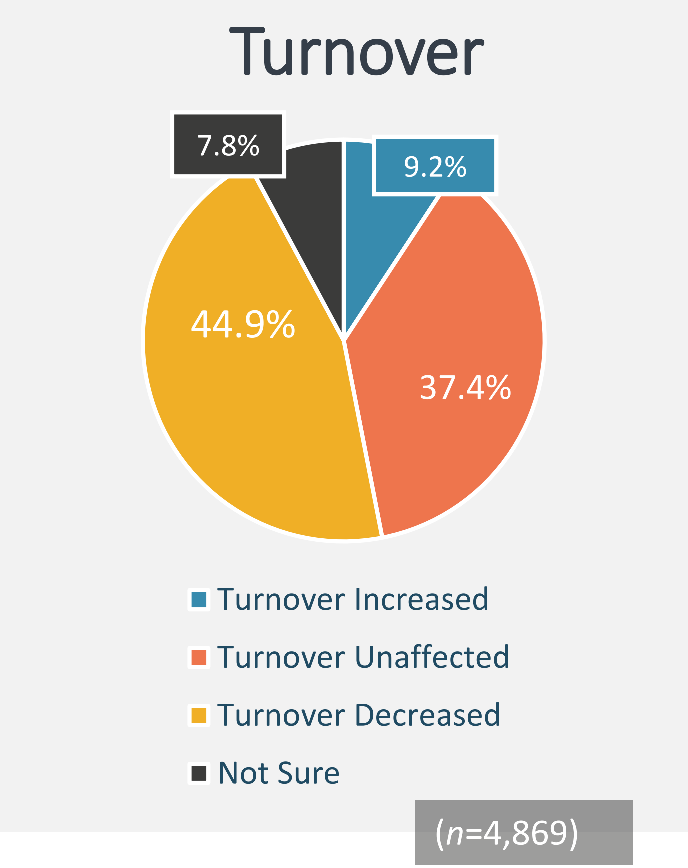
Business and Retail Sales Impacts of COVID-19

Office for National Statistics

HIGH STREETS TASK FORCE

Business Impacts of COVID-19



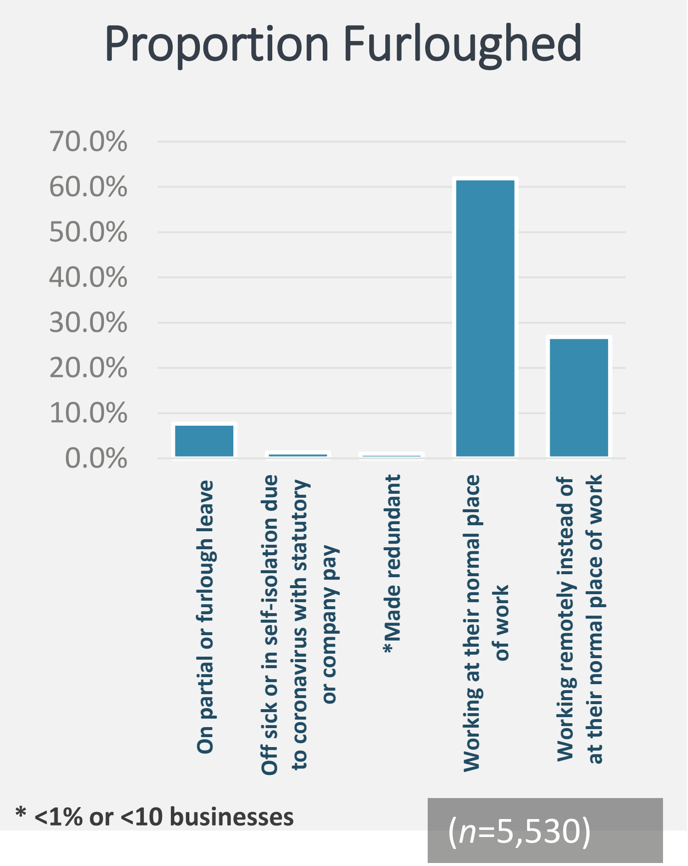


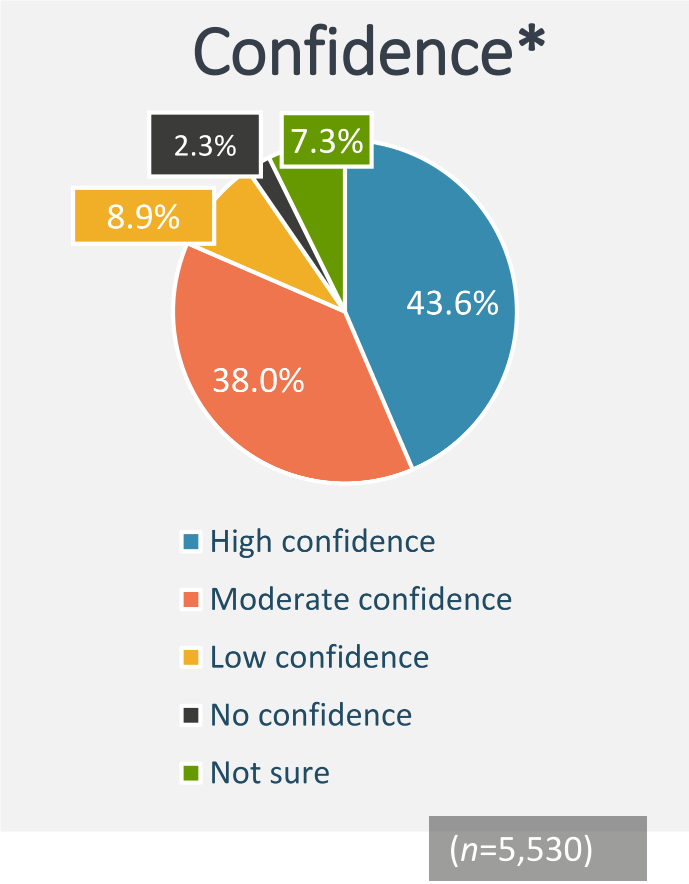
5th October to 18th October

Source : ONS

HIGH STREETS TASK FORCE

Business Impacts of COVID-19





*How much confidence does your business have that it will survive the next three months?

5th October to 18th October
Source : ONS

HIGH STREETS TASK FORCE

Business Impacts of COVID-19

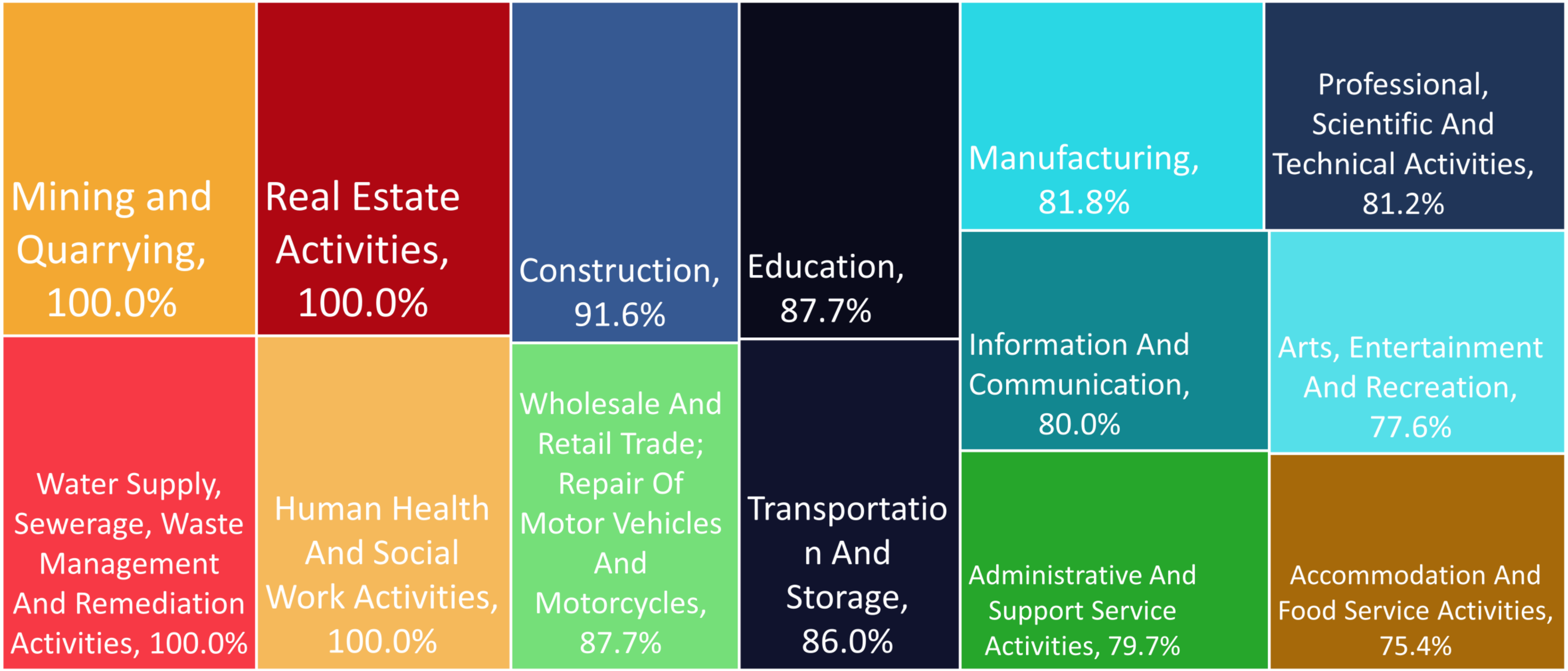
- **Business Trading Status:** Overall, **82.2%** of businesses surveyed reported that they are currently trading and have been for more than the last two weeks, whilst **3.9%** reported they have permanently ceased trading.

- **Turnover:** Of businesses who are continuing to trade, **44.9%** reported a decrease in turnover compared to what is normally expected for this time of year, whilst **9.2%** reported that turnover had increased.

- **Proportion Furloughed:** Of surveyed businesses who have not permanently stopped trading, only **7.7%** reported having staff on partial or furlough leave, whilst **61.9%** of businesses' staff are working in their normal place of work and **26.8%** are working remotely instead of their normal place of work.

- **Business Confidence:** **43.6%** of businesses who have not permanently stopped trading stated that they have 'high confidence' that their business will survive the next three months, whilst only **2.3%** had 'no confidence'.

Businesses continuing to trade



5th October to 18th October

Source : [ONS]

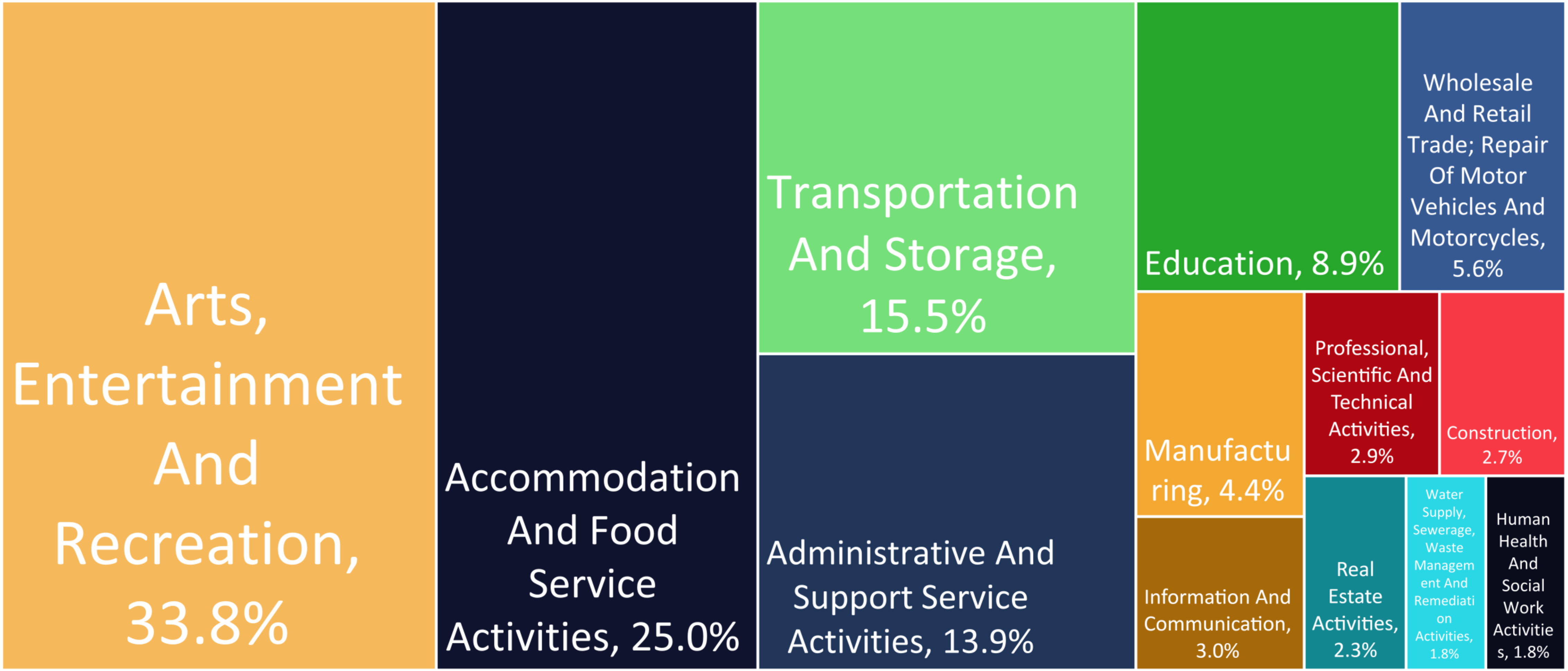
Businesses continuing to trade

- As seen in the previous slide, the **‘Accommodation and Food Service Activities’** had the lowest percentage of businesses currently trading, at **75%**.

- The **‘Arts, Entertainment and Recreation’** sector closely followed with **77.6%** of businesses continuing to trade.

