



# St Helier Footfall Report 2022

Created by Jersey Business

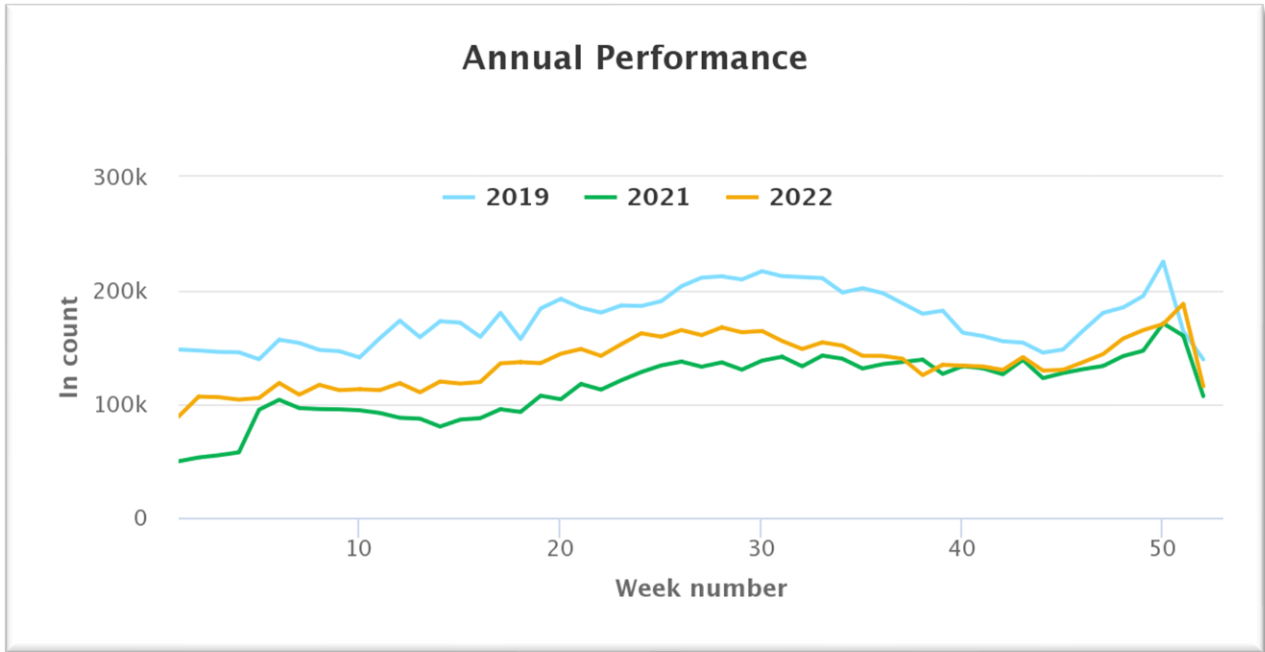
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**This is the first yearly review report created by Jersey Business thanks to collaboration of data sharing by the Parish of St Helier. This data is captured in King Street, St Helier and collated by leading UK technology partner Springboard MRI.**

Jersey Business, Jersey's independent business support agency, has a dedicated Head of Retail to support the growth and development of the retail industry. Part of this work includes a regular review and compilation of retail data and industry feedback to create targeted guidance, support and resources for the retail sector across the island. Footfall has a proven link to changes in sales in an area, can demonstrate return on investment for events and assists in understanding the evolving use of high streets.

