

PROVIDING BUSINESS SUPPORT AND INSIGHT

Summary



Spend Data

- December 2022 sales in Kings Road increased by +10% compared to December 2021 but were -3% below December 2019.
- The increase in overall sales compared to 2021 was driven primarily by a +6% increase in overall customer numbers.
- There was a +9% increase in Average Revenue Per Customer compared to December 2019 but an -11% fall in customer numbers.
- Fashion, the largest sector, had a rise in sales of +17% compared to December 2021, driven primarily by a 10% increase in Average Revenue Per Customer (ARPC). Sales compared to December 2019 were flat with an increase in ARPC offset by a fall in customer numbers.
- Food and Drink sales were -3% down compared to December 2021 but +3% up on December 2019, with ARPC dropping by -10% compared to 2021 and rising +11% compared to 2019.
- Compared to December 2021, Health & Beauty sales had a +26% increase and General Retail increased its sales by +13%, both driven primarily by an increase in customer numbers.
- The share of sales by catchment area did not show major differences over the months of December 2019, 2021 and 2022, but there was a slight decline in share of sales to customers from Rest of GB (35% in 2019, 34% in 2021 and 33% in 2022).

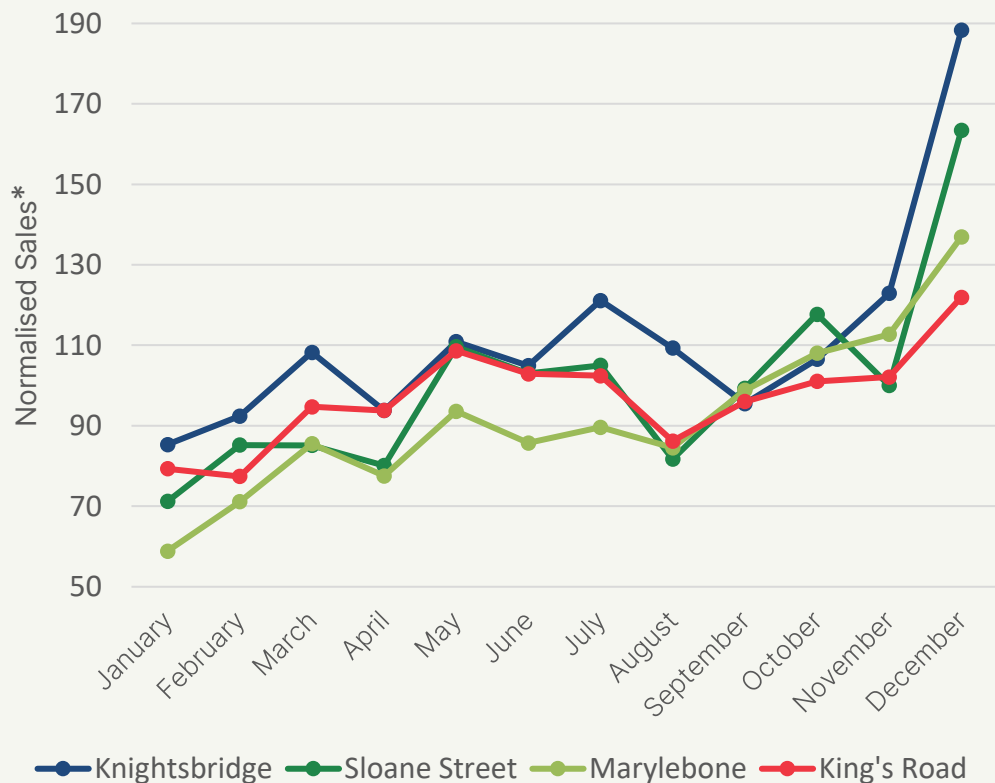
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Spend Data

A partnership with Beauclair Data has been brokered for the benefit of all members. Beauclair specialise in sourcing and analysing big data for the benefit of local communities and neighbourhoods. This will provide members with an in-depth review of the King's Road customer enabling them to make evidence driven decision making when planning for the future. The data comes from a national data set of offline transactions from over 11 million debit and credit cards - each transaction is geo tagged and delivered in real time, tracking merchant location and sector. All data is anonymized and aggregated.

Area Sales

December 2022 sales in Kings Road increased by +10% compared to December 2021 but were -3% below December 2019. Since a peak in May, there was a decline in sales with August falling to 86% of the sales compared to 2019. From September there has been an increase in sales, with an increase on 2021 levels. The King's Road saw a steeper increase in sales in December compared to the slight increases in October and November.



