

PROVIDING BUSINESS SUPPORT AND INSIGHT

Summary – May 2023



Spend Data

- Sales in King's Road in May 2023 were -4% down on the same month in 2022, which was weaker than Marylebone, Sloane Square, and Knightsbridge. Compared to May 2019, sales in King's Road were down -7%, matching Sloane Square but considerably behind Knightsbridge and Marylebone.
- Customer numbers were up +1% compared to May 2022, although they were down -3% compared to May 2019. Average Revenue Per Customer (ARPC) declined by -5% compared to May 2022.
- All four of the largest retail sectors (Fashion, Food & Drink, Grocery and Health & Beauty) experienced a drop in year-on-year sales, with the weakest being Grocery which was down -17%. Food & Drink is the only one of these sectors that has experienced sales growth on a year-on-2019 basis (+3%).
- The share of sales to customers from Chelsea & Kensington in 2023 averaged 27% which is closer to the 2019 average of 26% than the average of 29% in 2022.
- Share of sales to customers from West London increased from an average of 9% in 2019 to 11% in 2023. Over the same period, by contrast, the share of sales to customers from the Rest of GB decreased from 38% to 35%.

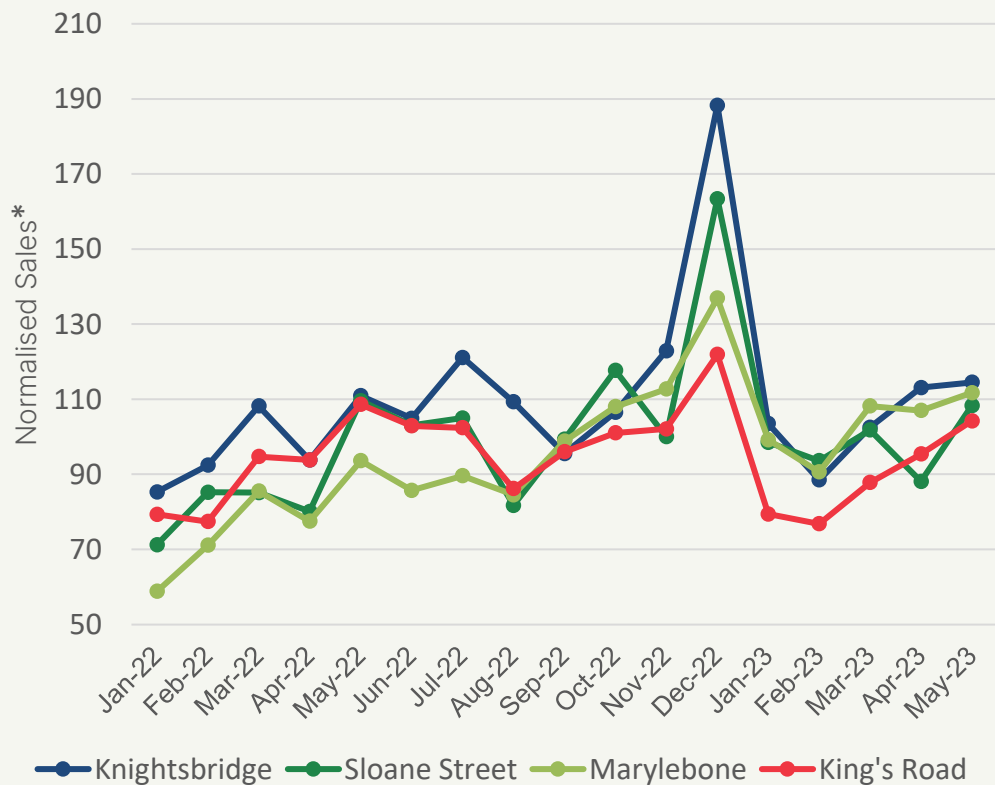
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Spend Data

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

Sales in King's Road in May 2023 were -4% down on the same month in 2022. Sales in King's Road were down -7% compared to May 2019, matching Sloane Square but considerably behind Knightsbridge and Marylebone.