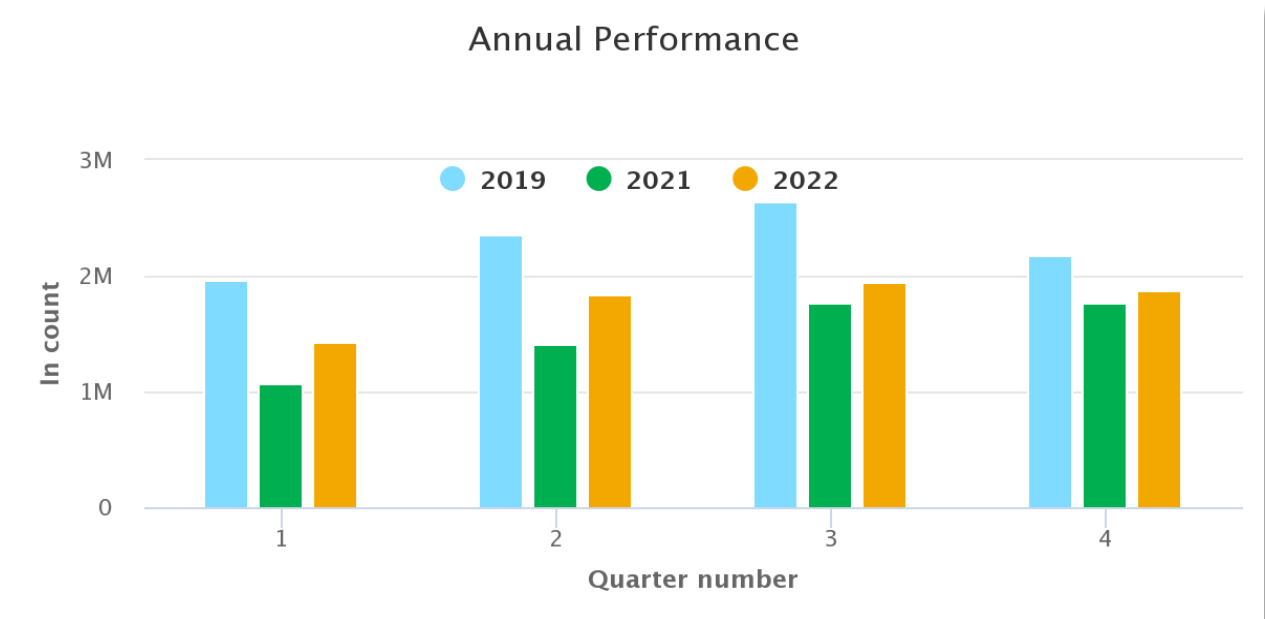
This Jersey Business report looks at footfall for St Helier's King Street for 2022. Where relevant we have outlined a comparison to the pre pandemic year 2019.

King Street Jersey Annual Performance Sunday to Monday 24-hour time frame 2022 versus 2021 and the pre pandemic benchmark year of 2019. (Consistent with the Springboard monthly and weekly reports)



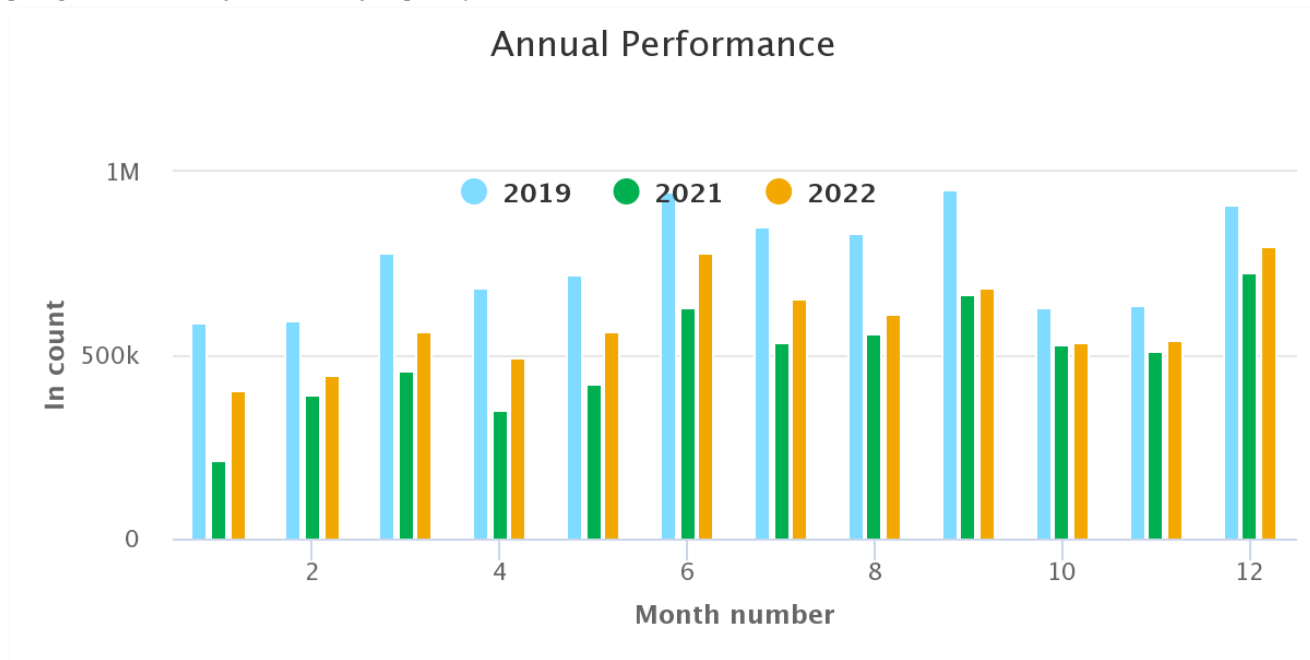
**This graph shows recovery versus the pre-pandemic baseline year of 2019. It should be noted that historically pre-pandemic highstreets across the UK have seen a constant average decrease of 0.3% each year since 2009 as consumers started to adopt online purchasing. Whilst footfall on King street has improved against 2021, the % decrease against 2019 is still -22.3%. This translates as 2,043,512 fewer visits to King Street in 2022, versus 2019. Visit Jersey data shows visitor numbers for 2022 were 297,490 less, that's a 39% decrease on 2019\*.**

