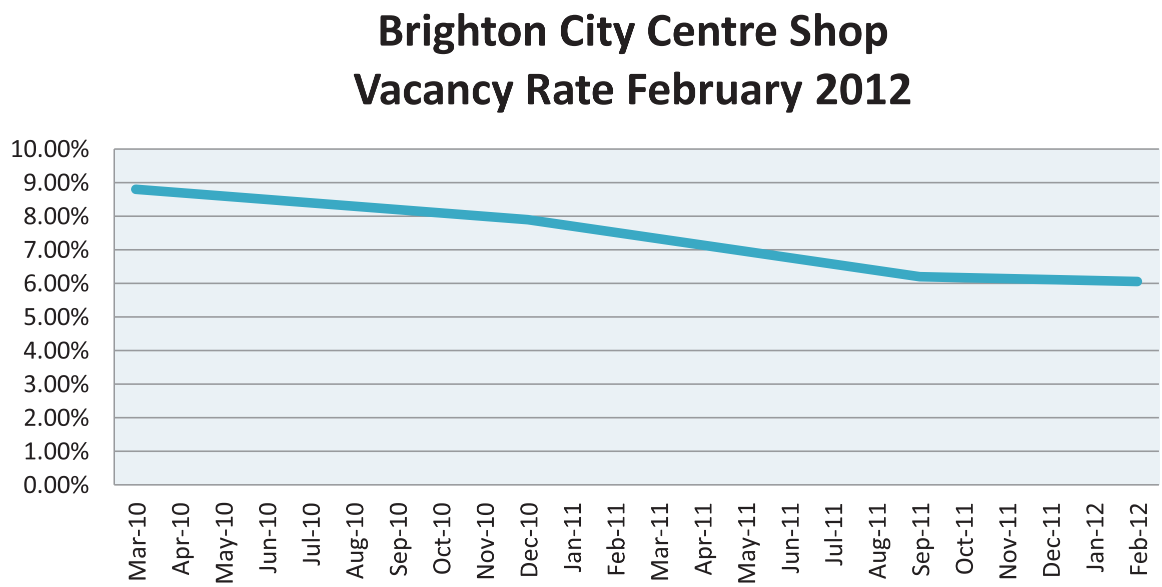
Brighton Business Improvement District Health Check
February 2012

Vacancy Rates

The Local Data Company Dec 2011	
National Vacancy Rate Average	14.3%
South East Vacancy Rate Average	11.1%

With economic forecasts for the UK being slashed on a daily basis (most recently the CBI now expects 0.9% growth in 2012), and Nick Parsons of the National Australia Bank speculating that we are in for another 5 years of fiscal tightening, you'd be forgiven for thinking that the outlook was particularly gloomy for Brighton's retail sector. However, a recent business vacancy rate survey for Brighton City Centre has seen the overall number of shop voids drop from 6.10% to **6.03%** over the last three months.

The Local Data Company has also recently published a report predicting an overall rise in retail vacancies over the next year. And although the **BID area** in the Brighton's city centre has seen a rise in vacancy rates over the last quarter from 6.40% to **7.34%**, it is still comfortably below the national average of 14.3%.

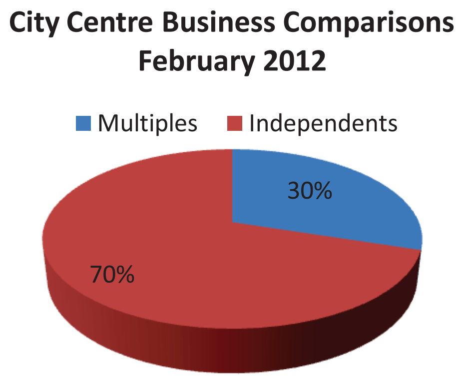


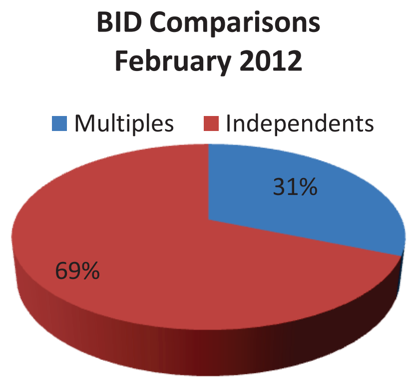
March 2010	December 2010	September 2011	February 2012
8.80%	7.90%	6.19%	3.06%

Preston Street is still the worst performing street in the City and stands at 17.4% vacant (that's 11 units out of a total of 63 available spaces). The road which has taken the biggest hit since the last survey is North Street which has seen five additional units become empty during the last quarter.

