

Definitions

Shopping centre

A shopping centre is a space, fully owned and managed by a single landlord, which can be fully or partially enclosed or completely open but does not form part of the public highway. A shopping centre is distinguished from a retail park by a smaller unit size.

High street

High street refers to a town centre rather than a shopping centre (defined previously). It is the central part or main business and commercial area of a town, comprising the high street, which is the traditional site for the majority of shops, banks, and other businesses.

Retail park or shopping park

A retail park or shopping park is a space wholly owned and managed by a single landlord, solely comprising retail warehouse units and generally comprising a minimum of 30,000 square feet of retail space. Retail parks have a minority of units occupied by traditional high street non-food retailers, while in a shopping park the majority of units are occupied by high street non-food retailers.

Unit of measurement

Springboard's footfall data record the volume of activity entering a retail park or shopping centre, or within a town centre. It is not recording footfall into stores, but into retail destinations.