King Street Jersey Annual Performance by quarter Sunday to Monday 24-hour time frame (consistent with the Springboard monthly and weekly reports)



\*[Visit Jersey Passenger-Exit-Survey-summary-December-2022](#)

King Street Jersey Annual Performance by month Sunday to Monday 24-hour time frame (consistent with the Springboard monthly and weekly reports)



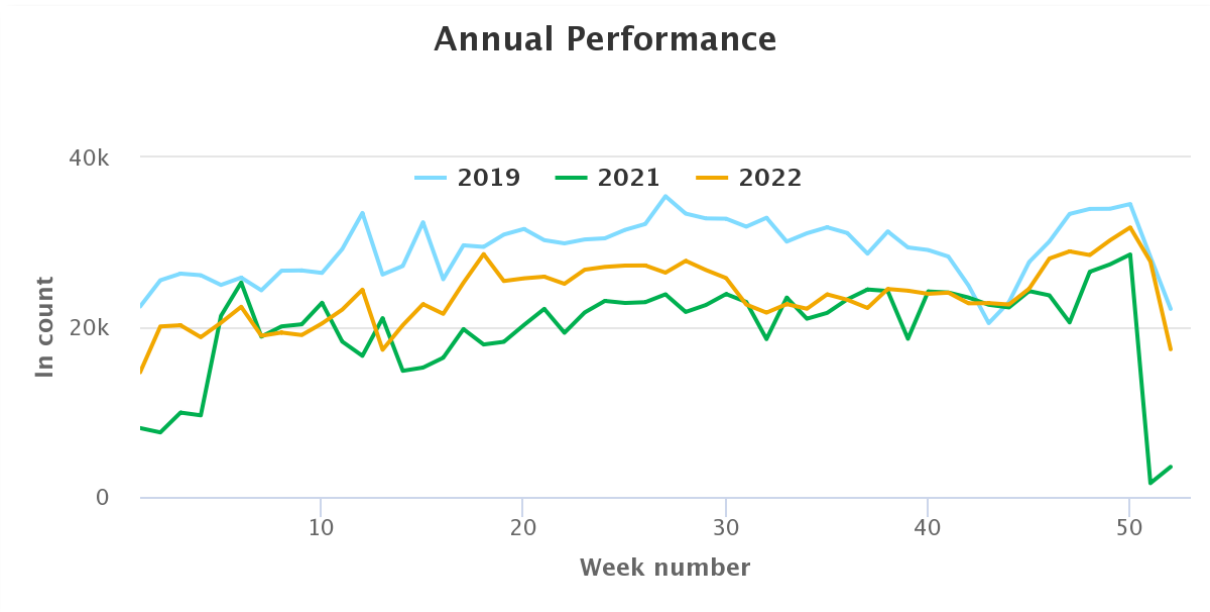
**This graph shows a shift in typically busiest months for footfall pre and post pandemic. Historically September was the busiest month followed by December and June that typically saw similar footfall numbers to each other.**