City Centre Comparisons

The last quarter saw the independent retail sector in the city as a whole shrink by 3% to 70% of the available units, while the multiples edged up slightly to 30% of the overall offer. Conversely, the BID area saw a marginal growth in the independent sector of 1%, up from 68% in September last year.





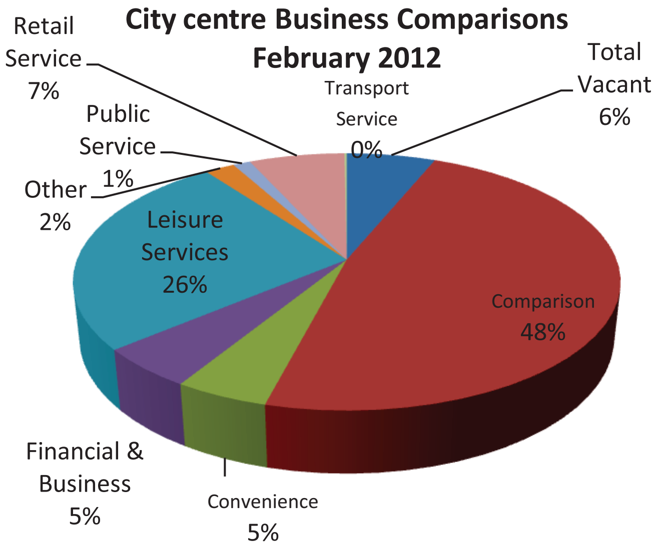
Independent	An independent retailer is defined as a single trading company with less than 9 separate outlets
Multiple	A multiple retailer is defined as being part of a network of nine or more outlets

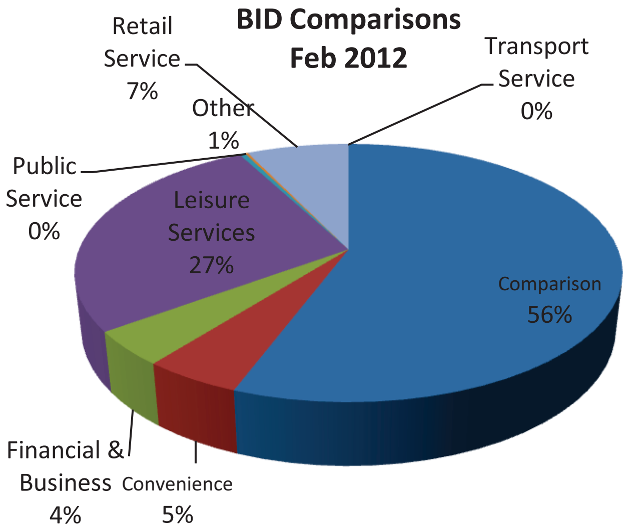
The breakdown

48% of the city centre as a whole is given over to 'comparison goods' outlets, that is to say items that are essentially dry goods that consumers would 'compare' prices before buying. The BID area is made of a significantly larger proportion (56%) of retailers selling comparison goods.

Both the City Centre as a whole and the BID area show a leisure services sector of 26% and 27% respectively, and this accounts for the second largest sector in the city's offer to the consumer.

The Retail Service sector comes in third place at 7% of the offer in both the city centre as a whole and the BID area. These businesses offer a service to the consumer such as dry cleaners, beauticians and hair dressers (amongst others).