HIGH STREETS TASK FORCE

Turnover substantially lower than normal*



5th October to 18th October
Source : [ONS]

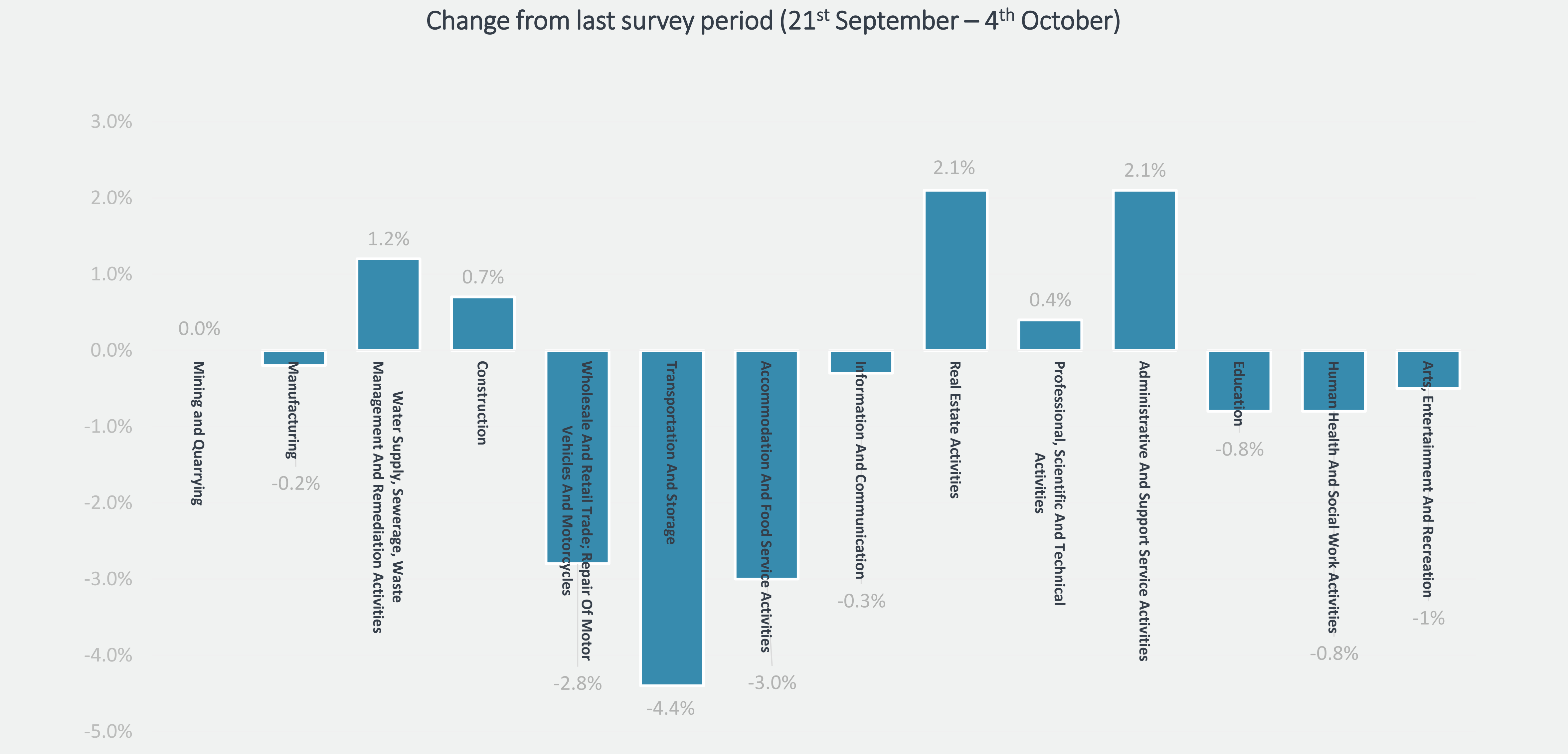
* "Substantially lower" is regarded as turnover decreased by more than 50%.

Turnover substantially lower than normal

- The **'Arts, Entertainment and Recreation'** sector continues to see the greatest financial impact of the pandemic, and this survey period, **33.8%** of businesses currently trading reported their turnover has decreased by more than 50%.

- The **'Accommodation and Food Service Activities'** follow closely, with **25%** of businesses currently trading in this sector reporting a substantially lower turnover this survey period.

Turnover substantially lower than normal



Increase % = lower decrease turnover

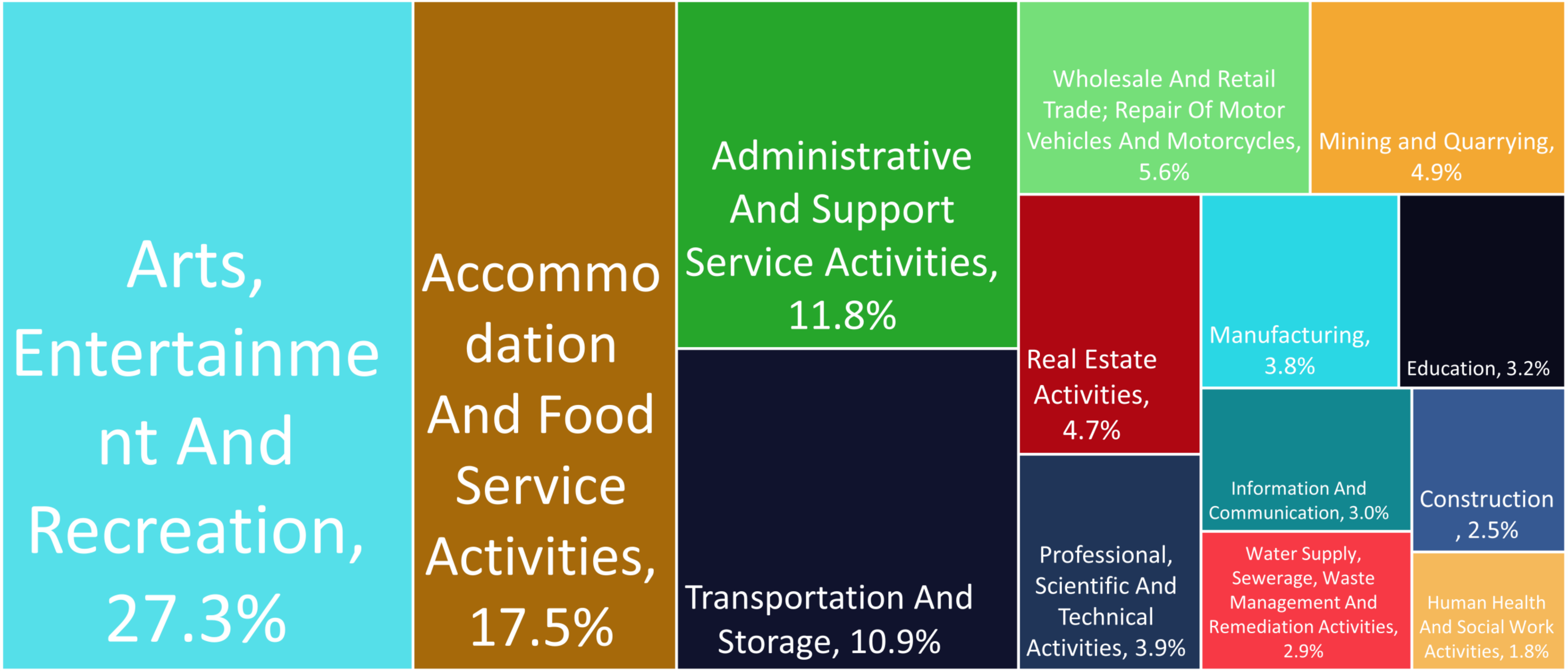
Turnover substantially lower than normal

- Increase in percentage (%) means the sector is seeing a lower decrease in turnover.

- Businesses in several sectors are reporting a substantially lower turnover compared to previous survey period. **'Transportation and Storage'** reported the greatest change **(-4.4%)**, where more businesses in this sector reported a substantially lower turnover compared to previous survey period.
- The **'Accommodation and Food Service Activities'** closely follow, with a change of -3%, meaning this sector is also reporting a substantially lower turnover compared to previous survey period.

HIGH STREETS TASK FORCE

Proportion furloughed



5th October to 18th October

Source : ONS

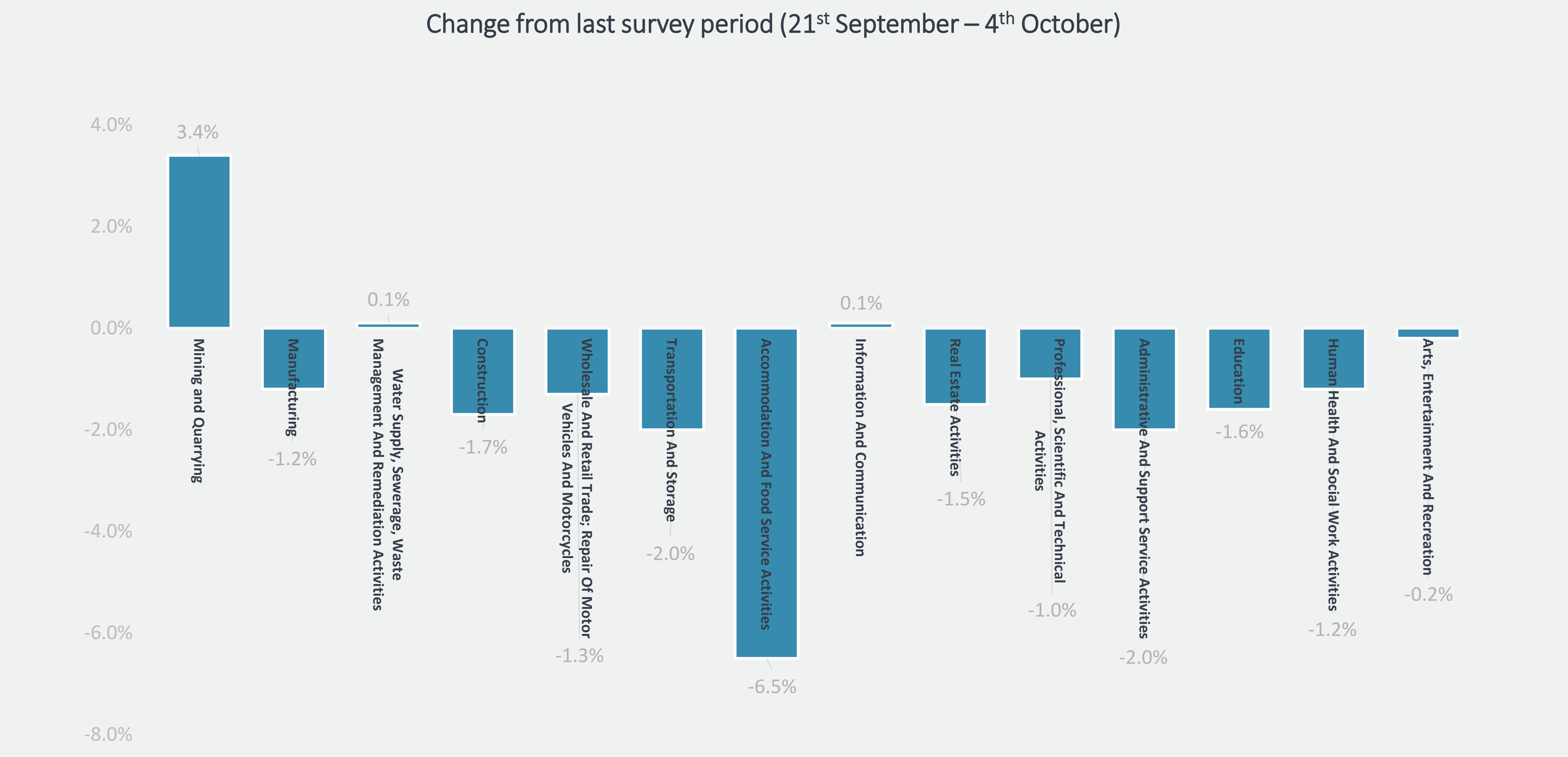
Proportion furloughed

- The **'Arts, Entertainment and Recreation'** sector had the largest proportion of the workforce furloughed at **27.3%** closely followed by the **'Accommodation and Food Service Activities'** sector at **17.5%.**

- **'Human Health and Social Work Activities'** had the smallest proportion of the workforce furloughed at only **1.8%,** closely followed by the **'Construction'** sector at **2.5%**.

HIGH STREETS TASK FORCE

Proportion furloughed



Decrease % = lower proportion of staff furloughed

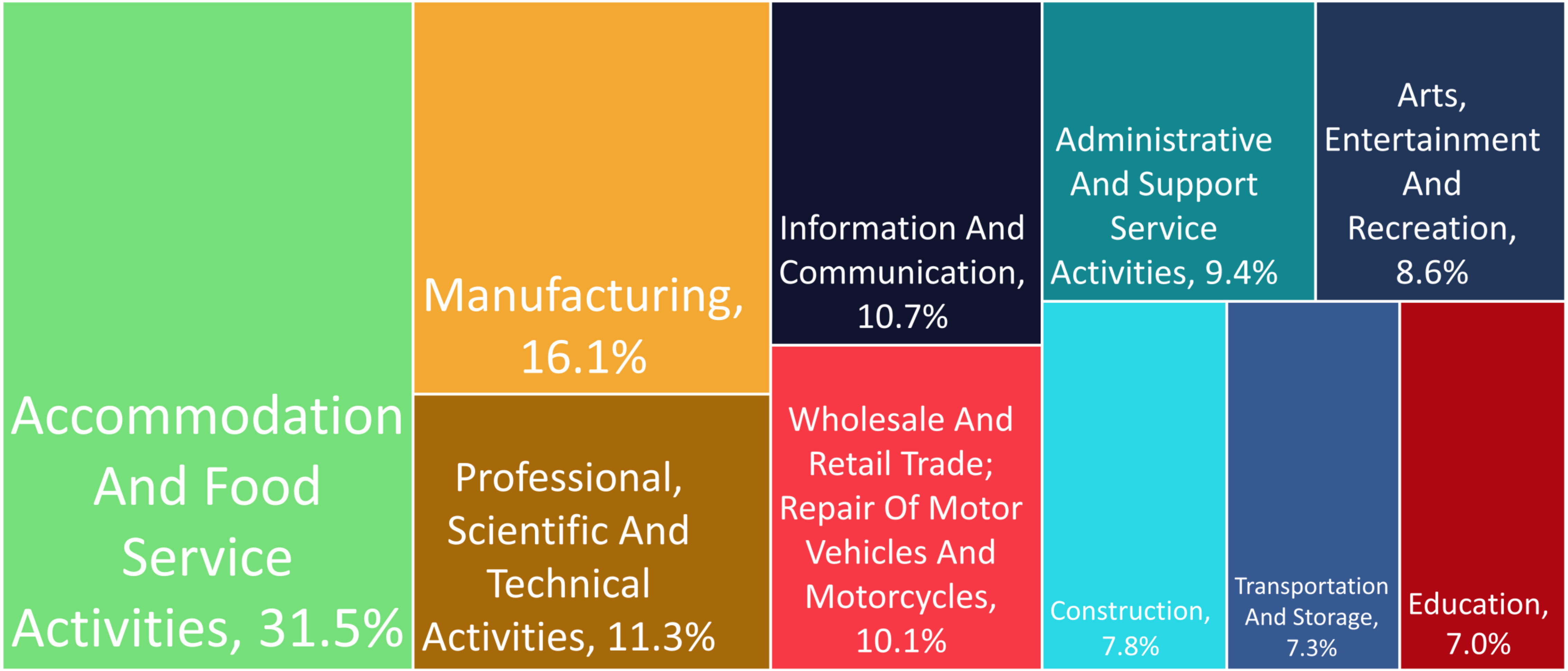
Proportion furloughed

- Overall, less staff are now on partial or furlough leave across majority of sectors compared to previous survey period.

- The **'Accommodation and Food Service Activities'** sector saw the greatest change in proportion of workforce furloughed at **-6.5%**, meaning *a lower proportion* of staff in this sector are now furloughed compared to previous survey period.

- On the contrary, the **'Mining and Quarrying'** sector have furloughed more of their workforce compared to the previous survey period, with an increase of **2.7%**.