**Post pandemic December was the busiest month in both 2021 and 2022, there are a number of factors creating this shift. Fewer visitor numbers will be a factor as well as islanders not working in town as often and either not purchasing for a summer holiday's or shifting their holiday spending to online purchasing.**

**The UK Office of National Statistics, or ONS give the sales mix for all online purchasing at the end of 2022 as 26.6% . Since 2009 the online December figures have an average increase of 1.3% each year. The online sales mix in Dec 2019 was 21.4%, and by adding on three years of average increase would give just below the December 2022 figure. This demonstrates the online increase has reduced from its Covid peak back to a steady pattern of growth.**

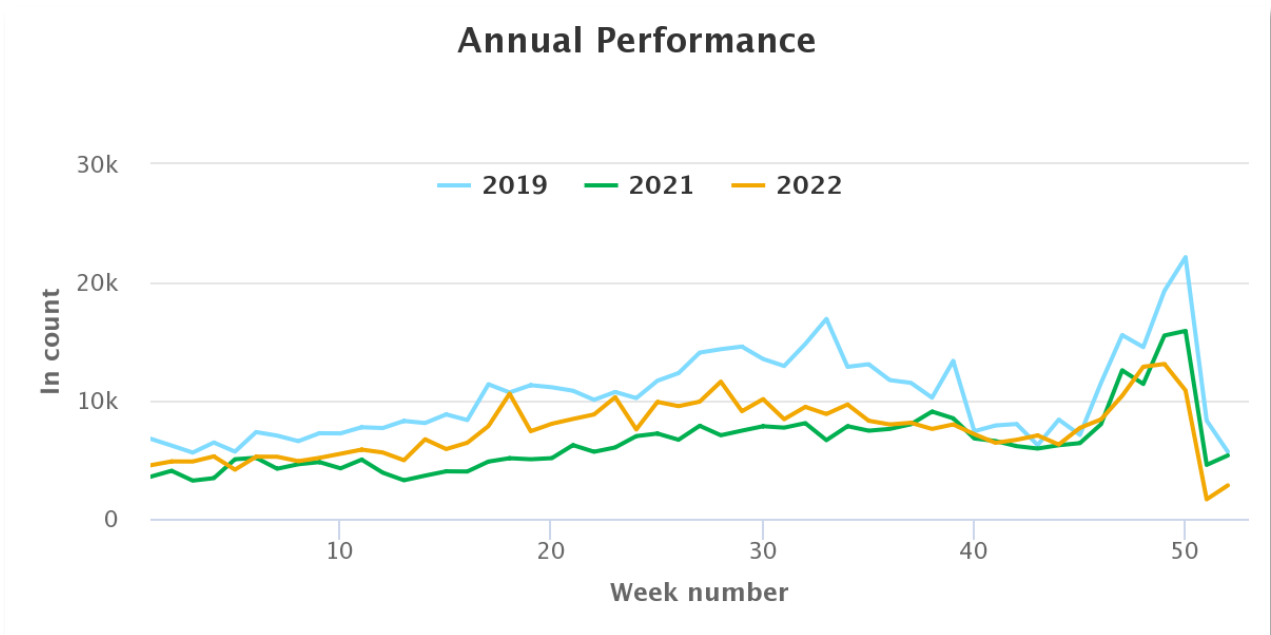
**The strong December sales in 2022 may also be attributed to lack of consumer confidence in shopping online caused by the postal strike and infrequent shipping into Jersey due to poor weather.**

King Street Jersey Annual Performance just Saturdays 24-hour time frame. (consistent with the Springboard monthly and weekly reports)