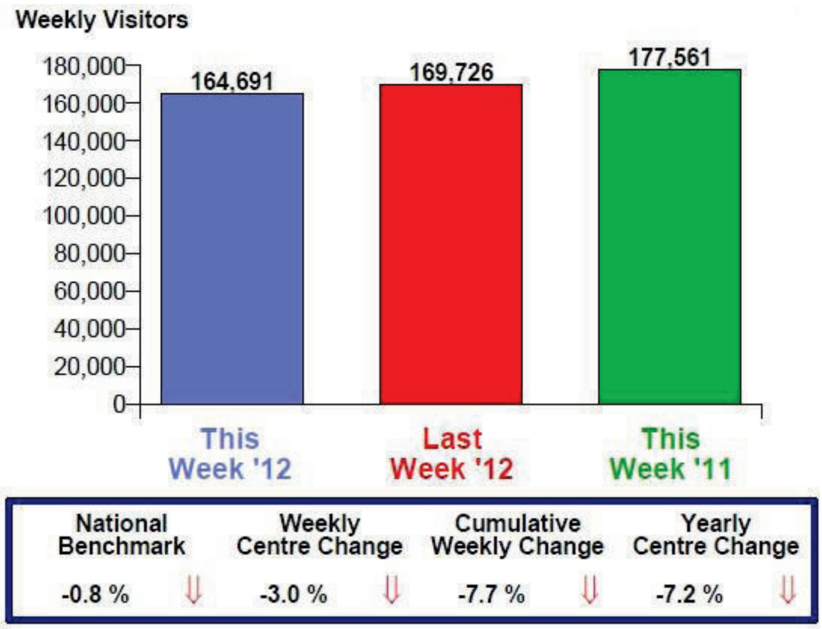


Footfall

Locally, the Brighton data from Experian Footfall (w/c 30th January 2012) shows a drop of 3.0% from the previous week, marking a reduction in real terms of 5035 people in the prime pitch.

Brighton however is still down on this time last year by 7.2% and the cumulative weekly total (the total of this year thus far, compared to 2011) is also down by 7.7%.