Low or not confident businesses*



5th October to 18th October
Source : ONS

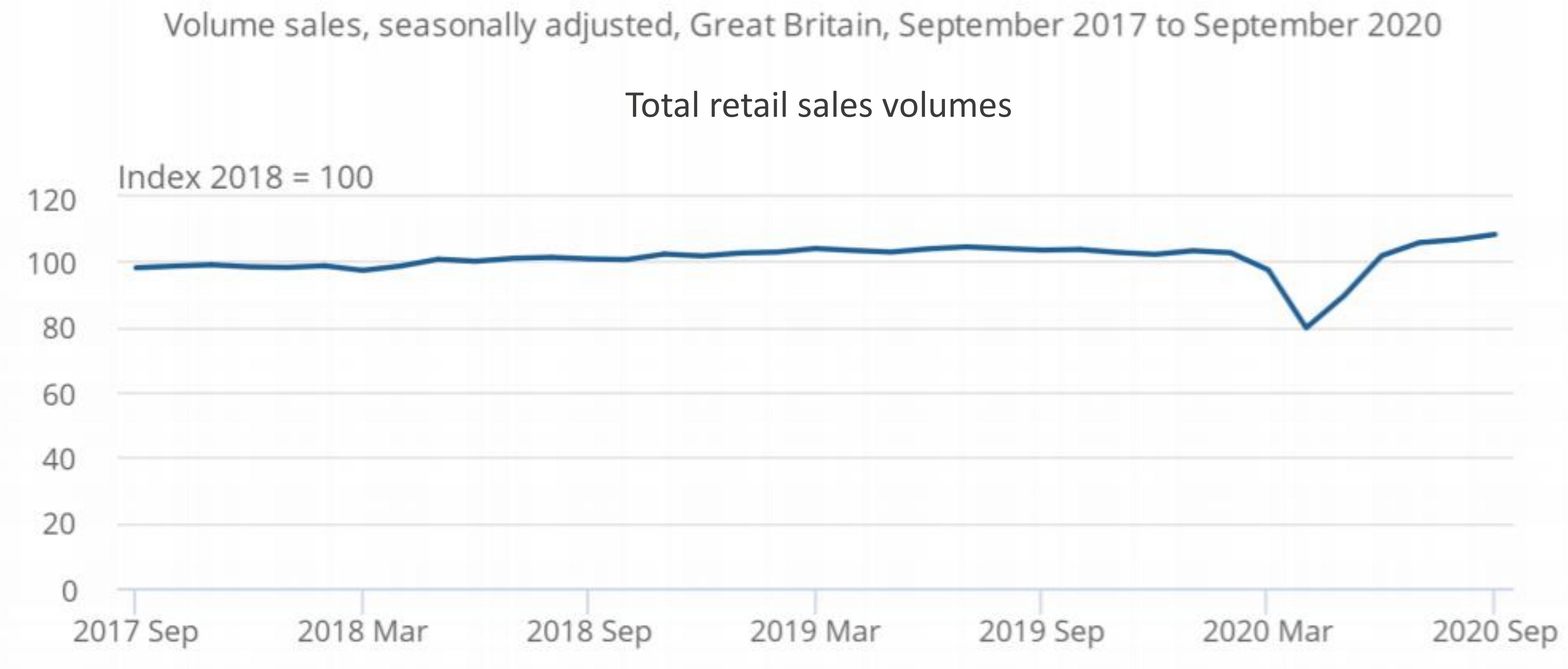
* Refers to % businesses reporting that they have low or no confidence their business will survive the next three months.

Low or not confident businesses

- Of businesses who have not permanently ceased trading:
  - The **'Accommodation and Food Service Activities'** sector reported the highest percentage of businesses with no or low confidence that their businesses would survive the next three months, at **31.5%.**
  - The **'Education'** sector reported the lowest percentage of businesses with no or low confidence that their businesses would survive the next three months, at **7%.**

HIGH STREETS TASK FORCE

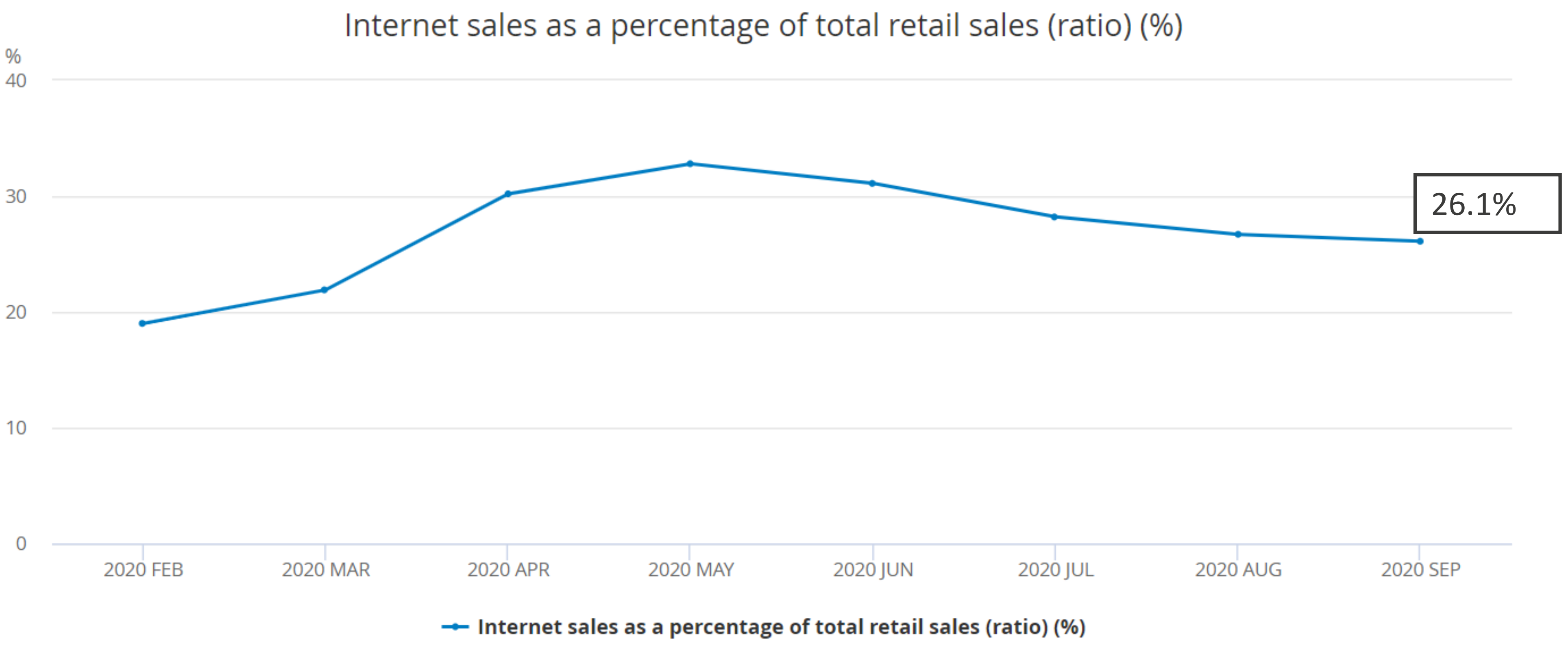
Retail Sales Impacts of COVID-19



September 2020 Update: Released 23rd October
Source : ONS Report page 3

HIGH STREETS TASK FORCE

Retail Sales Impacts of COVID-19



Source : ONS

HIGH STREETS TASK FORCE

Retail Sales Impact of COVID-19

- In September 2020 retail sales volumes increased by **1.5%** from August. Retail sales has seen an increase of **5.5%** when compared with February before the pandemic.

- Online sales experienced the highest proportion on record in May 2020 at 32.8% of total retail sales. It has steadily declined since, and in September, online sales accounted for **26.1%** of total retail sales. We could however see another growth during this second lockdown.

Is Christmas 2020 cancelled? Report (Part 2)

October 2020

@MaybeTech @WeAreMaybeTech @MaybeTech

HIGH STREETS TASK FORCE
PARTNER

About this report

Maybe* has gathered a further 11,000 answers since our ‘Is Christmas Cancelled’ report in September 2020. The new data gives us a deeper understanding of what shoppers want from retail in the lead up to Christmas 2020 and provide insight into whether attitudes have changed since the introduction of the tier system.

The results were collected via a series of questions connected to a Facebook messenger chatbot across the UK.

If there’s a question you would like to see added please ask in our Facebook Group

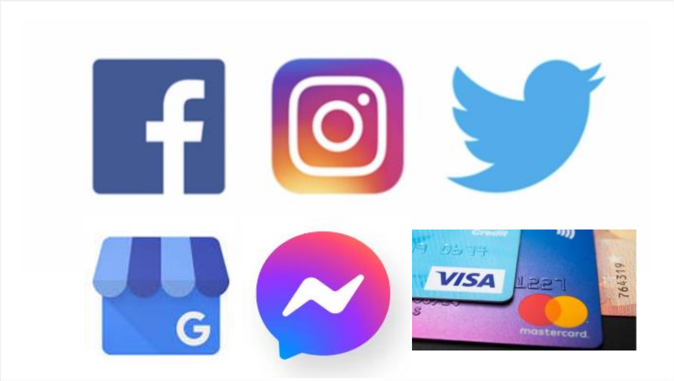
A supportive environment and a safe place to ask the questions that make social media work regardless of your experience level. See you there.

Join Facebook group

How we do this

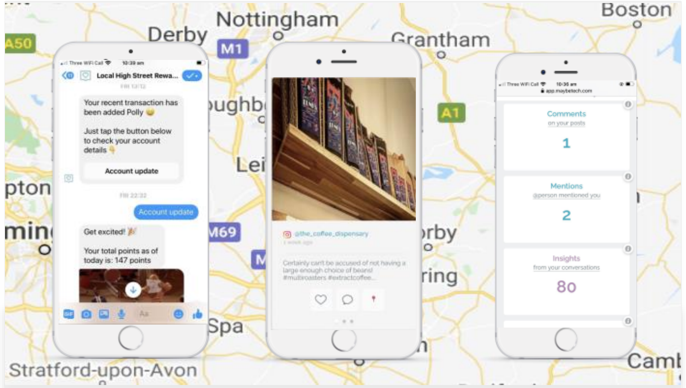
Maybe*

We turn data into tools that connect places, businesses and consumers together.
Everything we offer is supported by access to unlimited training and live help.



Collect existing data

Data from Google, Facebook, Instagram, Messenger, Visa and Mastercard.



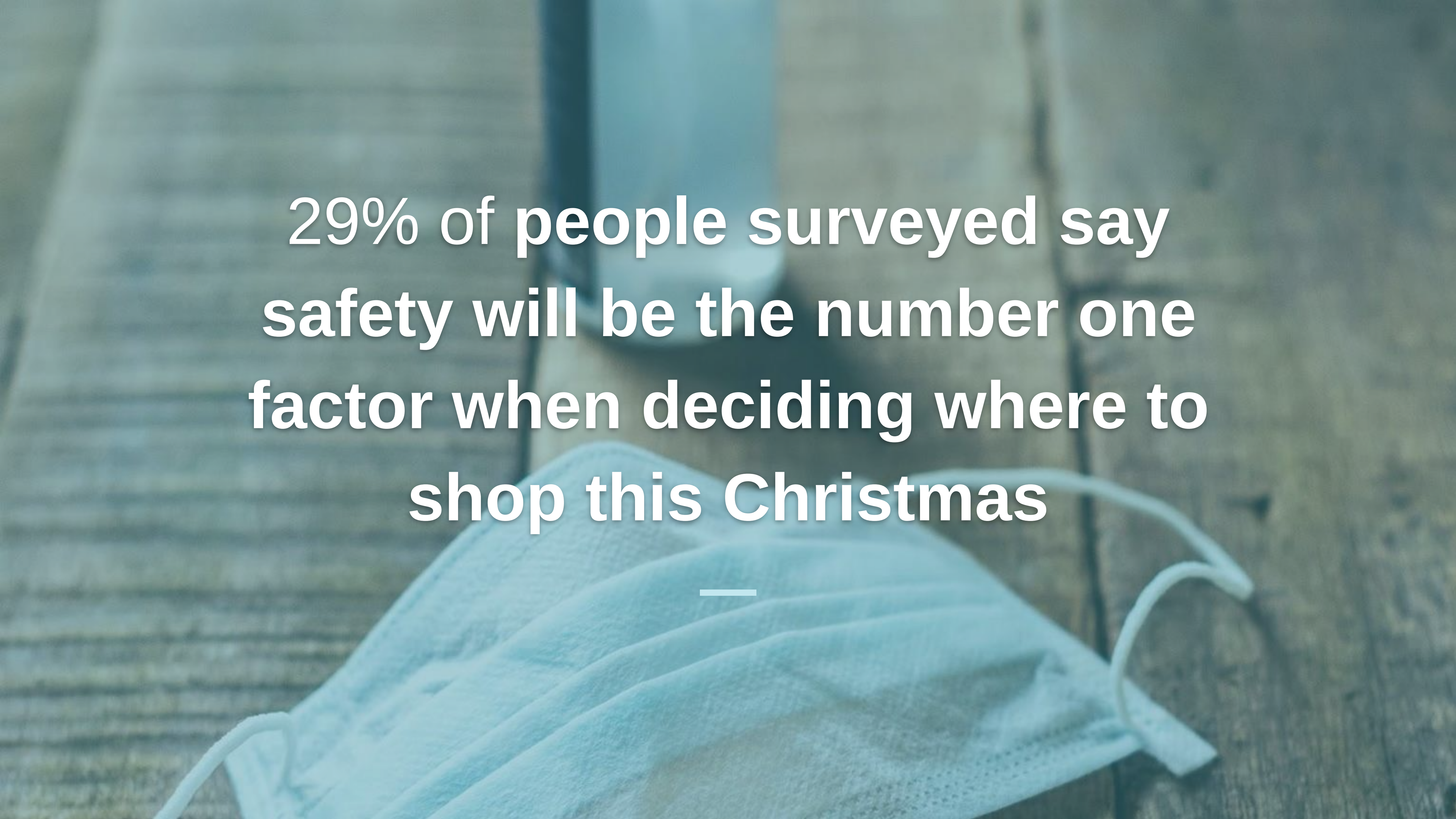
Provide data driven tools

Tools that enable businesses in each town connect with their customers in relevant and timely ways.

Supported by training

100’s of articles, case studies, webinars and easy to access live help from digital experts.

HIGH STREETS TASK FORCE



29% of **people surveyed say safety will be the number one factor when deciding where to shop this Christmas**

Maybe* survey

Report takeaway

With the introduction of the new tier system in the UK, several local lockdowns and the ‘rule of six’ casting a COVID-shaped shadow over Christmas festivities, retailers are understandably anxious.

Our report shows that for **67% of shoppers, it’s Christmas as usual.** The number of people who told us COVID-19 guidelines would not change their Christmas plans has dropped by 4% since the September report. The number of people concerned about the safety of the High Street has grown from 57% to 61%, suggesting that the UK’s second wave of restrictions is impacting shoppers’ decision making.

Maybe* survey

Little intention to return to the high street

Despite **46%** of people feeling safer now face coverings are mandatory**,** people still have little intention of returning to High Streets and Shopping Centres.