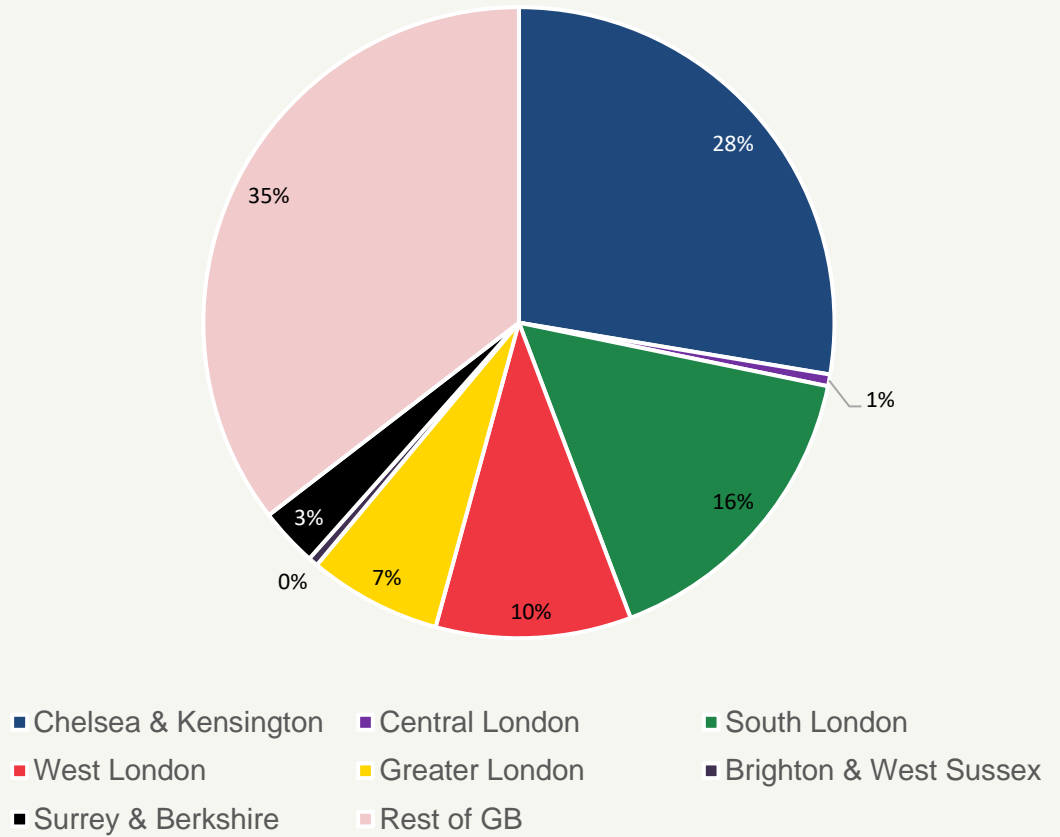
*Values are normalised to average month in 2019

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Origin Sales Contribution

In May, there was a slight increase in sales from the Rest of the GB compared to April where it represented 35% of sales compared to 34%. 28% of sales in May were from customers within the Kensington and Chelsea and 16% of sales from customers in South London (Battersea, Lambeth Wandsworth, Clapham, Brixton and Streatham).

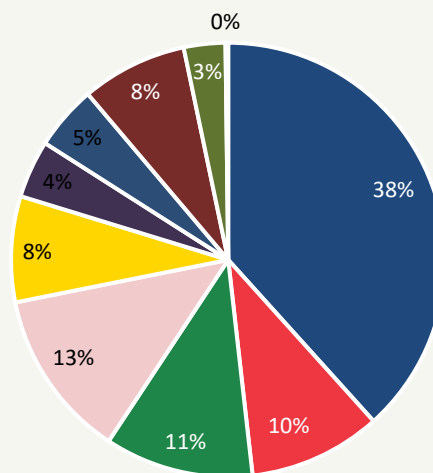


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Demographic Sales Contribution

38.4% of King's Road catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. 13% fall within 04 – Content Communities and 11% in 03- Flourishing Society CAMEO types. 72% of the King's Road catchment fall within the top 4 customer affluence categories, which was a slight increase of 0.8% compared to April 2023.