The data also shows the weekly peak for visitors to the city centre being between 1pm and 4pm on Saturday, averaging at over 4,000 people per hour.



Retail Sales

British Retail Consortium – Retail Sales Monitor

LATEST BRC RETAIL DATA

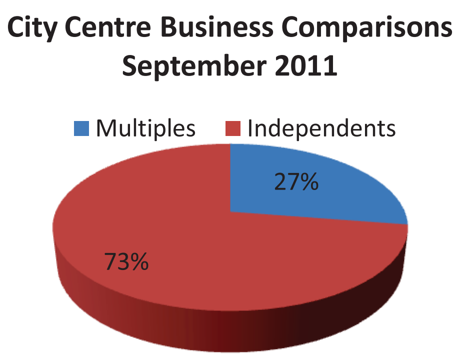
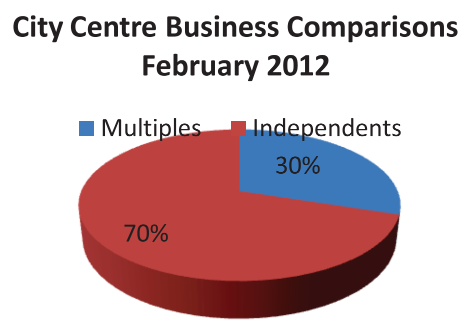
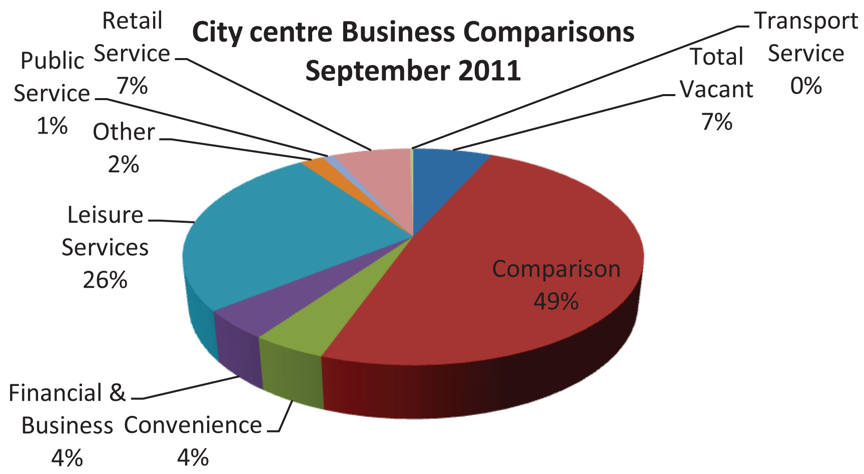
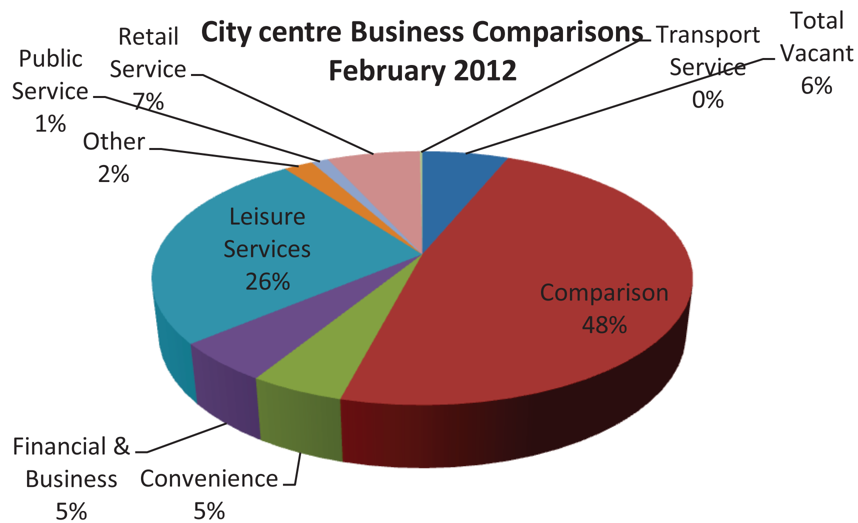
The following data is the property of www.brc.org.uk for more information, please visit the website directly.

