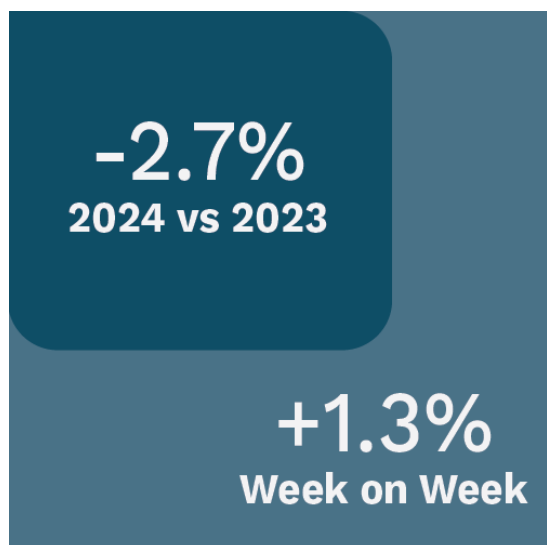
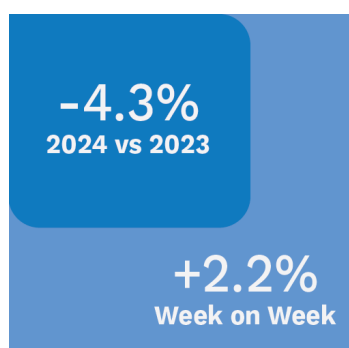


## Unique footfall insights. Benchmark your performance.

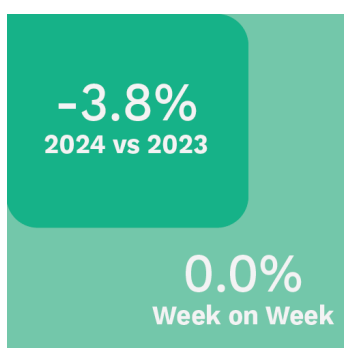


### on location index

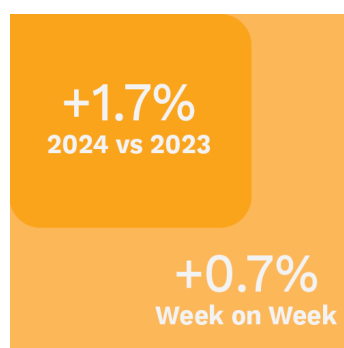
Sunday to Saturday  
14/01/2023 - 20/01/2024



**High Street**



**Shopping Centre**



**Retail Park**

Last week marked a return to some form of normality as footfall rose across all UK retail destinations, from the week before, led by a rise in high street activity. This fully signals the return to office following a delayed start to the year and provides optimism for businesses in regional cities across the UK which have a high office population, and are reliant on commuter trade.

This was supported by a significant rise in MRI Software's Central London "Back to Office" benchmark which reported a rise in footfall almost offsetting the previous week's decline. Further evidence also arose from high streets witnessing week on week rises each day whereas retail parks and shopping centres observed a mid-week dip in activity levels.

A regional divide emerged with a drop in footfall recorded week on week in Scotland and North & Yorkshire likely to have been spurred on by snowy weather conditions covering the Northern part of the UK. However, the South West and Greater London witnessed rises in activity where weather conditions were less severe.

Although footfall remained lower than 2023 across UK's high streets and shopping centres, retail parks witnessed an uplift especially in the regions greater hit by adverse weather conditions. This may well signal a strong year ahead for retail parks which offer a breadth of choice in stores, leisure and hospitality as well as the convenience factor.

Footfall rose across all UK retail destinations by +1.3% last week from the week before with high streets leading the charge with a +2.2% uplift. Retail parks observed a much more marginal rise in activity of +0.7% whereas shopping centres saw no change from the week before. This is indicative of many employees finally returning to offices following the festive break.

MRI Software's Central London "Back to Office" benchmark reinforces this with a rise in footfall of +8.7% compared with a week on week decline of -8.9% witnessed in the week before last. High streets saw daily week on week rises in footfall with peaks on Monday (+8.1%) and Tuesday (+2.3%) whereas retail parks and shopping centres observed a mid-week dip in activity levels averaging -3.9% and -3.4%, respectively.

Snowy weather conditions across Northern parts of the UK last week are likely to have contributed to a modest week on week decline in footfall in Scotland (-0.4%) and North & Yorkshire (-2.1%). However, with less severe weather conditions observed in the South, footfall rose in Greater London and the South West by +4.6% and +1.7%, respectively.

Year on year, footfall declined by -4.3% in high streets and -3.8% in shopping centres however retail parks witnessed a rise of +1.7% compared to 2023 levels which includes marginal uplifts in Scotland (+2.1%) and North & Yorkshire (+4%). Adverse weather conditions are likely to have discouraged people from heading out to retail destinations less accessible, which points to a strong year ahead for retail parks given their choice and convenience factor offered to consumers.

Jenni Matthews, Marketing & Insights Director  
**OnLocation for Footfall Analytics**  
MRI Software



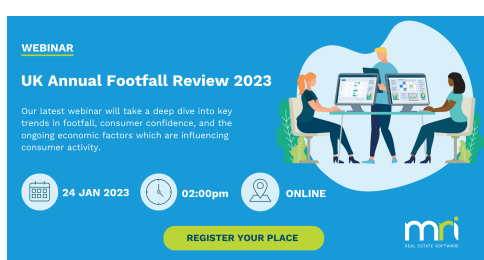
#### East Midlands

	2023	WOW
OnLocation Footfall Index	-2.1%	0.1%
High Street Index	-2.9%	-0.9%
Retail Park Index	-0.4%	0.7%
Shopping Centre Index	-2.1%	1.5%

#### West Midlands

	2023	WOW
OnLocation Footfall Index	-3.2%	0.1%
High Street Index	-7.0%	0.4%
Retail Park Index	3.4%	2.2%
Shopping Centre Index	-1.7%	-2.7%

### Further Reading



#### Upcoming Webinar: UK Annual Footfall Review 2023

In our upcoming webinar we will take a deep dive into key trends in footfall, consumer confidence, and the ongoing economic factors which are influencing consumer activity. We will also be joined by some exciting guests who will share how 2023 fared for their destinations and what they hope to achieve from 2024.

[Reserve My Place](#)



#### Insights Report: UK Consumer Pulse November 2023

MRI Software's latest report takes a deep dive into changing consumer behaviour in an ever-changing retail landscape.

Download the full report to understand how shopping patterns and behaviours have changed in recent months.

[Download Free Report](#)

[About](#)

Team, clients, jobs

[Privacy Policy](#)

[Sign Up](#)



[Contact](#)

Get answers



LinkedIn