- 01 - Business Elite
- 02- Prosperous Professionals
- 03 - Flourishing Society
- 04 - Content Communities
- 05 - White Collar
- 06 - Enterprising Mainstream
- 07 - Paying the Mortgage
- 08 - Cash Conscious
- 09 - On A Budget
- 10 - Family Value

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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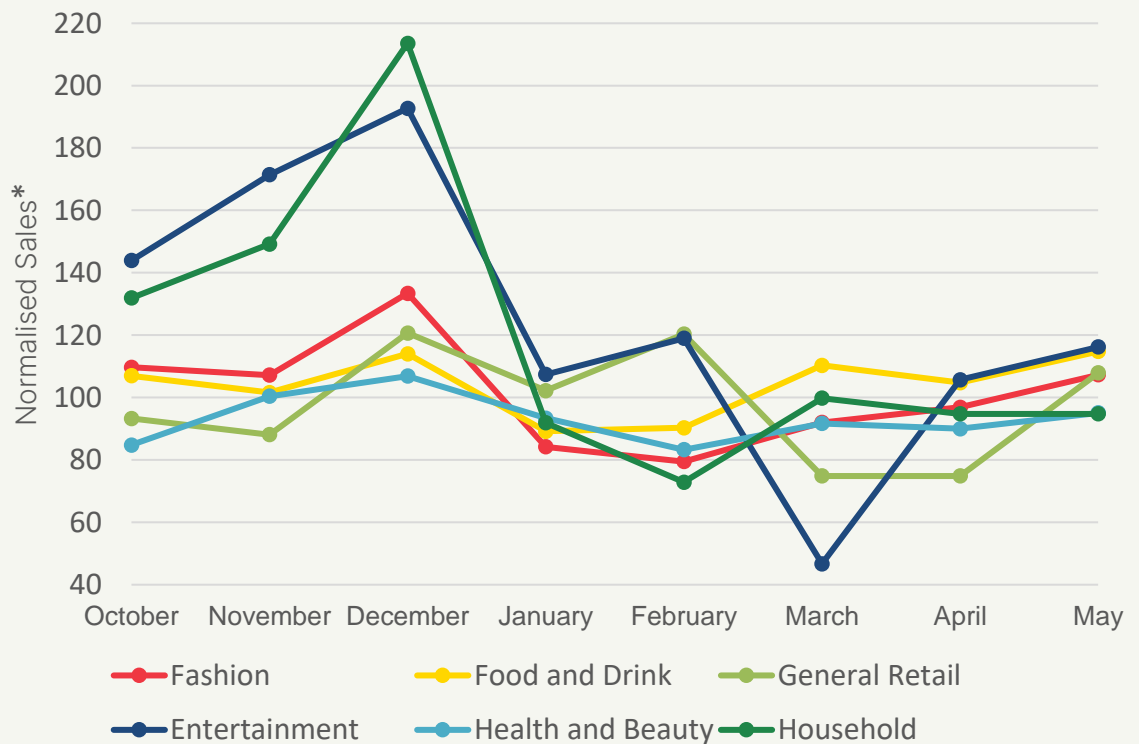
Spend Data

Average Transaction Value

General retail and health and beauty saw an increase on the average transaction value in comparison to the same period in 2022. Fashion, food and drink, entertainment, travel and accommodation and household have seen a decline in ATV.

SECTOR	ATV May 2022	ATV May 2023	Percentage Change	
Fashion	£61.76	£52.55	14.9%	↓
Food & Drink	£22.62	£19.96	11.8%	↓
General Retail	£15.85	£21.42	35.1%	↑
Entertainment	£14.10	£11.50	18.4%	↓
Health and Beauty	£33.00	£33.96	2.9%	↑
Household	£63.14	£56.09	11.2%	↓
Travel and Accommodation	£52.76	£31.16	40.9%	↓

Sector Sales



*Values are normalised to average month in 2019