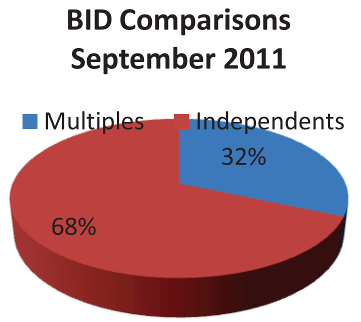
Retail Sales Monitor (UK) January 2012		**Retail Sales Monitor (Scotland) December 2011**	
Total:	2.1%	Total:	1.6%
Like-for-Like:	-0.3%	Like-for-Like:	0.4%
Shop Price Index January 2012		**Retail Employment Monitor Q4 (Oct-Dec) 2011**	
Overall:	1.4%	Full Time Equivalent:	0.5%
Food:	3.7%	Number of Stores:	1.0%
Non-Food:	0.0%		
Online Retail Monitor Q4 (Oct-Dec) 2011		**Footfall and Vacancies Monitor Q3 (Aug-Oct) 2011**	
Total Retail Search Volumes:	24.0%	Town Centre Vacancy Rate (Aug):	11.1%
Mobile Retail Search Volumes:	169.0%	Total Retail Footfall (Aug-Oct):	

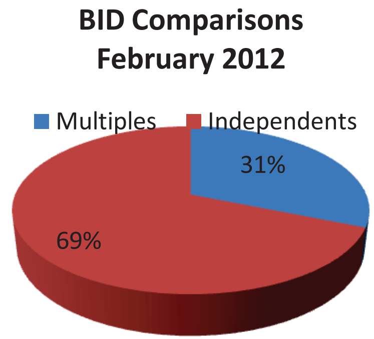
Appendix 1: Retail Categories

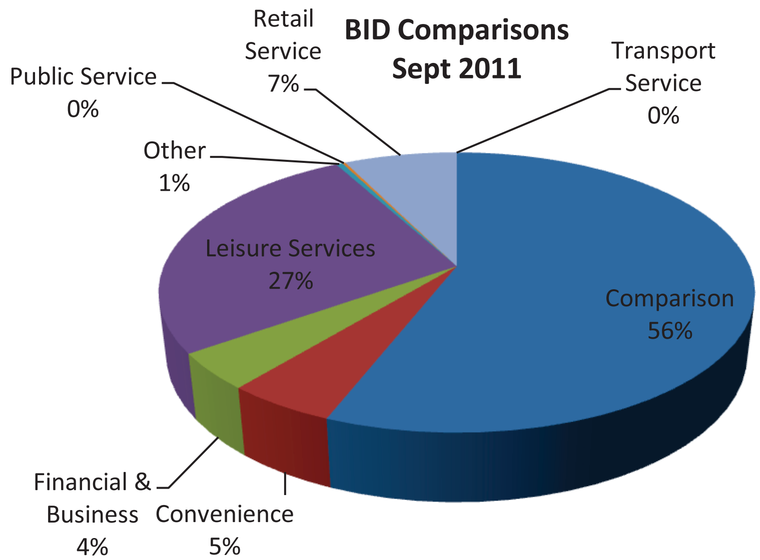
Category	Business Type
Comparison	Clothes, Appliances, Dry Goods etc
Convenience	Food, Newsagents, Supermarkets etc
Financial & Business Services	Banks, Estate Agents, Solicitors etc
Leisure Services	Public Houses, Restaurants, Coffee Shops, Bookmakers, Cinemas etc
Other	Offices, Residential etc
Public Service	Doctors, Dentists, Advice Centres, Job Centres etc
Retail Service	Dry Cleaners, Hairdressers, Beauticians, Travel Agents etc
Transport Service	Taxi Services, Car Parking, Garages etc

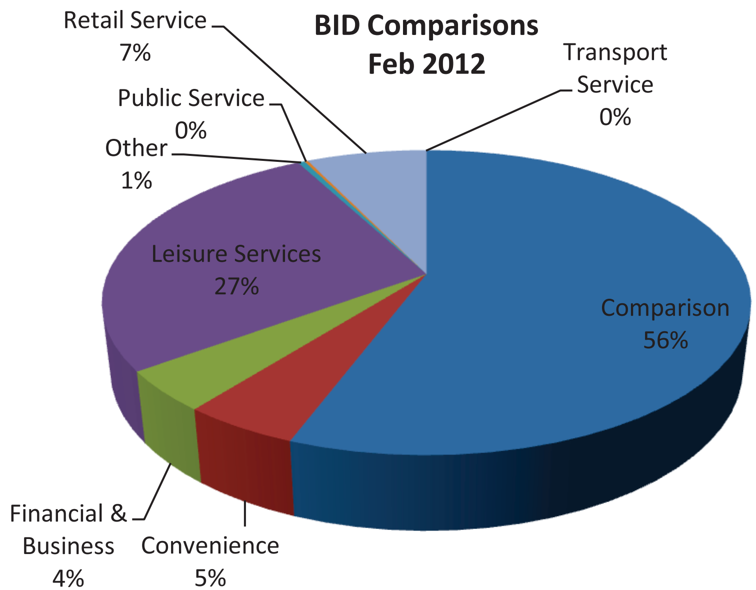
Appendix 2: Quarterly Comparisons

September 2011 Graphs and Charts	February 2012 Graphs and charts
	
	