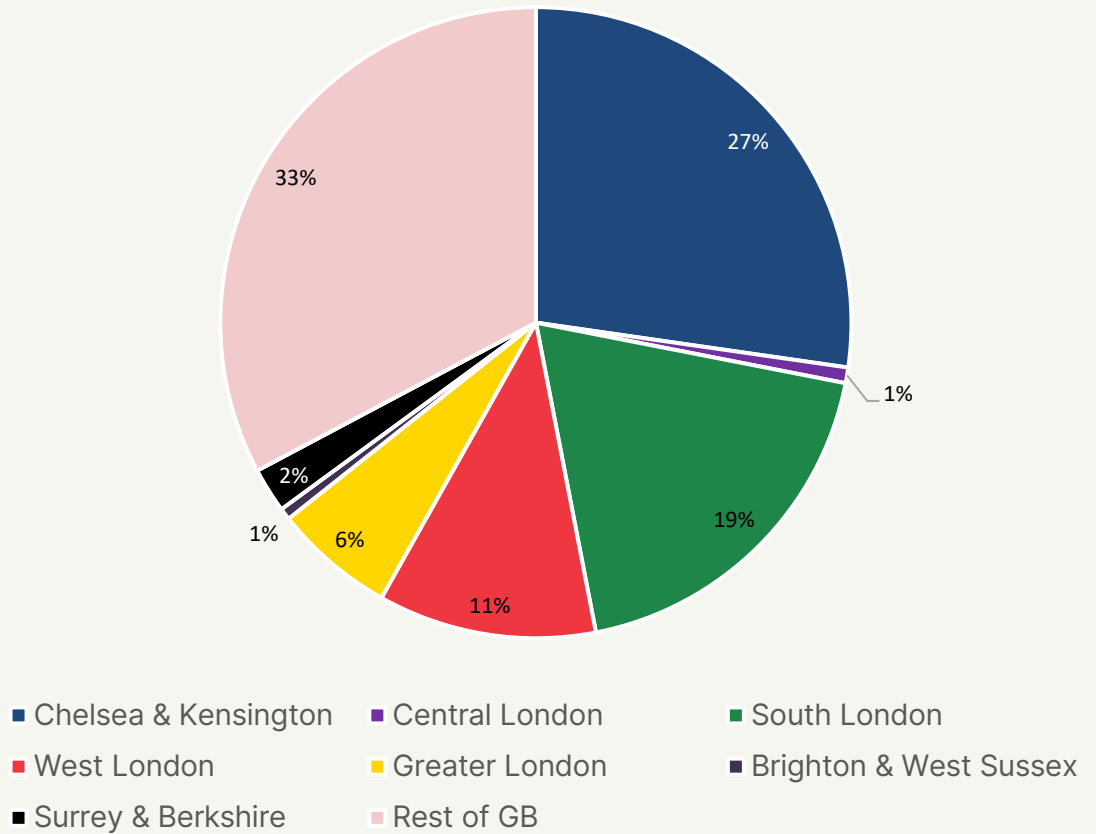
*Values are normalised to average month in 2019

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Origin Sales Contribution

In December, there was an increase in sales from South, West and Greater London, compared to the area average. 32.8% of total sales in the King's Road fall within the rest of GB category, 27% of sales are from customers within the Royal Borough of Chelsea and Kensington with 19% of sales from customers in South London (Battersea, Lambeth Wandsworth, Clapham, Brixton and Streatham). There is growth potential in Central London (WC and EC postcodes), which represents 0.8% of total sales in King's Road.

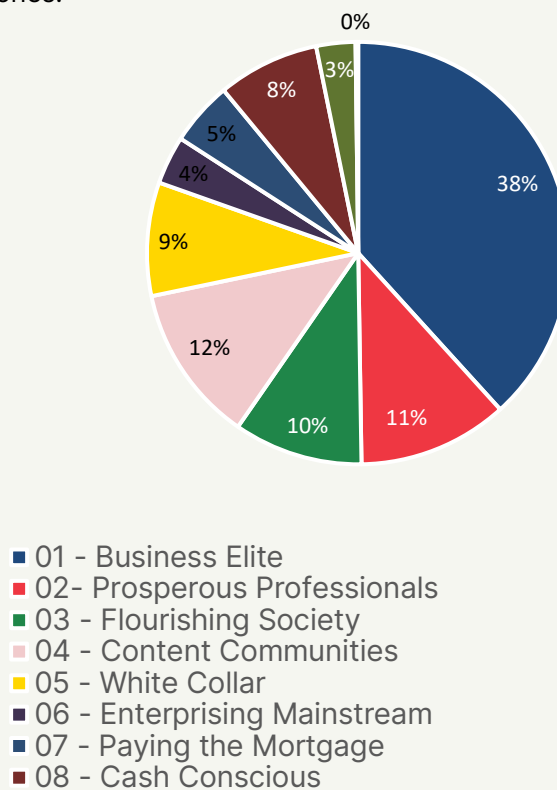


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Demographic Sales Contribution

38.3% of King's Road catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. 12% fall within 04 – Content Communities and 10.5% in 03-Flourishing Society CAMEO types. For December, 02 Prosperity increased from 10.3% to 11.5%, 72% of the King's Road catchment fall within the top 4 customer affluence categories.