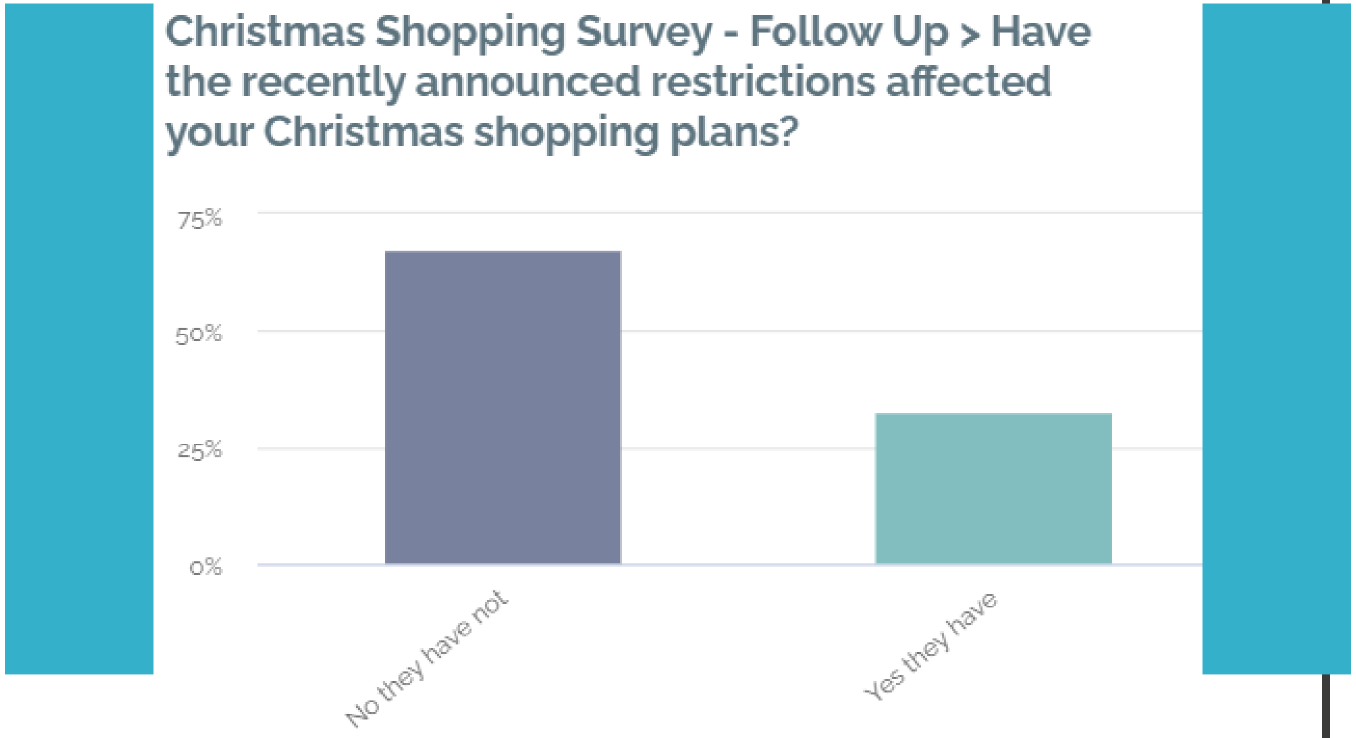
A massive **58%** of shoppers plan to do their shopping online and only **30%** will shop local.

The biggest concern is for Shopping Centres, with only **12%** of those surveyed expecting to shop there for Christmas gifts this year.

Is Christmas really cancelled?

In September 71% of participants told us their Christmas shopping plans hadn’t changed.

But a month on, this has dropped by 4%. **67%** say the recent restrictions and new tier system introduced will not impact their Christmas shopping plans.



HIGH STREETS TASK FORCE

Are shoppers concerned about safety on the High Street?

Yes. **61%** of participants surveyed told us they are concerned about the safety of shopping on the local High Street this Christmas. That's up by 4% from the responses in September

HIGH STREETS TASK FORCE

Safety is a bigger concern than price this Christmas

29% of shoppers cite safety as the number one factor that will determine where they shop over the festive period, This is down from 31%. The impact of price dropped from 28% to 25%.

But being able to shop local has jumped from 9% of people telling us it was their biggest consideration to 16% - this is a shot in the arm for smaller, local businesses.

Are shoppers planning to flood the High Street this Christmas?

We've seen a tiny glimmer of hope here. **55%** of shoppers will play it safe behind their computers and phone screens, opting for the ease and comfort of online shopping. That's down 3%

33% of people surveyed told us they will be shopping on their local High Street, which was up from 30%, as concerns for local businesses and supporting the economy grows again.

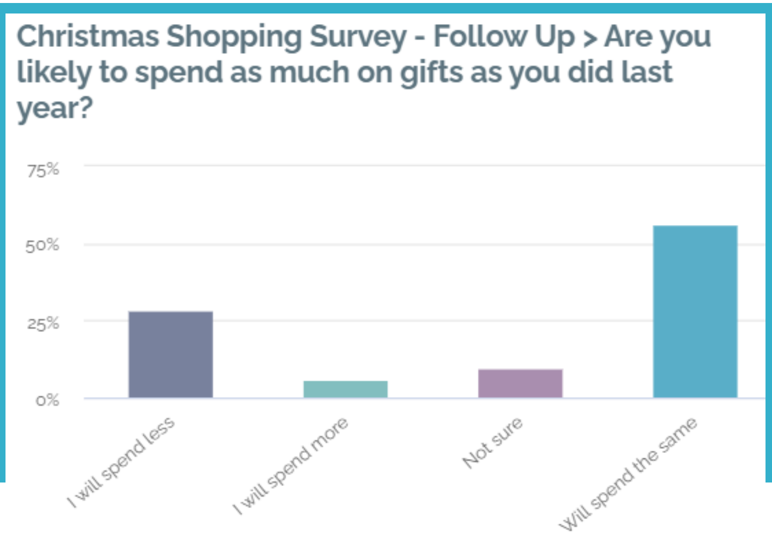
Destination Shopping Centres continue to fare the worst with only **12% of people** stating they will most likely complete their Christmas shop there.

HIGH STREETS TASK FORCE

Are shoppers likely to spend less?

With most of the country facing economic and job safety concerns, we asked if shoppers were planning to tighten their purse strings this Christmas.

28% said they will be spending less on gifts. That's a 1% increase since the last time we asked. You might think that's marginal but if 28% of the population spend only £5 less this year on gifts vs 27% that's a loss to retail of an additional 3.2Mio



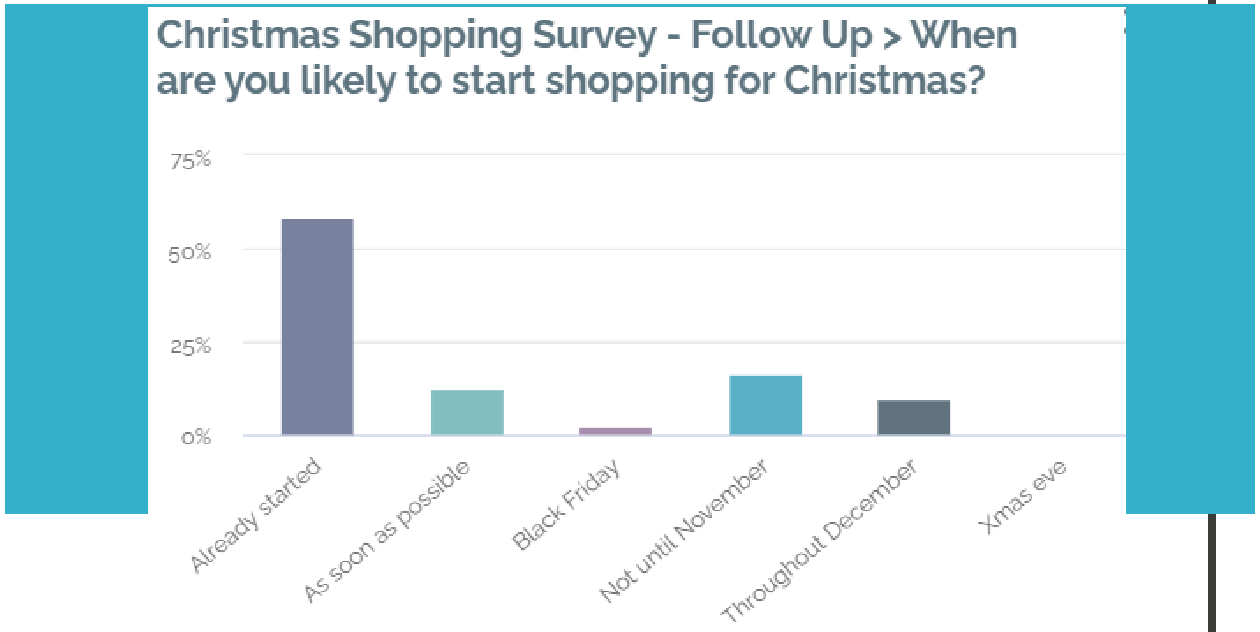
HIGH STREETS TASK FORCE

When will Christmas shopping start?

58% of our participants are already preparing for Christmas and have started their shopping. That's up from 43% a month ago

A further **12%** told us they'll be starting ASAP.

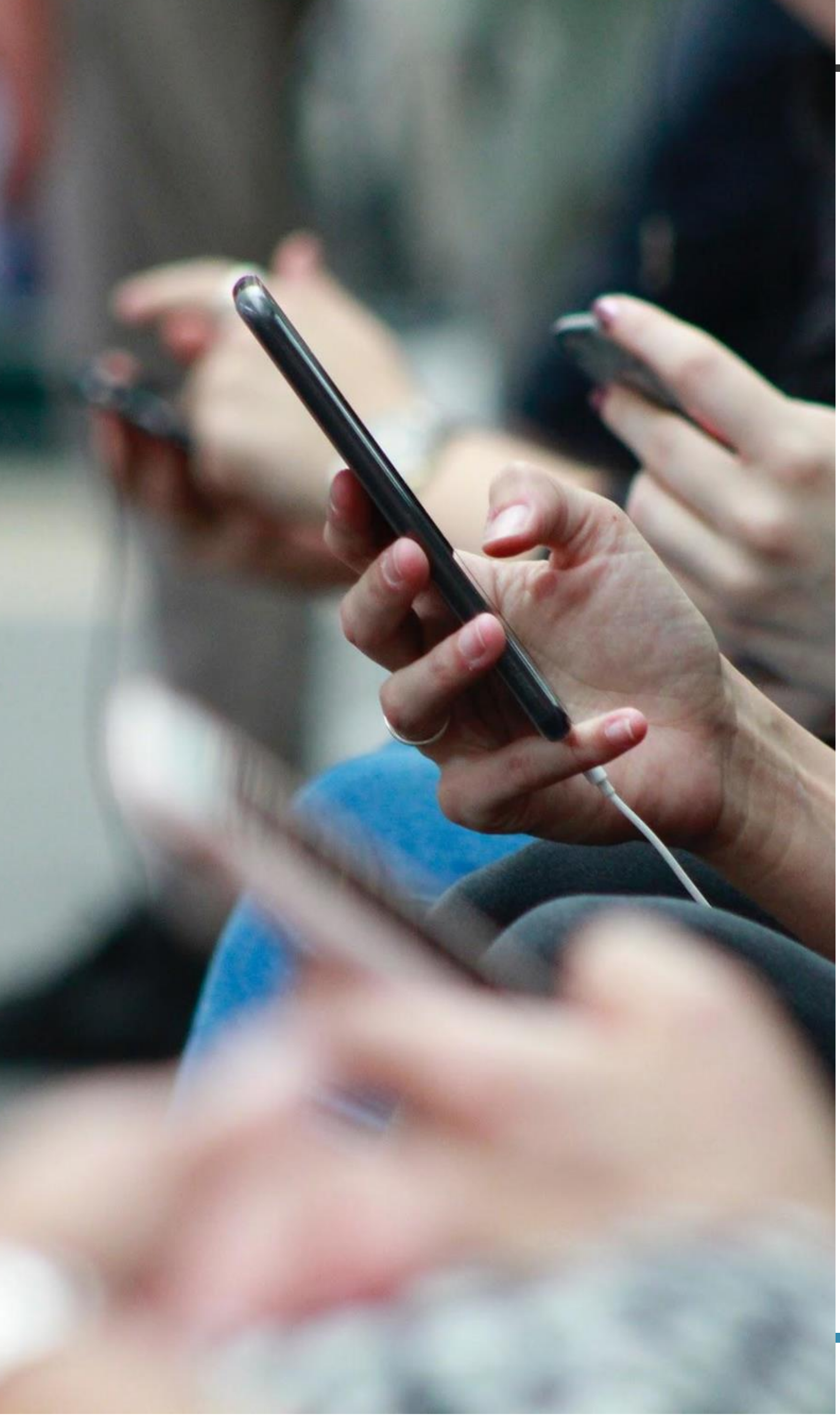
Let that sink in, 70% of shoppers have either started or are about to. Are you talking to them yet?



HIGH STREETS TASK FORCE

60%

of Christmas Inspiration will come from online research



We deliver the tools and training to bridge the gap between businesses and customers.

66% of consumers spend 3 hrs per day on Social Media.

52% of consumers use social media to do so to research purchases.

BUT Only 28% of Independent Businesses are active on Social Media.

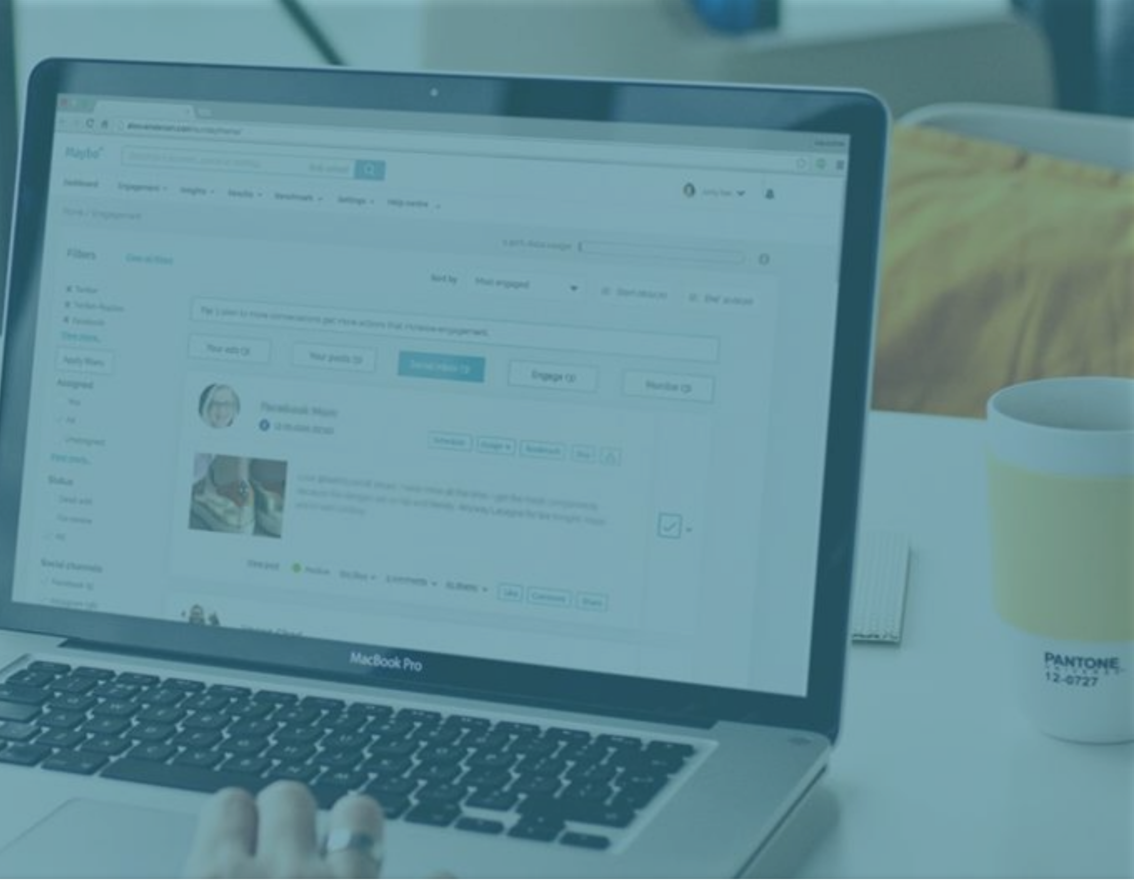
HIGH STREETS TASK FORCE

Source: Maybe* Global Web Index

Thank you

Maybe* is a social media management platform that provides engagement tools, actionable insights and access to training that enables organisations to make social media work for them.

