



**Sutton BID**

April 2018

02/04/2018 to 29/04/2018



REGION - Greater London

Monday to Sunday

COUNT TYPE: Footfall

**Monthly Footfall**

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

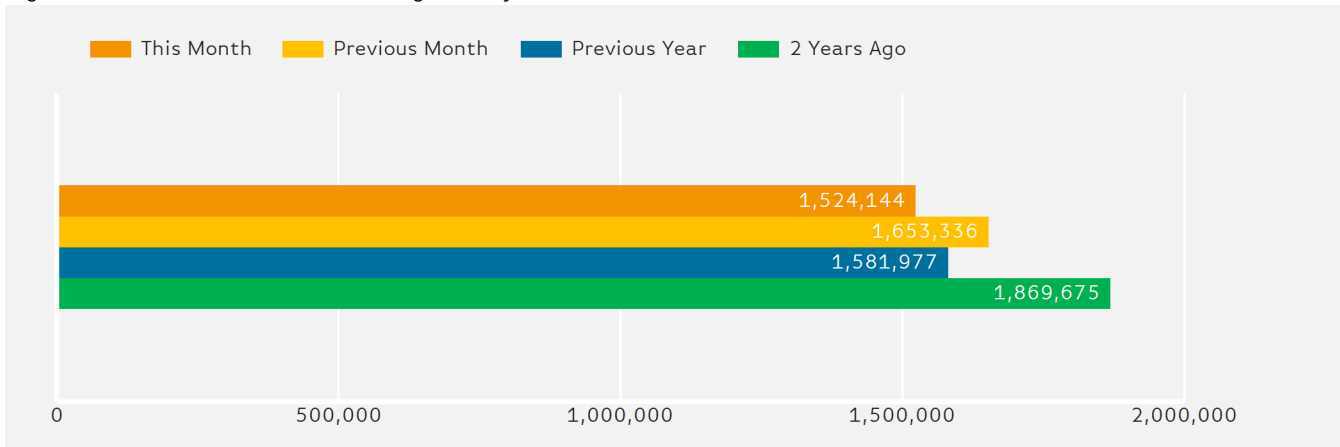
|                | Year to Date % Change |           | Year on Year % Change |           | Month on Month % Change |          |
|----------------|-----------------------|-----------|-----------------------|-----------|-------------------------|----------|
|                | 2018                  | 2017      | 2018                  | 2017      | 2018                    | 2017     |
| Sutton BID     | ▼ -11.5 %             | ▼ -10.5 % | ▼ -3.7 %              | ▼ -15.4 % | ▲ 15.2 %                | ▼ -1.7 % |
| Greater London | ▼ -5.5 %              | ▲ 0.4 %   | ▼ -4.1 %              | ▲ 1.8 %   | ▲ 13.4 %                | ▲ 4.9 %  |
| UK             | ▼ -4.9 %              | ▲ 0.3 %   | ▼ -4.0 %              | ▲ 1.8 %   | ▲ 10.4 %                | ▲ 4.0 %  |

**Headlines**

- Footfall for the year to date is 11.5% down on the previous year.
- The number of visitors counted for month commencing 2 April 2018 was 1,524,144.
- The busiest day in month commencing 2 April 2018 was Saturday 14 April with 69,396 visitors.
- The peak hour of the month was 12:00 on Saturday 21 April 2018 with footfall of 7,779

**Footfall by Month**

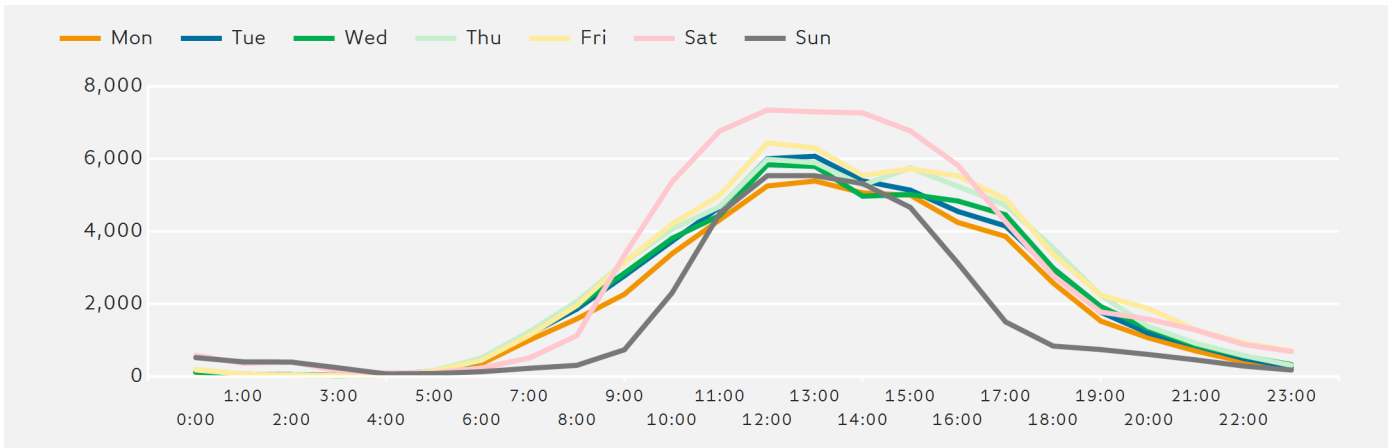
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