BID Comparisons
September 2011
Multiples
Independents
32%
68%


BID Comparisons
February 2012
Multiples
Independents
31%
69%


BID Comparisons
Sept 2011
Public Service 0%
Retail Service 7%
Transport Service 0%
Other 1%
Leisure Services 27%
Comparison 56%
Financial & Business 4%
Convenience 5%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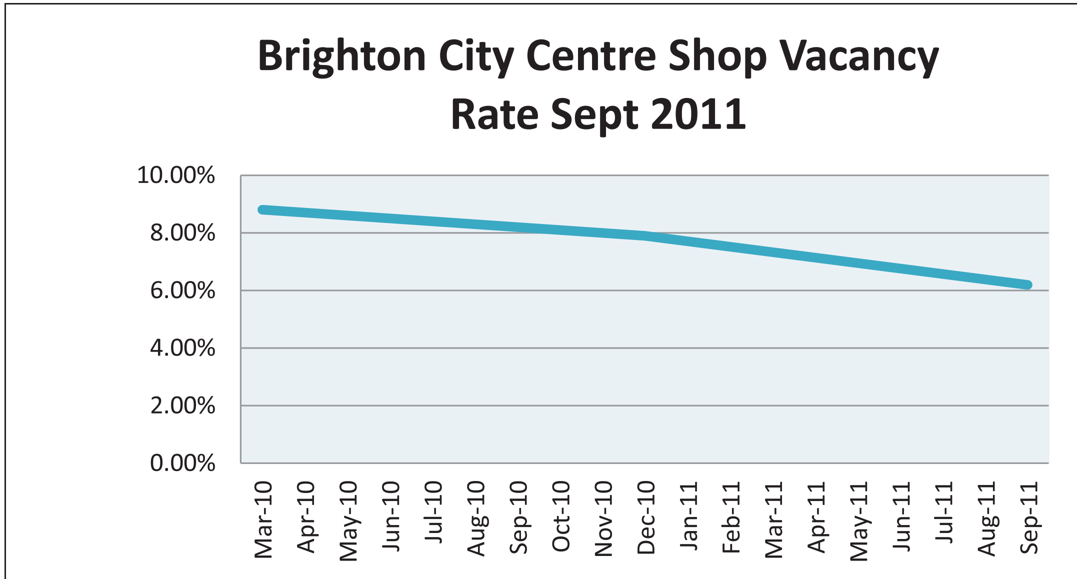
Brighton City Centre Shop Vacancy Rate Sept 2011
10.00%
8.00%
6.00%
4.00%
2.00%
0.00%
Mar-10
Apr-10
May-10
Jun-10
Jul-10
Aug-10
Sep-10
Oct-10
Nov-10