We help towns and businesses connect with consumers.



www.maybetech.com

Engage

Engage efficiently and manage your social media advertising from one platform.

Insights

Gain access to the insights into any conversations that matter on-demand.

Reports

Create reports that reveal how social media impacts your business results.

Help centre

Access a wide range of help and training on-demand within our Help Centre.

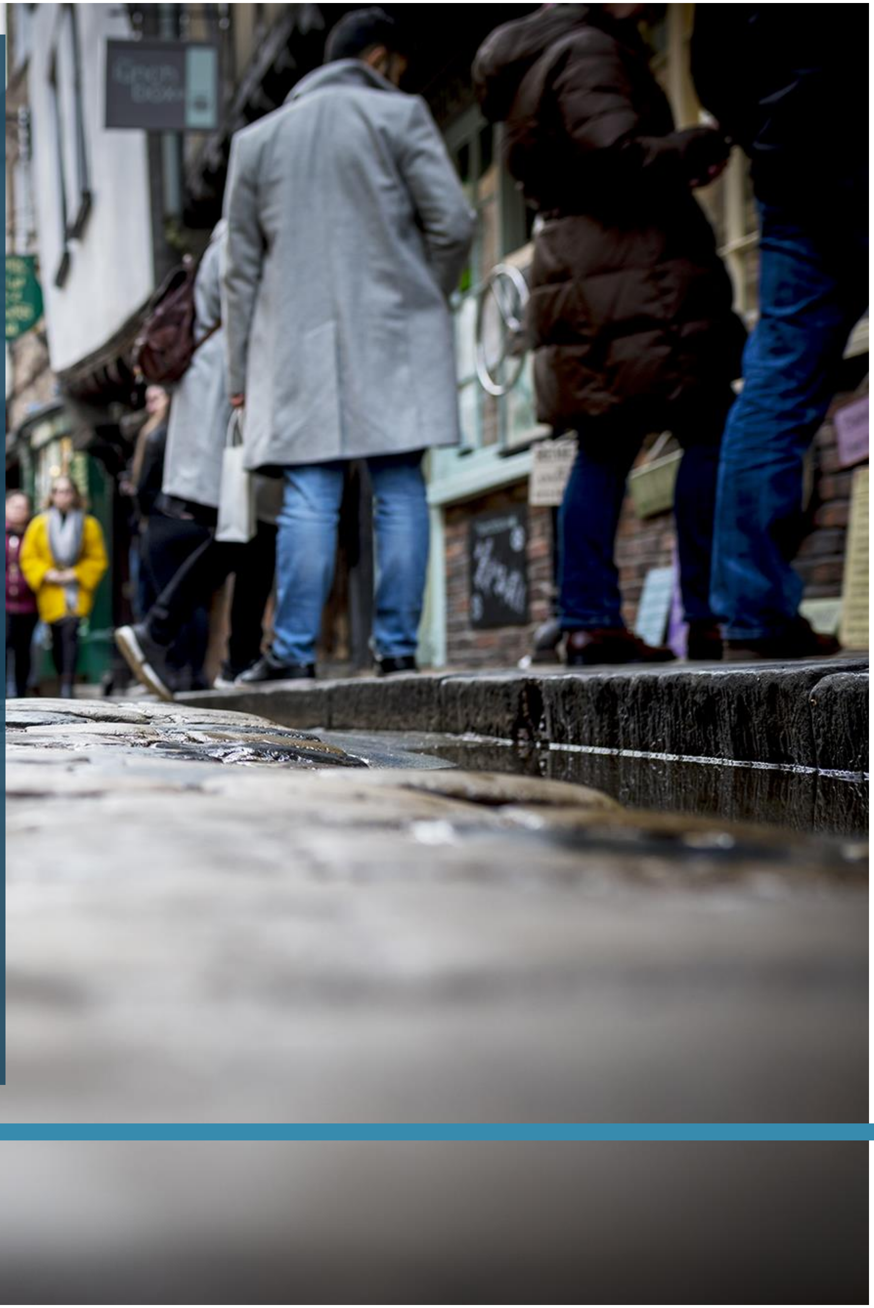
Footfall Forecasts and Patterns

Christine Mumford

Cardiff University

CARDIFF UNIVERSITY PRIFYSGOL CAERDYDD

SPRINGBOARD.

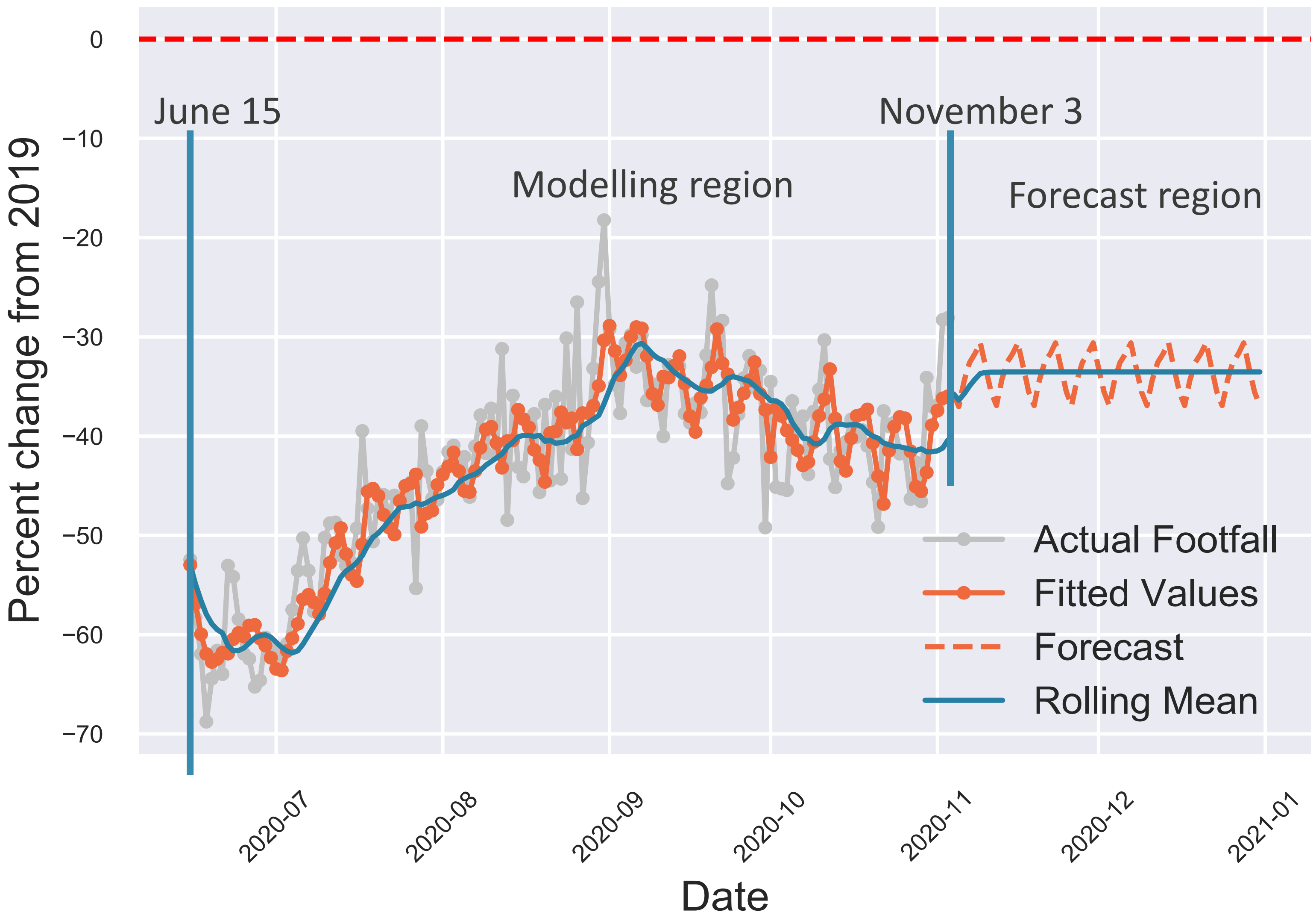


HIGH STREETS TASK FORCE

Forecasting during COVID

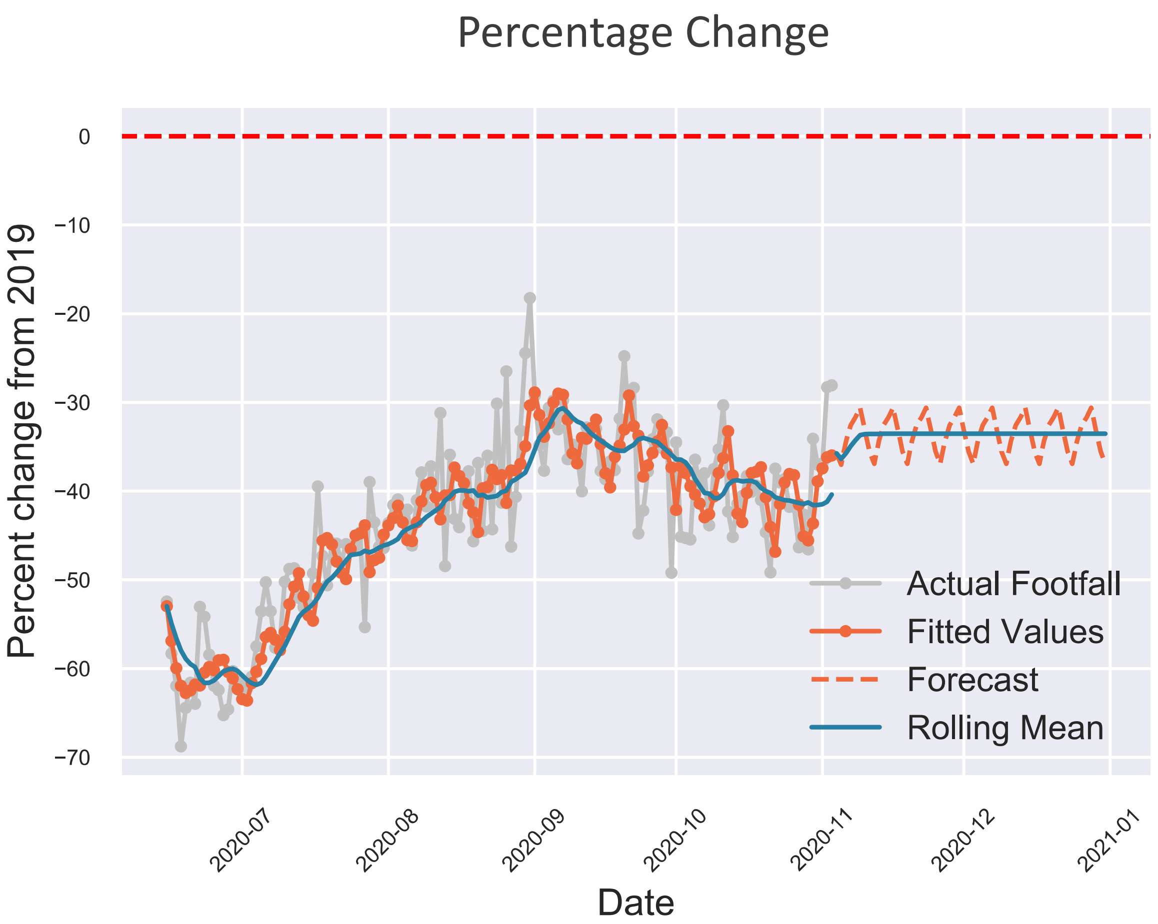
- Holt-Winters Seasonal on the 7 days of the week
- Beginning 15th June – easing of first lockdown in England
- Ending on November 3rd – most recent data at time of forecast
- Does not take into account second lockdown in England