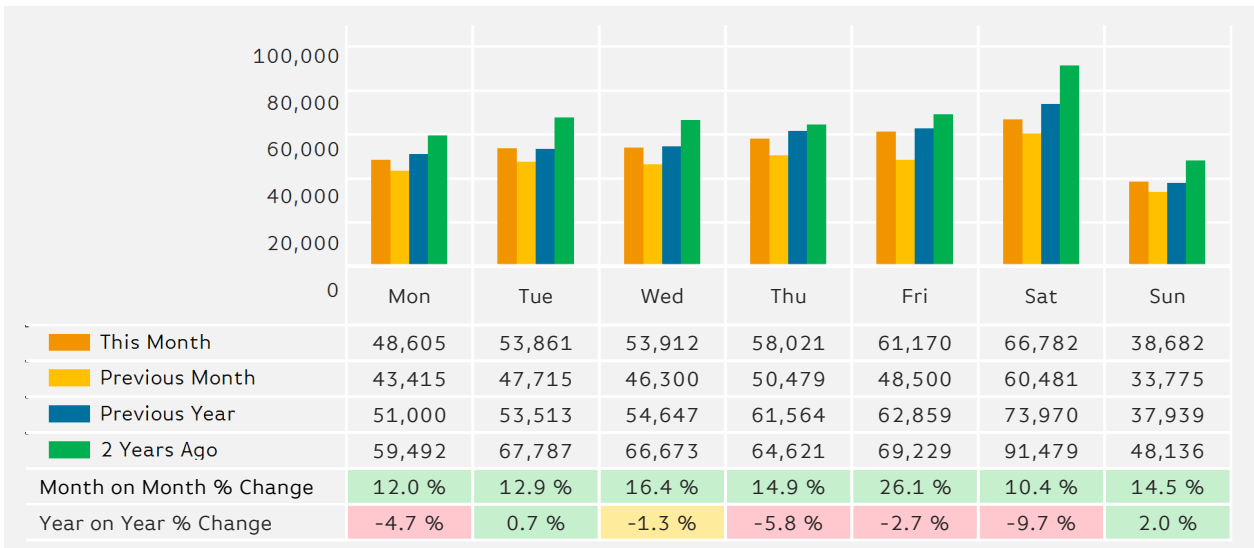
|                                     |    |   |    |
|-------------------------------------|----|---|----|
| Number of days this month           | 11 | 2 | 15 |
| Number of days same month last year | 20 | 8 |    |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2018                 | 15.3                | 7.9                 |
| 2017                 | 13.4                | 4.3                 |

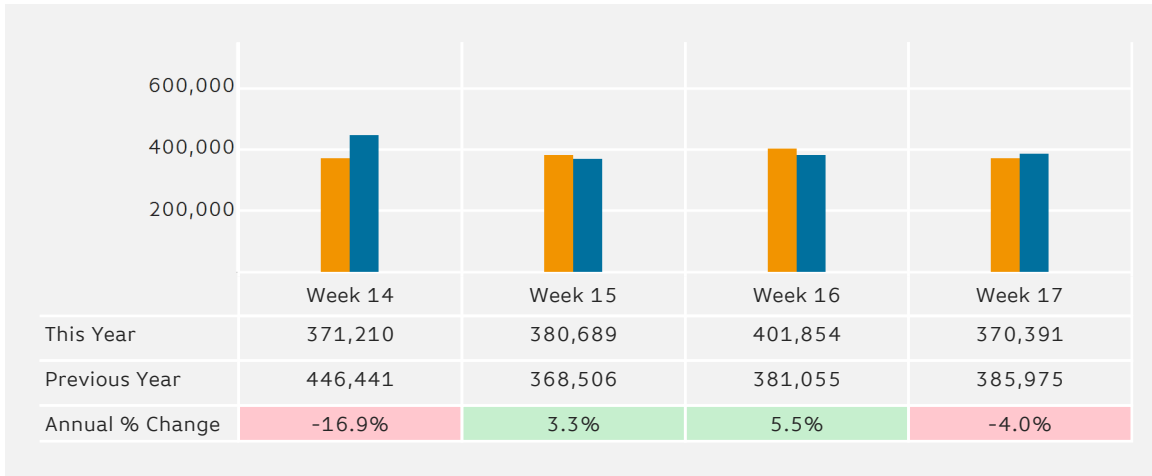
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



