

Wimbledon

Town Centre Research



October 2024

PRIVATE & CONFIDENTIAL

Research summary

Footfall and spend in Wimbledon town centre have been rising

Footfall in Wimbledon High Street has been rising steadily since 2020.

in 2023 and 2024 footfall is now consistently exceeding 2019 levels.

Actual inflation indexed spend has increased year on year between 17% and 51% from 2020 to 2023.

On average, current spend levels (for the last 12 months) are 25% higher than 2019 pre-pandemic levels.

This is part of a trend of faster recovery in London “villages” vs CBD areas

Wimbledon High Street is an exemplar of London “villages” where economic activity has bounced back quickly post pandemic.

In contrast some office-dominated central zones have recovered more slowly.

We can see evidence of a “donut effect” in action as people find a new balance of work/life.

This opens community and economic opportunities

People are spending more time and money in Wimbledon town centre, which opens up new business opportunities.

Existing and new businesses are capturing this increased local spend. (Tampopo / Gails)

New uses that historically would have been in the centre of town are now launching in Wimbledon. (Third Space / Huddle).

Local community can become even stronger as people are spending more time near home. (Sustainable September / The Wimble)

Overview of our research methodology and data sources

DATA SOURCES

Mastercard customer spend data for London BIDs.
- Data from 2018-2024 YTD
- Indexed to remove inflation

Mastercard customer spend data for High Streets.
- Data from 2018-2024 YTD
- Indexed to remove inflation

Wimbledon Town Centre footfall counter data from 2018-2024 YTD.

PARTNERS

A joint study by Merton Council, Love Wimbledon and Wimbledon Quarter.

Wimbledon
Quarter
SW19

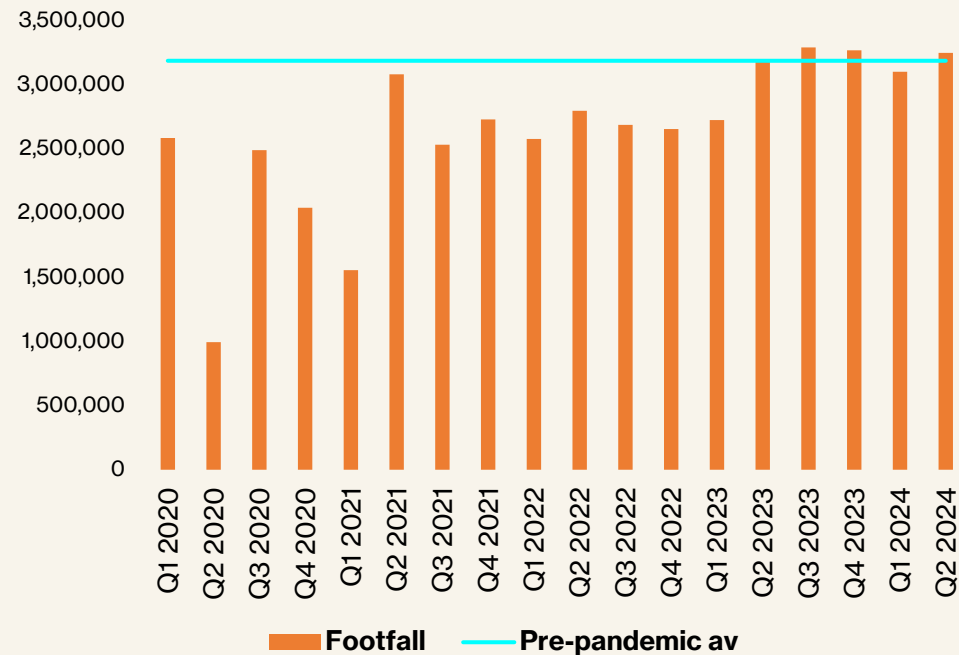


LONDON BOROUGH OF
MERTON

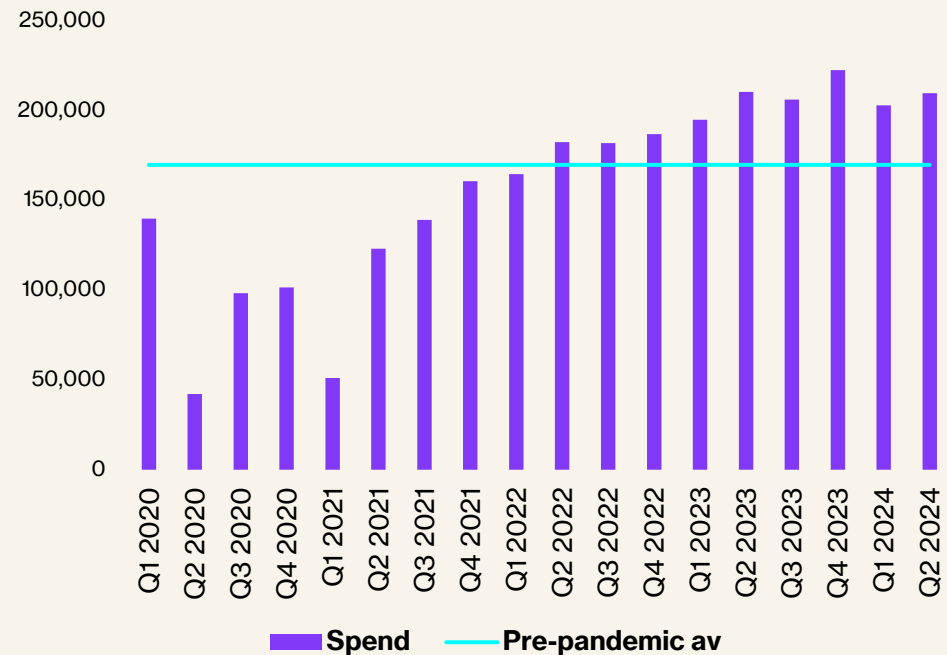
Footfall and spend in Wimbledon town centre are rising