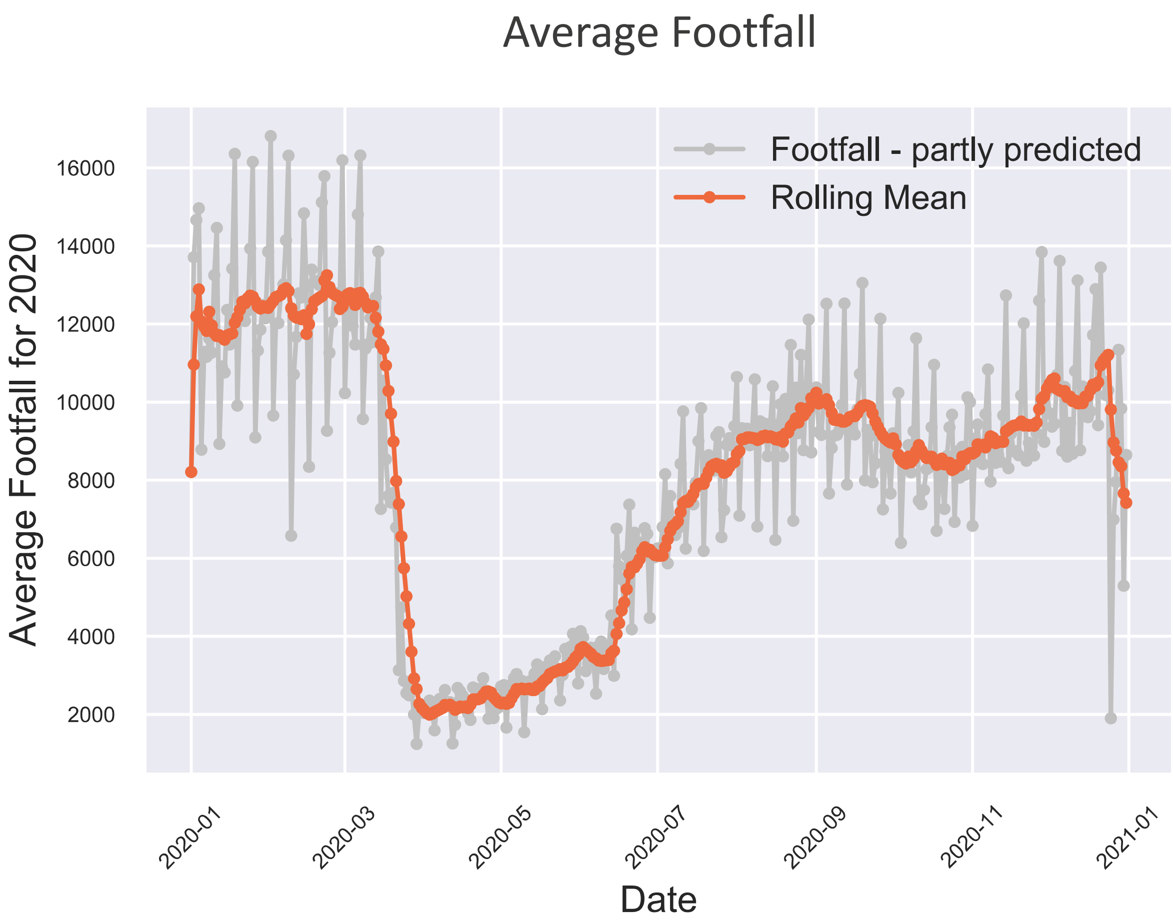
Forecasting during COVID



HIGH STREETS TASK FORCE

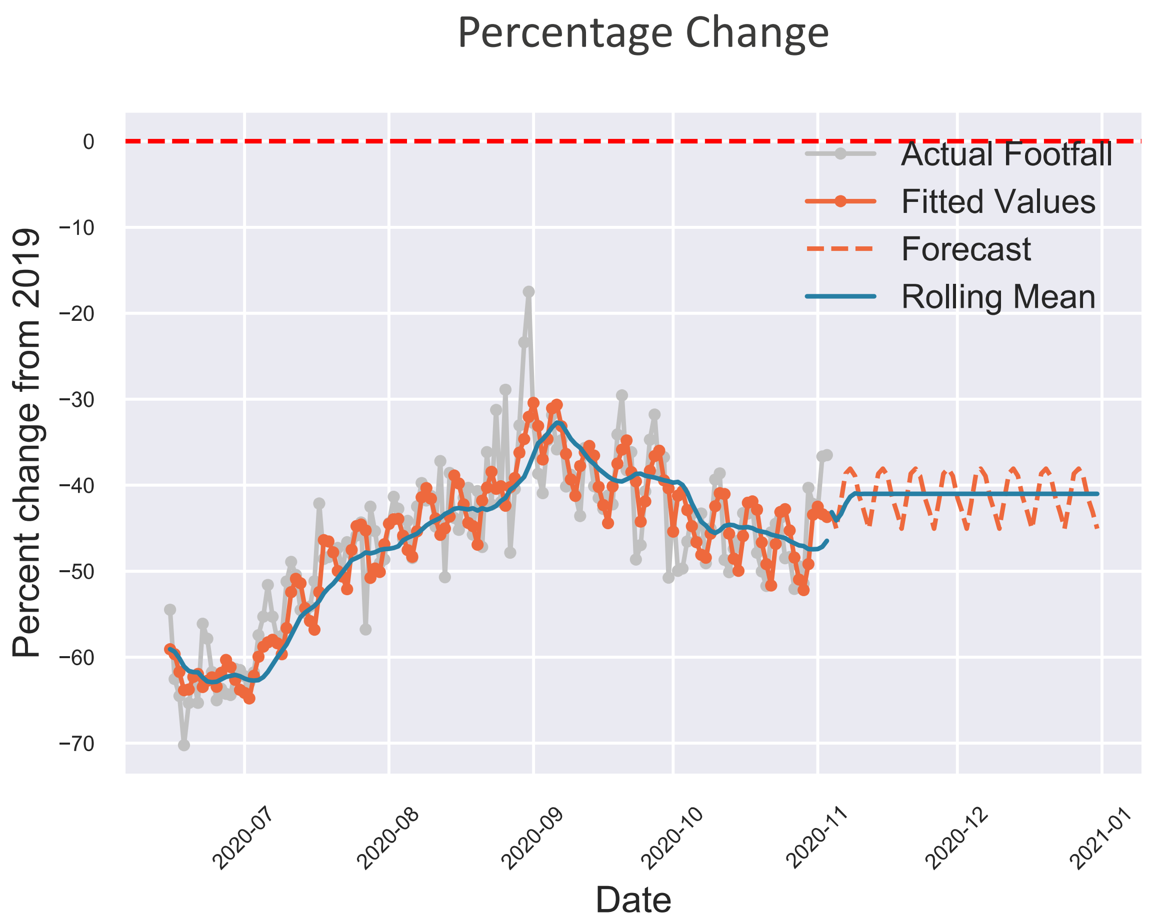
Whole UK (daily) – Down 34 %

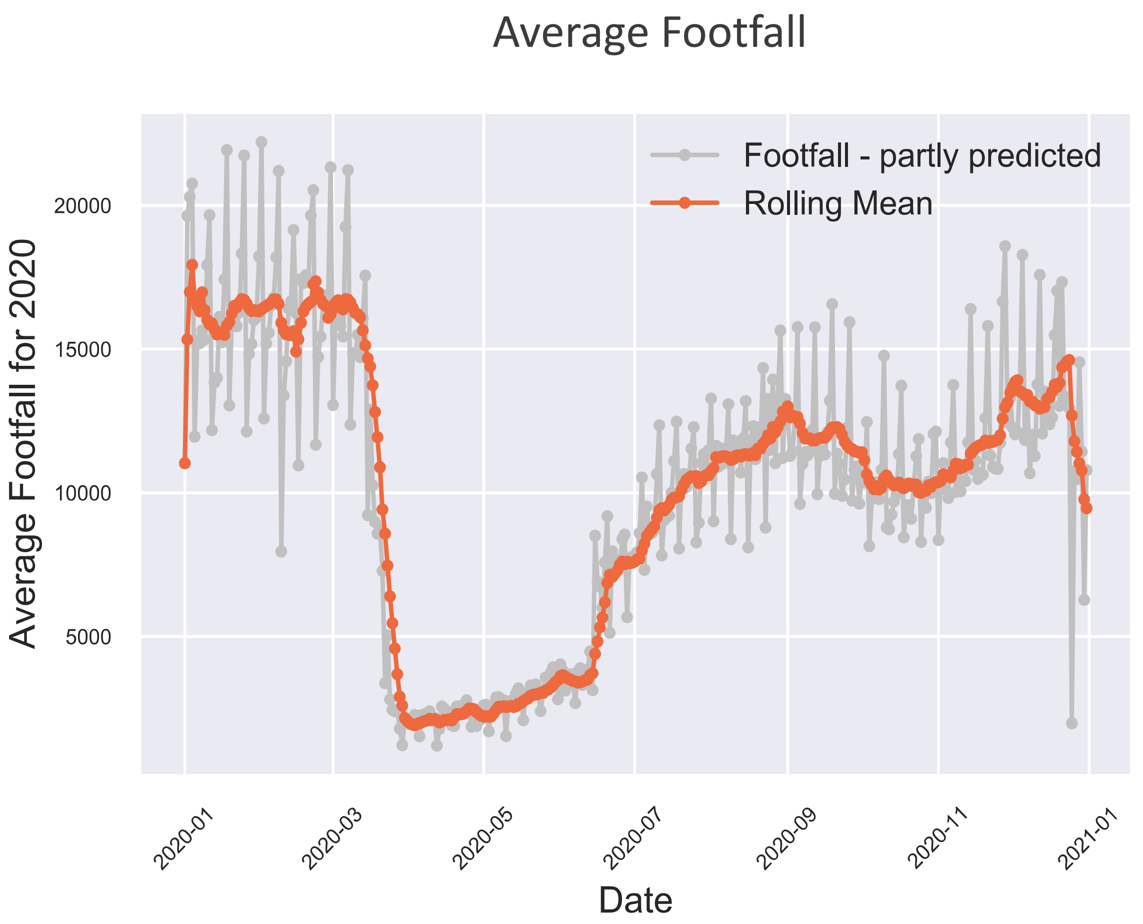




HIGH STREETS TASK FORCE

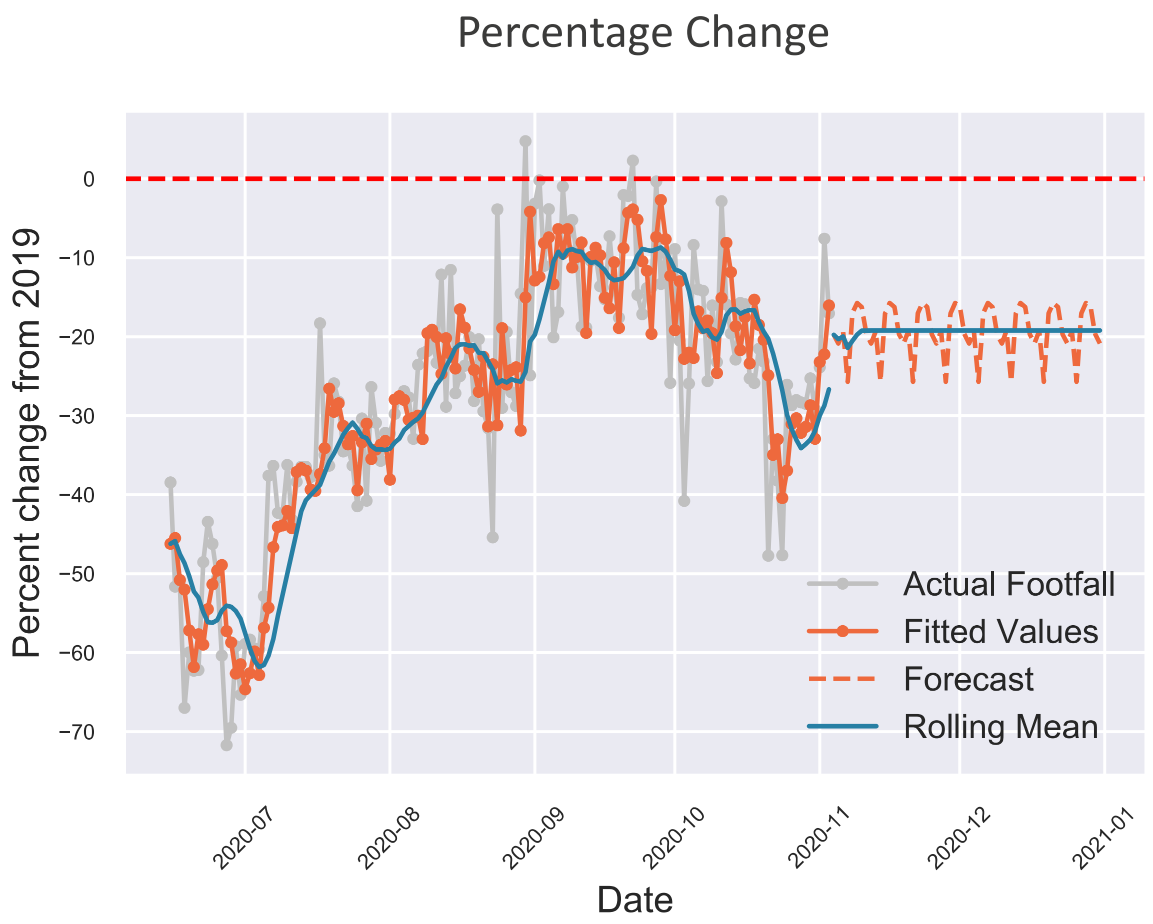
Comparison – Down 41 %

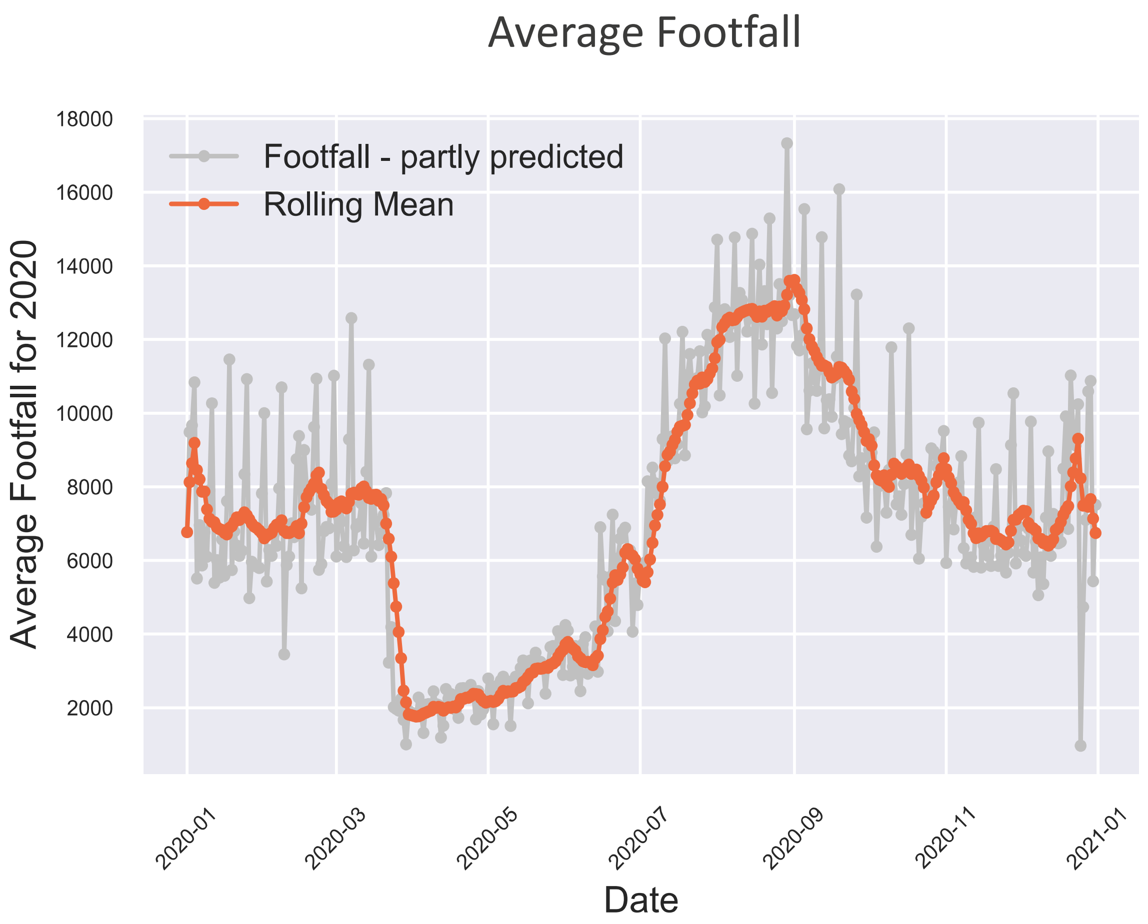




HIGH STREETS TASK FORCE

Holiday – Down 19 %

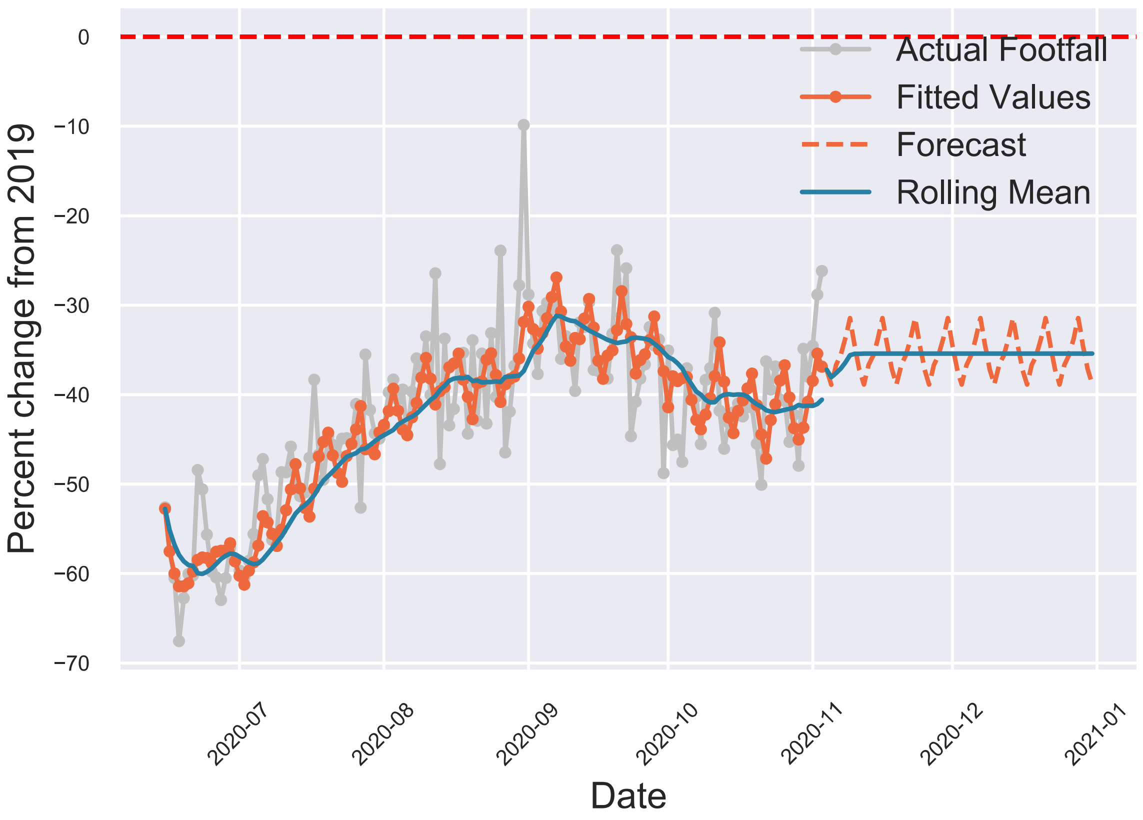




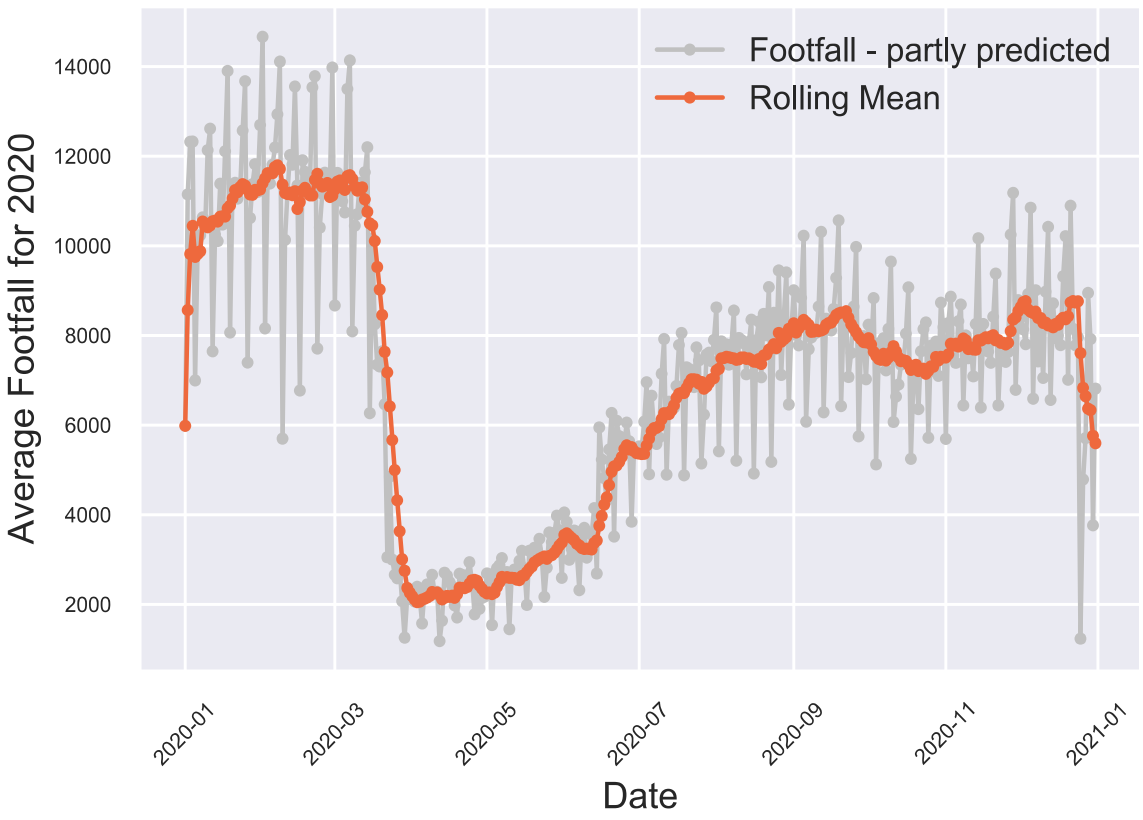
HIGH STREETS TASK FORCE

Multifunctional – Down 35 %

Percentage Change

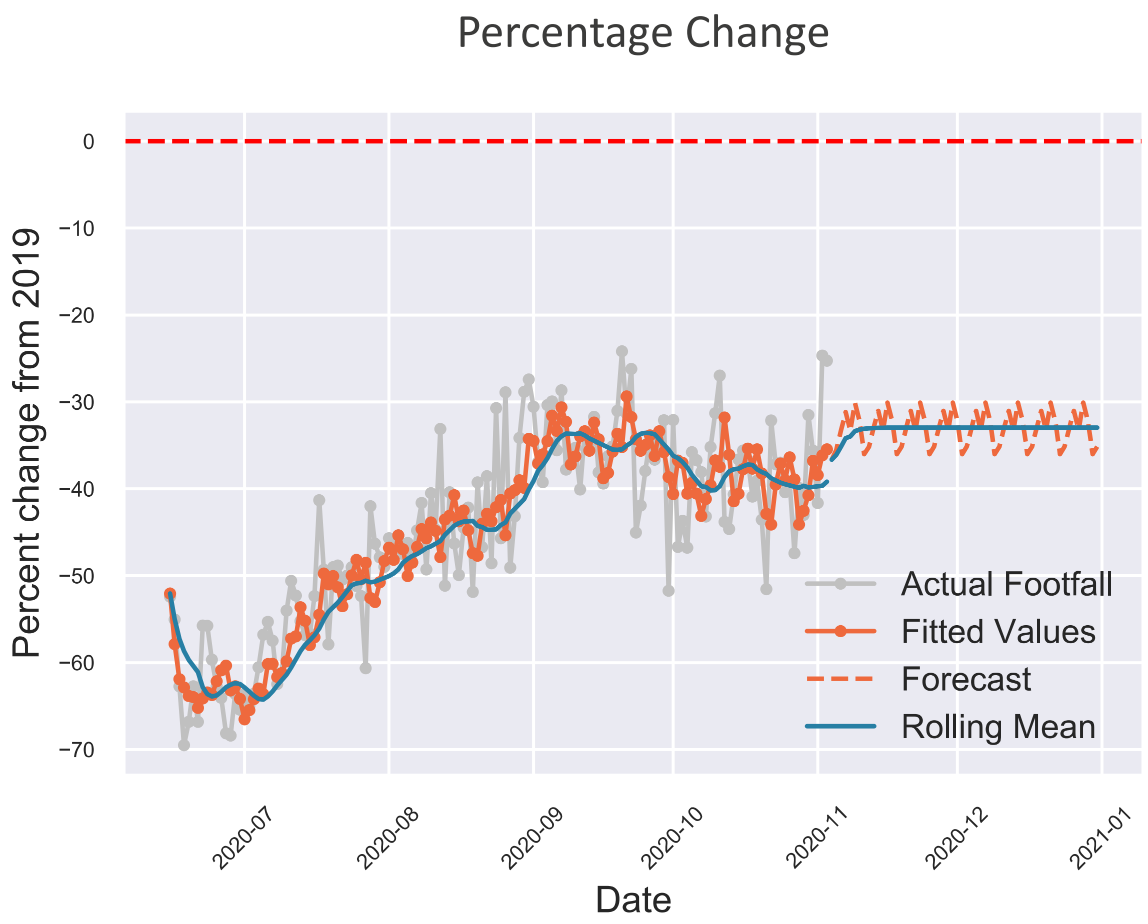


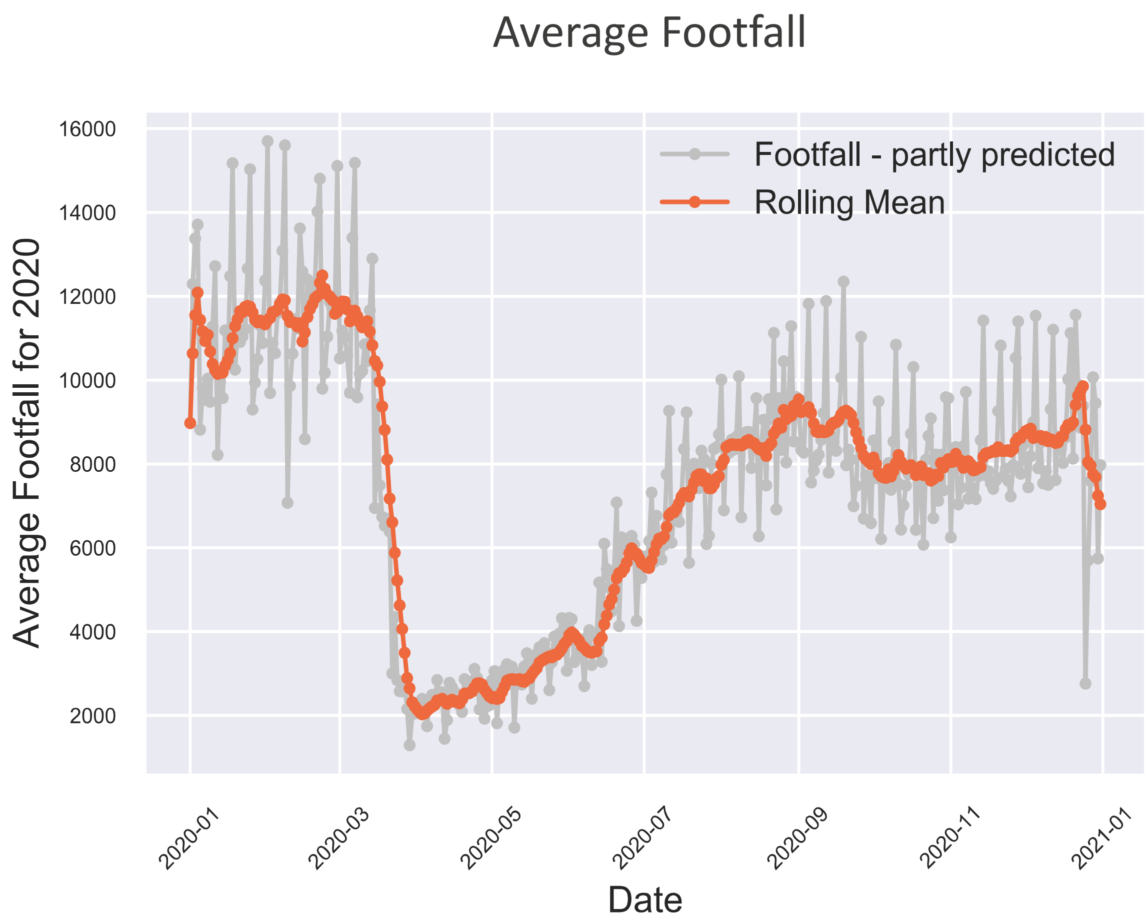
Average Footfall



HIGH STREETS TASK FORCE