### Footfall by Location

The figures shown below are calculated using weekly averages.



### Footfall by location

Counting By Location - Main Locations Only

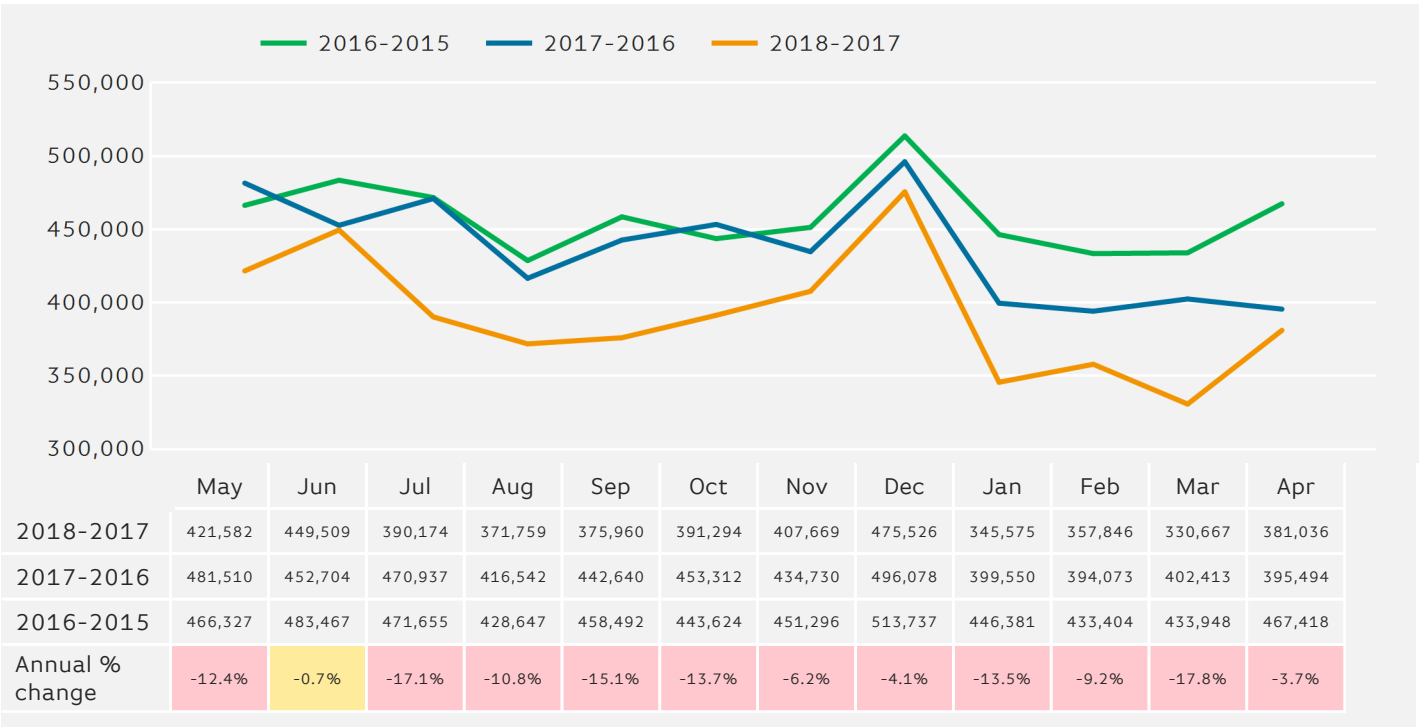
The figures shown below are based on weekly averages



- High Street at Morrisons, 36.8 %
- Sutton, 33.3 %
- High Street at Argos, 29.9 %

**Footfall - Rolling 12 Months**

The figures shown below are calculated using weekly averages.



**Notes**

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to April, 2018 Vs January, 2017 to April, 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. April, 2018 Vs April, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2018 Vs 3 2018