



Bespoke Analysis

Retail Pulse – Product Focus

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FSP looks beyond traditional indicators of retail performance to give clients the advice they require.

With government austerity measures gathering momentum, 2011 is likely to be a difficult year for areas with high levels of public sector employment. FSP is often asked by clients how these measures could affect their business.

The tables below show the ten most vulnerable and the ten least vulnerable of the top 100 retail centres in England and Wales. These are ranked by number of council and public administration jobs as a proportion of total jobs in that centre's catchment. Jobs in Health and Education, which the government has pledged to protect, have been excluded.

Most Vulnerable

1. Newcastle-upon-Tyne
2. Swansea
3. Bromley
4. Croydon
5. Telford
6. Exeter
7. Cardiff
8. Liverpool
9. Blackpool
10. Preston

Least Vulnerable

1. Walsall
2. Basildon
3. Uxbridge
4. Crawley
5. Doncaster
6. Luton
7. Warrington
8. Hanley
9. Coventry
10. Grimsby

Newcastle-upon-Tyne is the most vulnerable retail location, with 15% of all catchment jobs falling into the at-risk local authority and public sector administration category, and 39% of all jobs are publicly funded. Other major retail centres such as Liverpool and Cardiff are also at risk.

Walsall is the least vulnerable location, with less than 7% of total jobs being in the council and public administration category. Uxbridge, which is the third least vulnerable centre in terms of council and public administration jobs, has the smallest proportion of publicly-funded jobs in the entire top 100 – just 22% including Health and Education.

This shows FSP can apply its data analysis skills to the vast amounts of available information and use bespoke analysis tools to interpret future trends. FSP provides vital market insight alongside reliable research, strategies and solutions.

For more information please contact us at fspretail@fspretail.co.uk or call 01494 474740



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