Speciality – Down 33 %



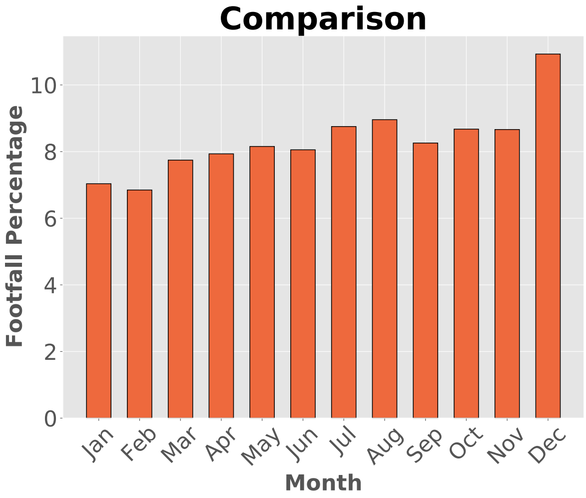


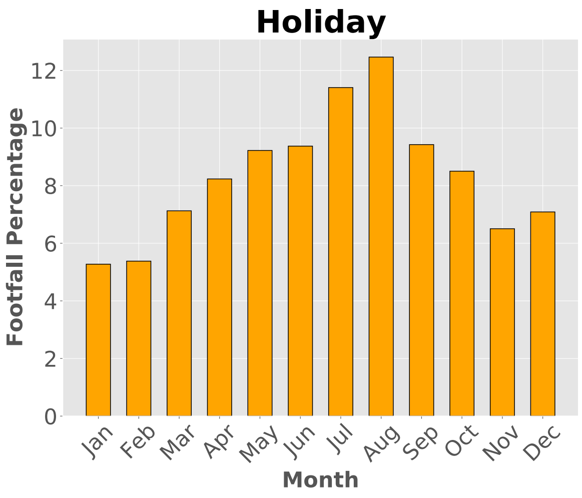
HIGH STREETS TASK FORCE

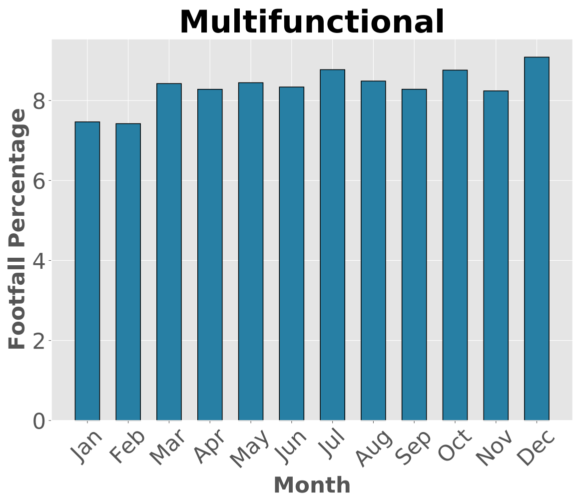
Footfall Patterns – K-Means Clustering

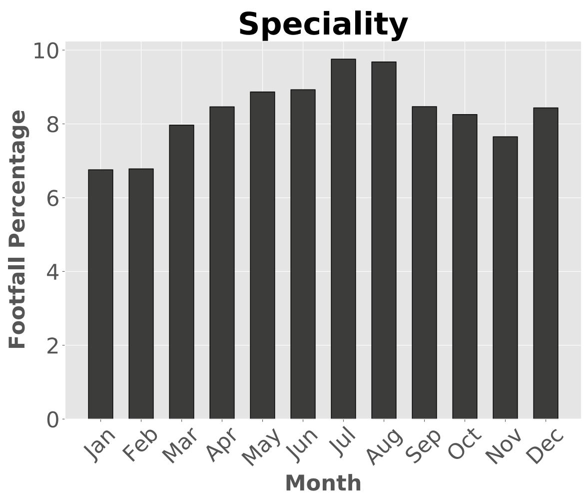
- All discovered by K-Means Clustering
- Except for annual patterns following COVID
- Annual patterns are obtained by grouping towns and cities into their town types (Comparison, Holiday, Multifunctional and Speciality)
- Then obtaining average annual patterns for each type, using forecast data for 4th November – 31st December.

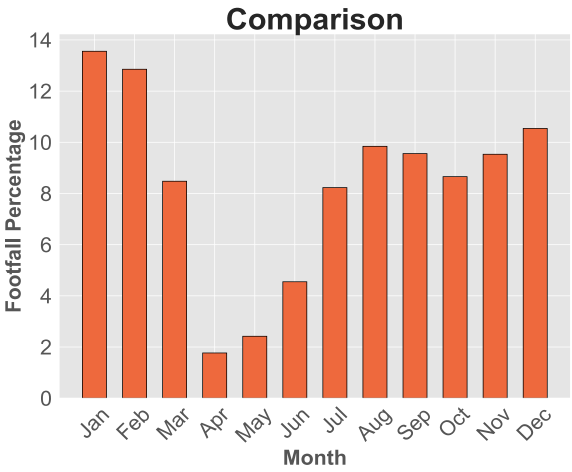
Annual Patterns for Town Types: before COVID (above) and after (below).