Dec-10
Jan-11
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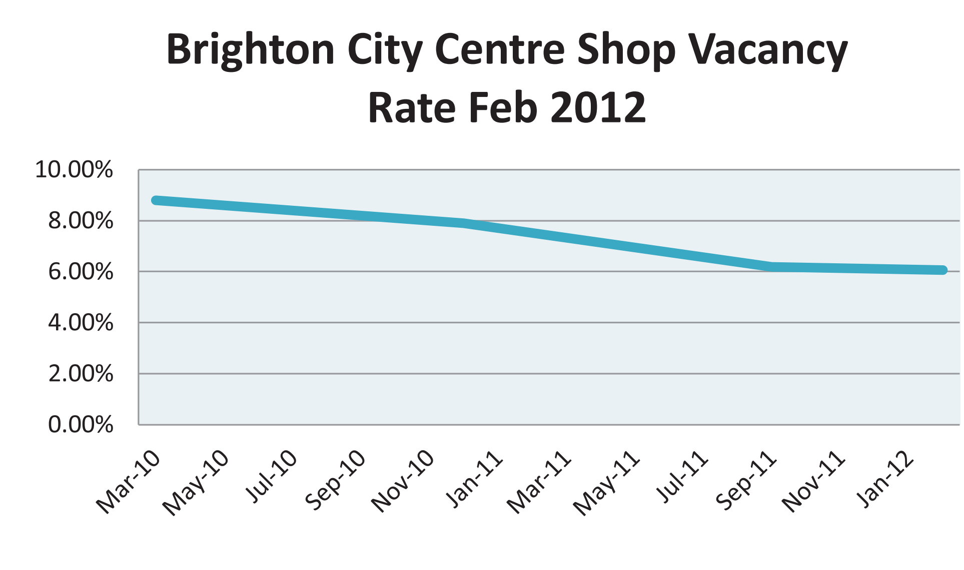
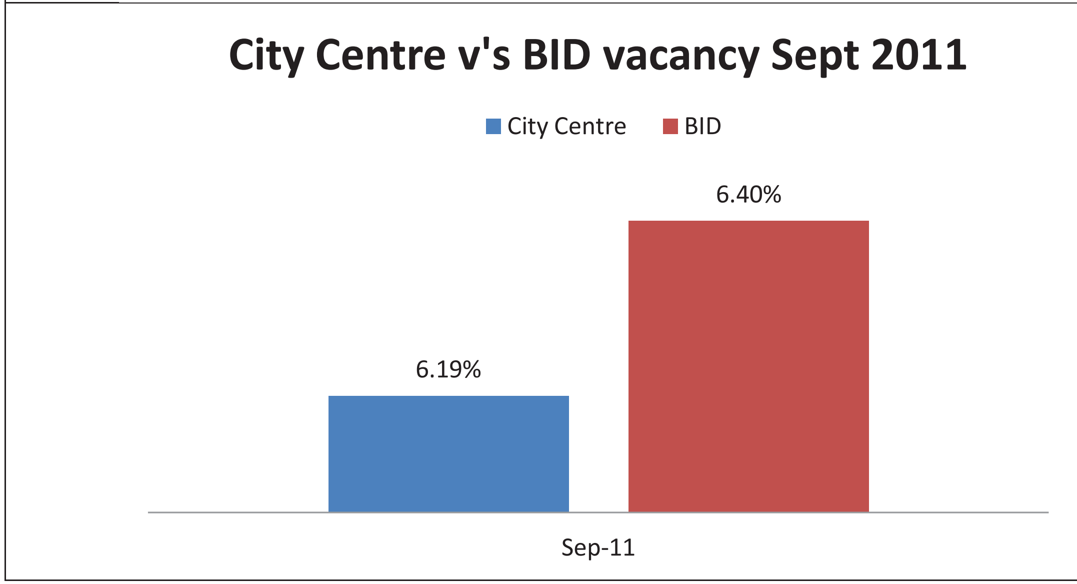
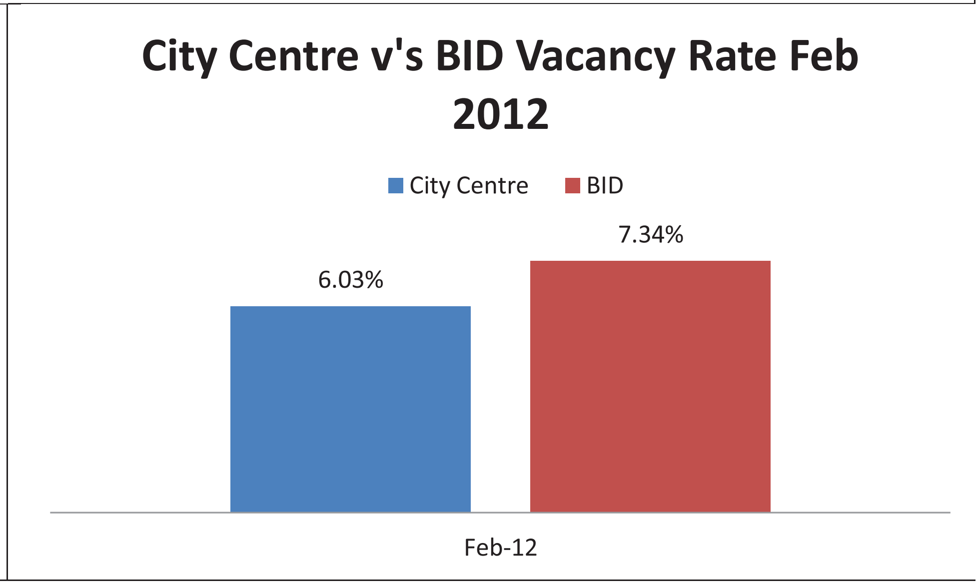
Jul-11
Aug-11
Sep-11


Brighton City Centre Shop Vacancy Rate Feb 2012
10.00%
8.00%
6.00%
4.00%
2.00%
0.00%
Mar-10
May-10
Jul-10
Sep-10
Nov-10
Jan-11
Mar-11
May-11
Jul-11
Sep-11
Nov-11
Jan-12


City Centre v's BID vacancy Sept 2011
City Centre
BID
6.19%
6.40%
Sep-11


City Centre v's BID Vacancy Rate Feb 2012
City Centre
BID
6.03%
7.34%
Feb-12