Customer spend and footfall in Wimbledon town centre has risen dramatically, and now well exceeds pre-pandemic levels.

Wimbledon BID footfall data 2018-2024



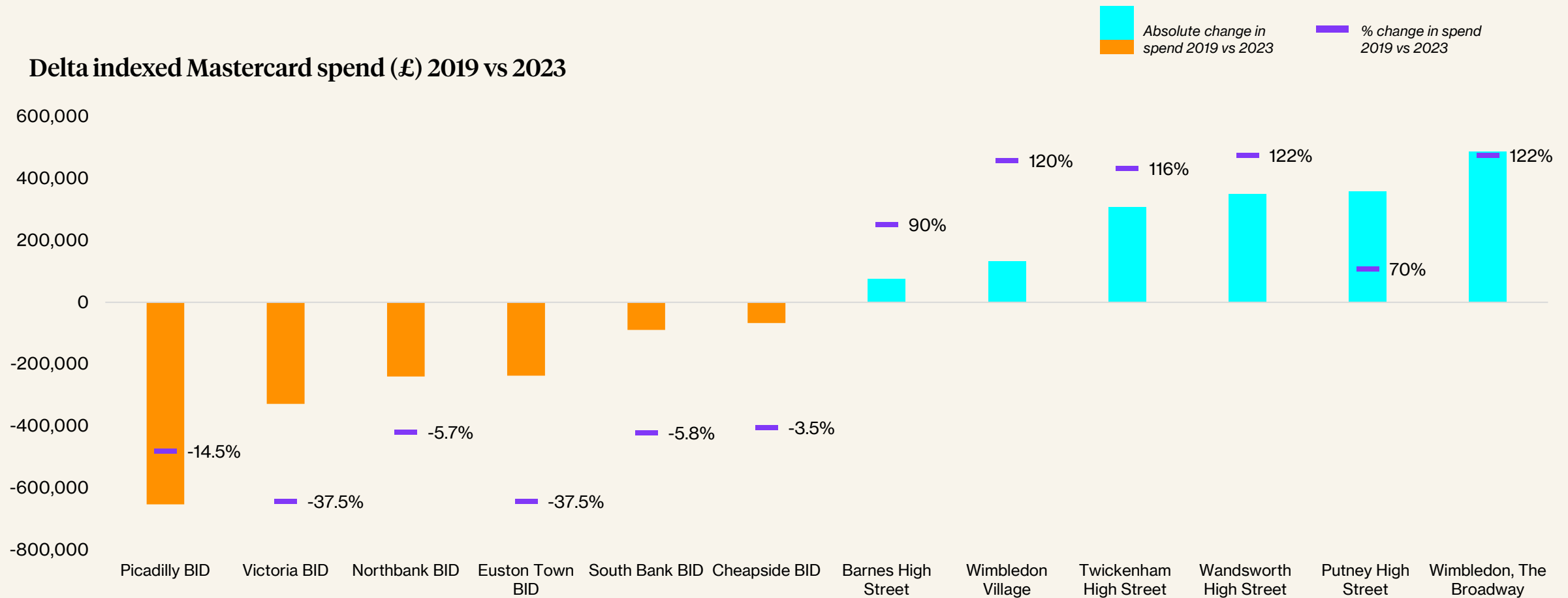
Index value of Mastercard transactions (£) 2018-2024



This is part of a trend of faster recovery in London “villages” vs CBD zones

This chart demonstrates a “donut effect” in action, with spend still lower in key central zones where office use is lower and higher in affluent residential markets

Delta indexed Mastercard spend (£) 2019 vs 2023



SOURCE: MASTERCARD SPEND DATA – MERTON COUNCIL;

This opens up community and economic opportunities

People are spending more time and money in Wimbledon town centre, which is opening up new community and business opportunities.

Existing and new businesses are capturing this increased local activity and spend.

Gail's,
Tampopo,
Bombay Delight,



New uses that would have been located more centrally are launching in Wimbledon.

Third Space and other gyms,
Huddle,
Golf Groove,



Local community can strengthen as people spend more time in the area.

Sustainable September Events,
Merton Sports Day,
The Wimble,