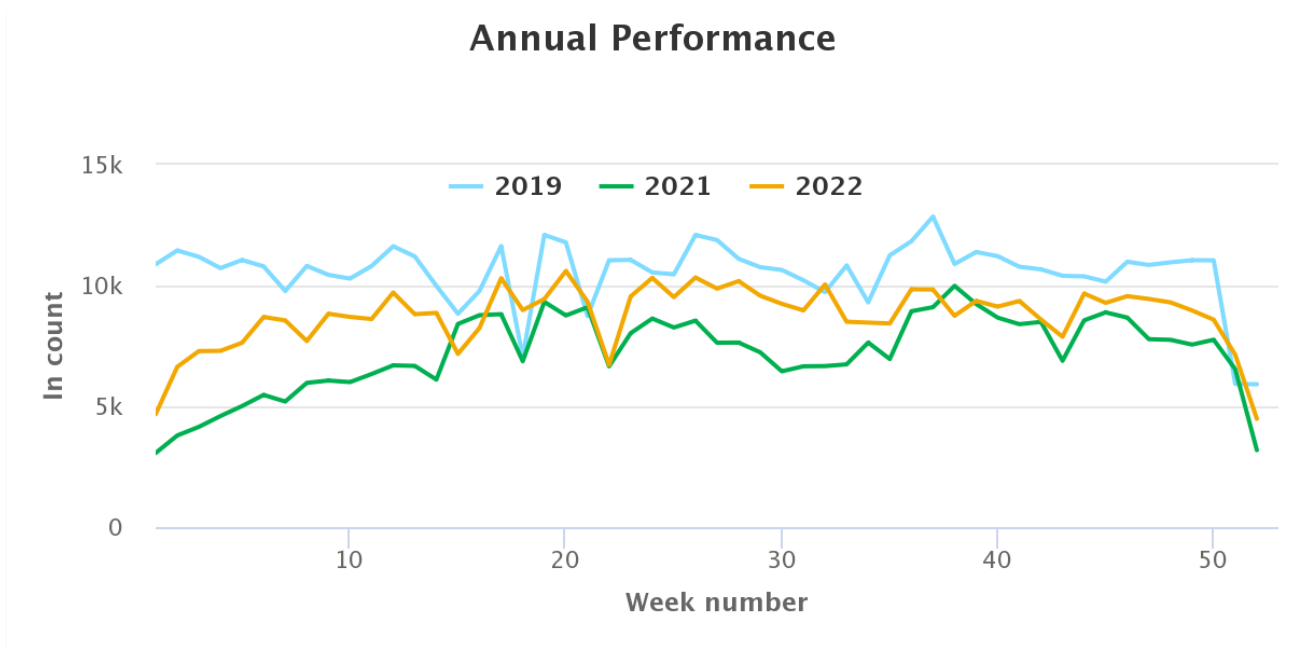
Since the pandemic hybrid working has been adopted by many local businesses. These two reports give a picture of weekend only footfall, first for Saturday then Sunday. This is included in the report to evaluate if changes in footfall are weekday limited (linked to average working pattern shifts) or the weekends are also seeing shifts in footfall numbers.

King Street Jersey Annual Performance just Sundays 24-hour time frame. (consistent with the Springboard monthly and weekly reports)



The Springboard intuitive system also enables data for set time frames to be reviewed. The chart below give an overview of the number of people on King Street during weekdays (Monday to Friday) between 6.00am and 8.59am over a year. With the vast majority of businesses opening after 9.00am this timeframe gives an idea of commuter footfall pre and post pandemic

King Street Jersey Annual Performance for 2022 versus 2021 and 2019 Monday to Friday, for just 6.00am – 8.59am (This report does not align with the Springboard monthly or weekly reports due to the narrow time capture)



This report was written by Lorie Rault, Head of Retail at Jersey Business. It is designed to spark discussion and to support understanding of Jerseys retail industry. Queries about the report from retailers and key stakeholders are welcome and any businesses demonstrating utilization of the data can request more in depth monthly reports.

For a wider look at footfall trends across the UK, including expert analysis on changes to hybrid working and historic patterns of change this [Webinar by Springboard UK is excellent](#)

If you're a retail owner or manager trading in Jersey [sign up here](#) to our dedicated retail community mailer to get bespoke retail data, news and networking opportunities.