Customer Affluence Score

CAMEO UK, produced by TransUnion, classifies over 50 million British consumers at postcode, household and individual level into 10 key marketing segments based primarily on affluence

Customer affluence is calculated by analysing the percentage of spend from each CAMEO-type for a given area, sector or time period

A lower affluence score equates to a more affluent customer base

A customer affluence score of 1 = 100% of sales from the most affluent CAMEO-type: 01 - Business Elite

A customer affluence score of 10 = 100% of sales from the least affluent CAMEO-type: 10 - Family Value

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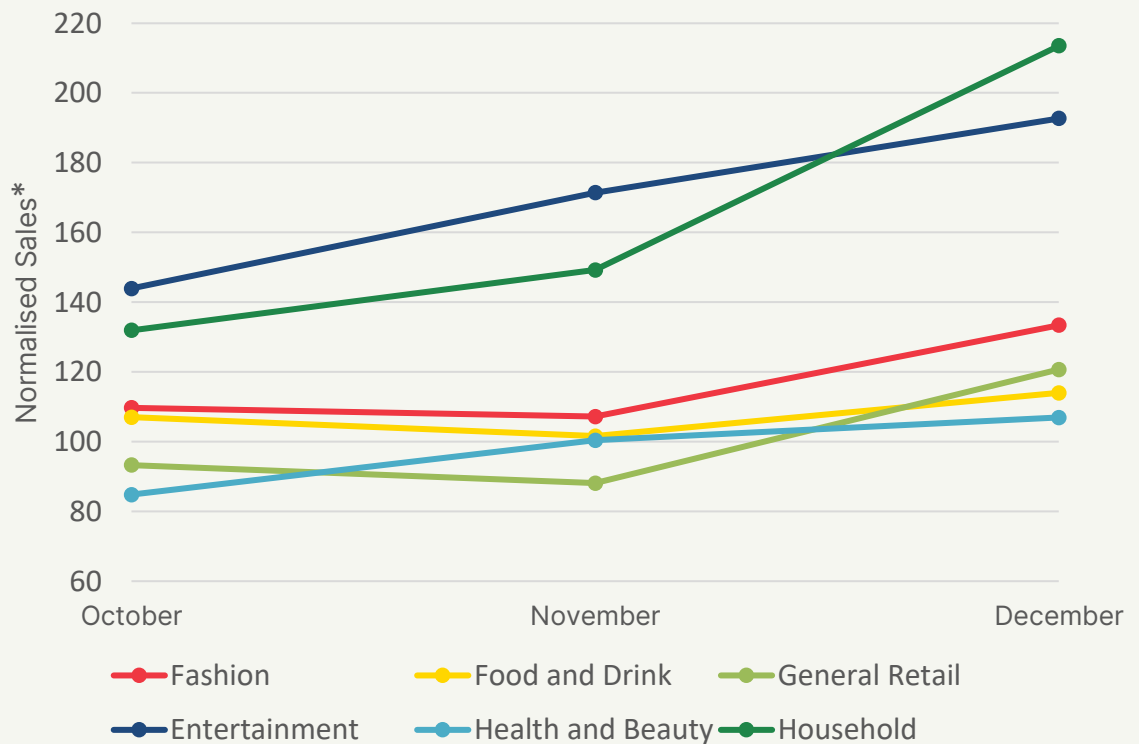
Spend Data

Average Transaction Value

Travel and accommodation has seen an 33.6% increase on the average transaction value in comparison to the same period in 2019 and health and beauty saw a 13.1% increase Food and drink saw a 11.8% increase, moving from a 39.3% decline in October and November and household saw a 2.6% increase compared to 11.3% decline on 2019 figures in October and November.

SECTOR	ATV December 19	ATV December 22	Percentage Change	
Fashion	£53.30	£54.99	3.2%	↑
Food & Drink	£19.86	£22.20	11.8%	↑
General Retail	£18.26	£18.42	0.9%	↑
Entertainment	£12.15	£13.24	9%	↑
Health and Beauty	£31.53	£35.65	13.1%	↑
Household	£61.09	£62.67	2.6%	↑
Travel and Accommodation	£39.28	£53.48	33.6%	↑

Sector Sales



*Values are normalised to average month in 2019