

Vacancy Rate Q4 2021 (Oct -Dec)

# St Helier High Street

Created in partnership between the  
Parish of St Helier and Jersey Business

## Summary of data

**This report is created in partnership by Jersey Business and the Parish of St Helier to show an accurate picture of the vacancy rates in St Helier in comparison to the UK.**

The last quarter of 2021 saw the first decrease in the UK's vacancy rate since 2018. Lucy Stainton, Director of the Local Data Company who compiles the UK data for the British Retail Consortium said "This the first real indication that the most significant structural impacts of the pandemic are potentially at their peak for certain regions, and operators, landlords and local government alike can start to rebuild after a particularly turbulent period"

Here in Jersey, closures in St Helier during Q4 2021 however saw a slight increase against Q3 2021. The number of new businesses opening in central St Helier during Q4 2021 was nearly half the number of new openings against the same period last year. These numbers demonstrate entrepreneurs in Jersey are being more cautious as covid continues to create an uncertain trading environment.

The centre of St Helier is still attracting significant investment both privately and from government owned housing development. This year the centre of St Helier will benefit from the opening of three large redevelopments, bringing life back to previously run-down buildings on King Street, Halket Street and Bath Street. The footfall these new Hospitality, Retail and Leisure businesses bring may encourage other businesses to open and see Jersey's vacancy rates start decreasing back towards the 2020 levels.

### St Helier vacancy rate

This is an increase from 8.22 % in Q3 2021

**8.6%**

Highstreet % Q4 2021

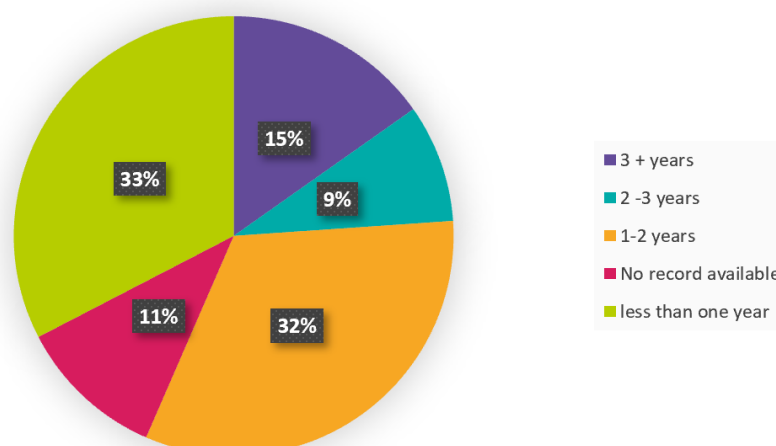
### BRC UK high street vacancy rate

This is a decrease from 14.5 % in Q3 2021

**14.4%**

UK Highstreet % Q4 2021

### LENGTH OF VACANCY AS %



Persistent vacancy rates look at the total number of vacant units as a percentage of the total units (occupied and vacant).