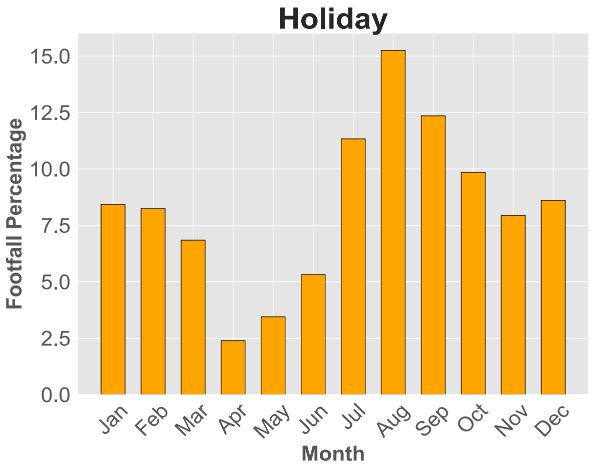


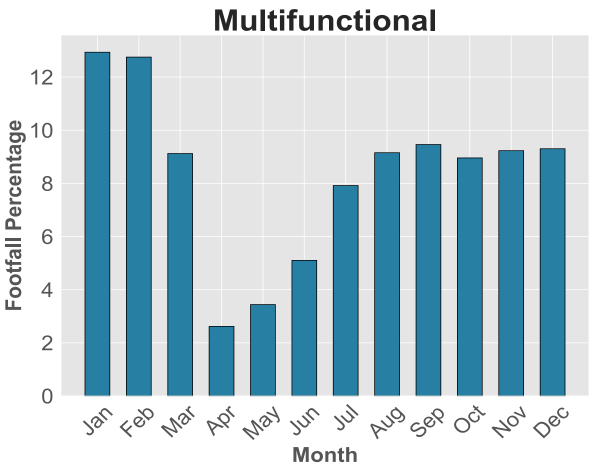


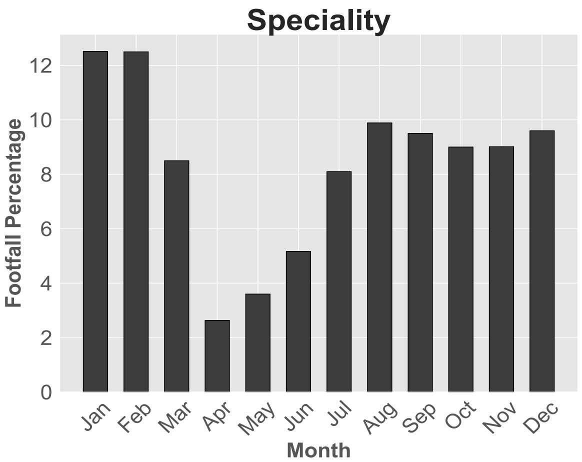




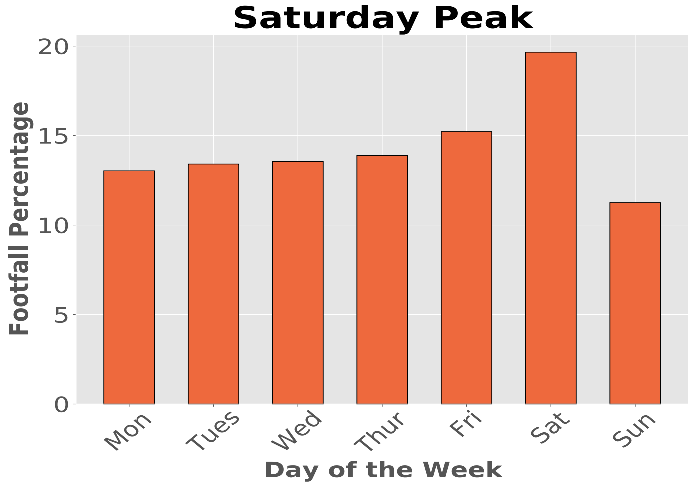


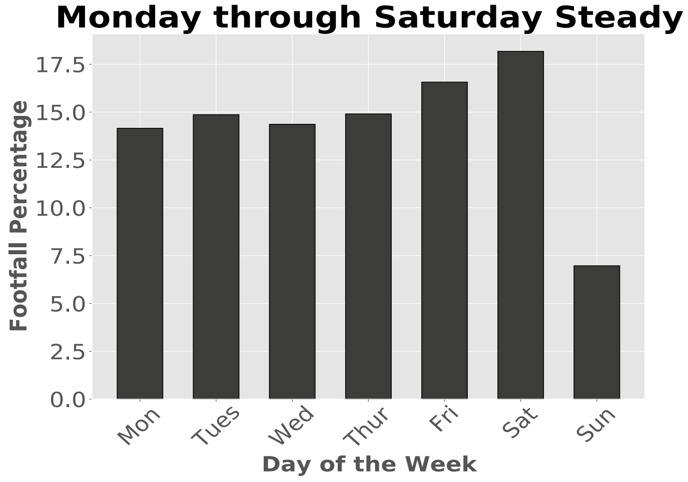


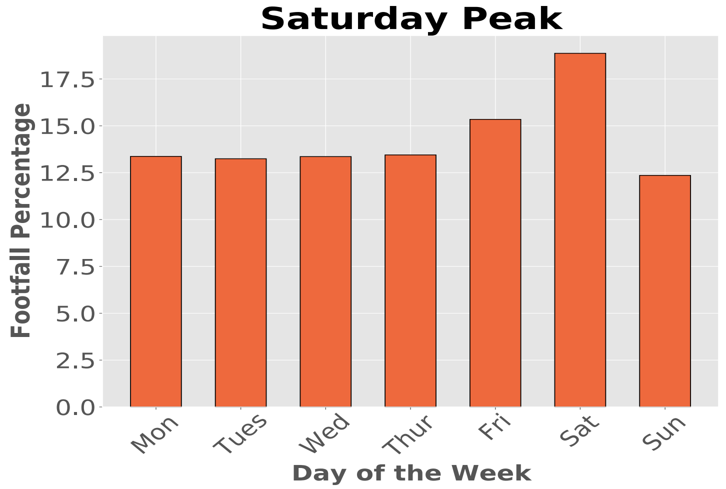


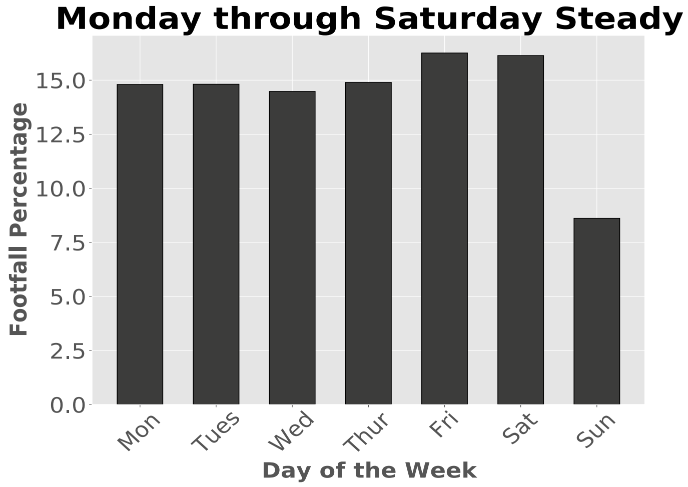


Weekly Patterns for Town Types: before COVID (above) and after (below).



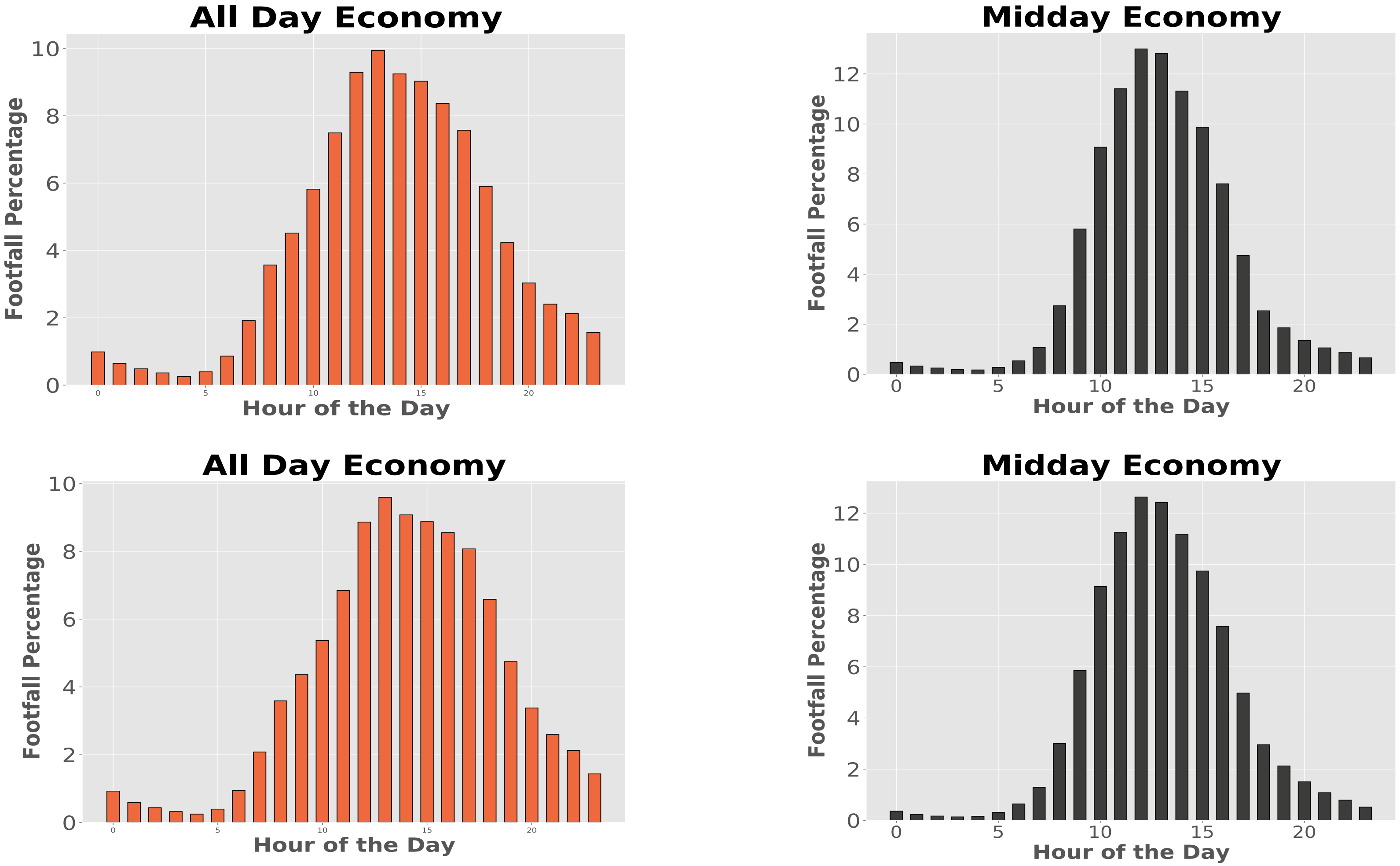






HIGH STREETS TASK FORCE

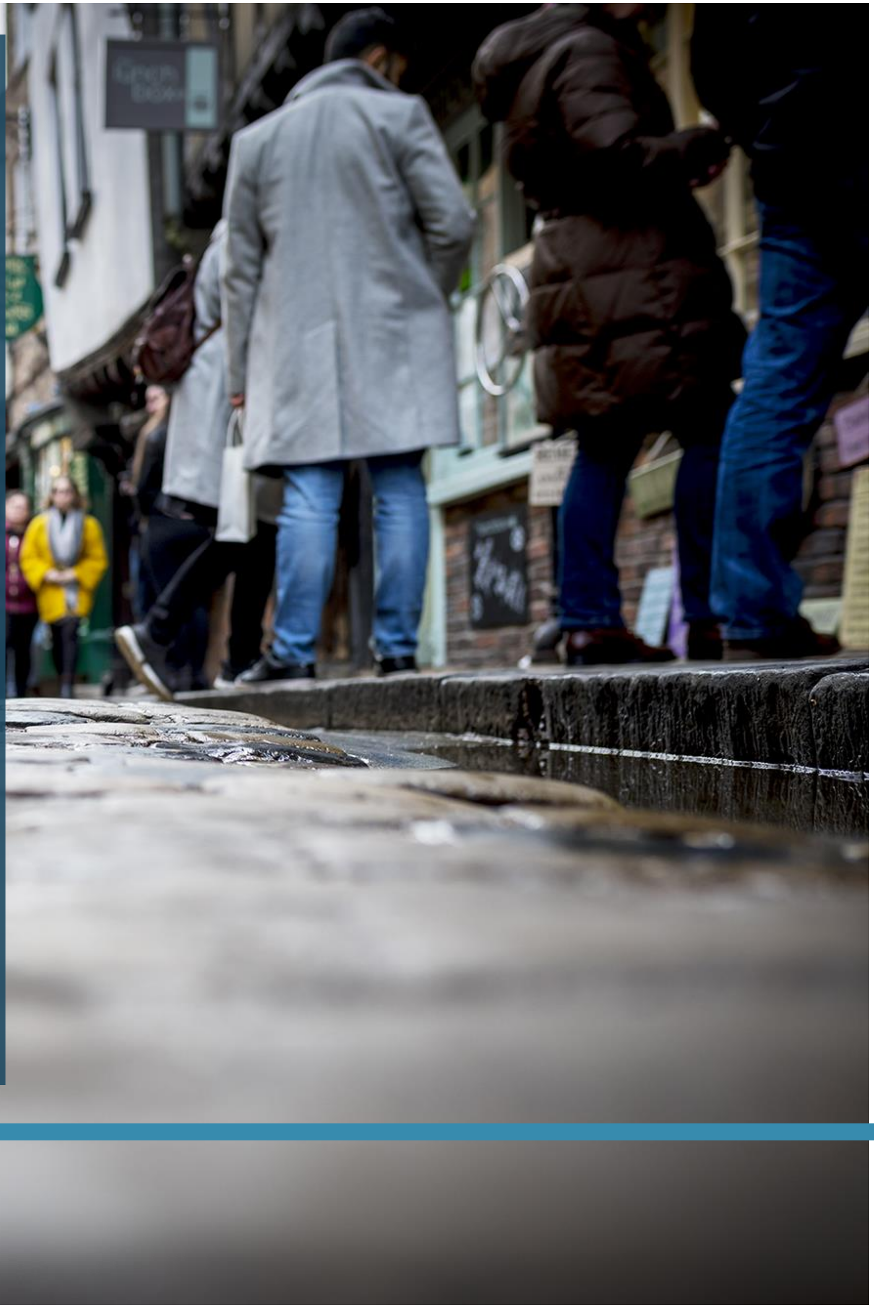
Daily Patterns for Town Types:
before COVID (above) and after (below).



HIGH STREETS TASK FORCE

If you would like to find out more about the High Streets Task Force, please visit

https://www.highstreetstaskforce.org.uk/



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