



Sutton BID

December 2017

27/11/2017 to 31/12/2017



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	
	2017	2016	2017	2016	2017	2016
Sutton BID	▼ -9.9 %	▼ -3.4 %	▼ -4.1 %	▼ -3.4 %	▲ 16.6 %	▲ 14.1 %
Greater London	▼ -1.3 %	▼ -1.4 %	▼ -4.8 %	▲ 1.2 %	▲ 0.8 %	▲ 5.8 %
UK	▼ -1.1 %	▼ -1.1 %	▼ -3.8 %	▲ 0.9 %	▲ 2.7 %	▲ 6.7 %

Headlines

Footfall for the year to date is 9.9% down on the previous year.

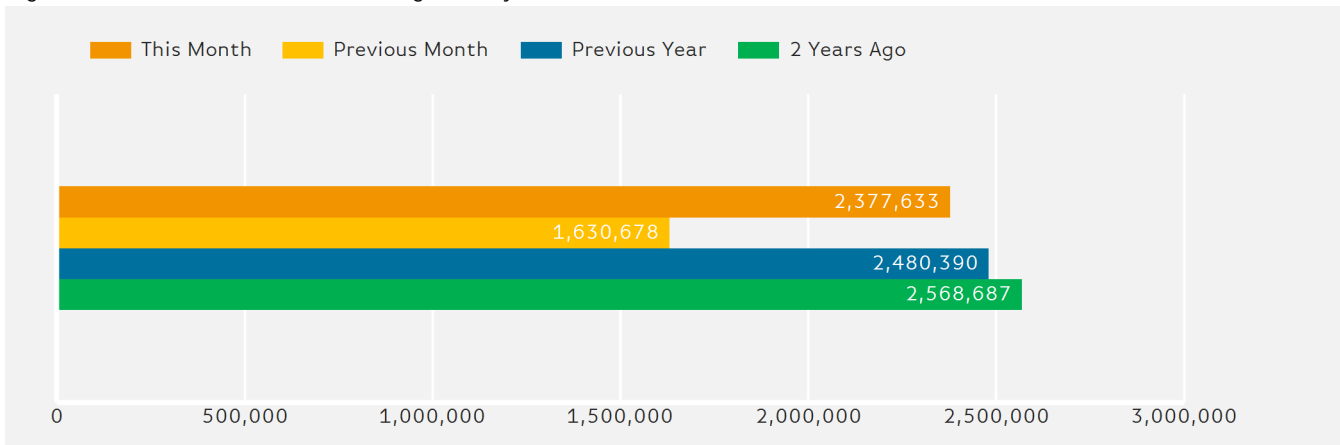
The number of visitors counted for month commencing 27 November 2017 was 2,377,633.

The busiest day in month commencing 27 November 2017 was Friday 22 December with 99,758 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 11,990

Footfall by Month

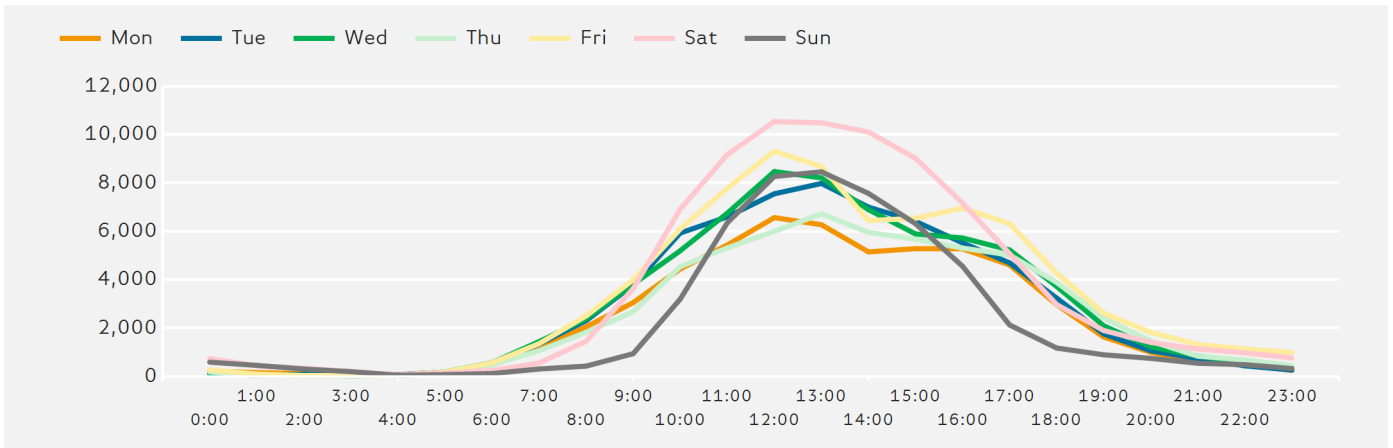
Figures shown below are calculated using monthly totals.



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



FOG

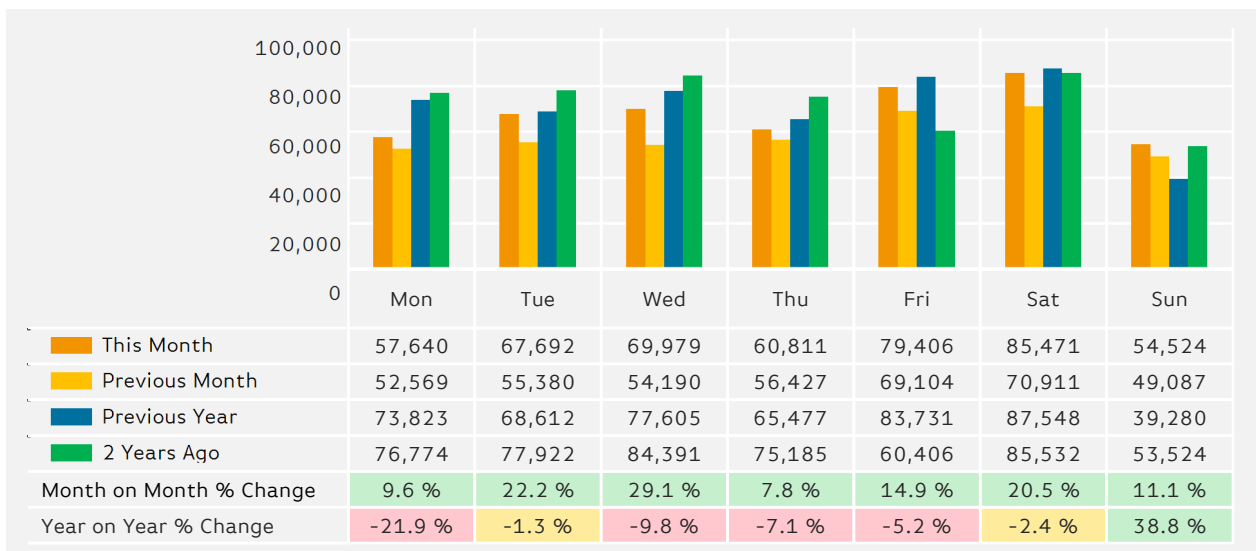
Number of days this month	15	5	10	4	1
Number of days same month last year	16	14	2		3

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	7.5	2.8
2016	9.6	3.1

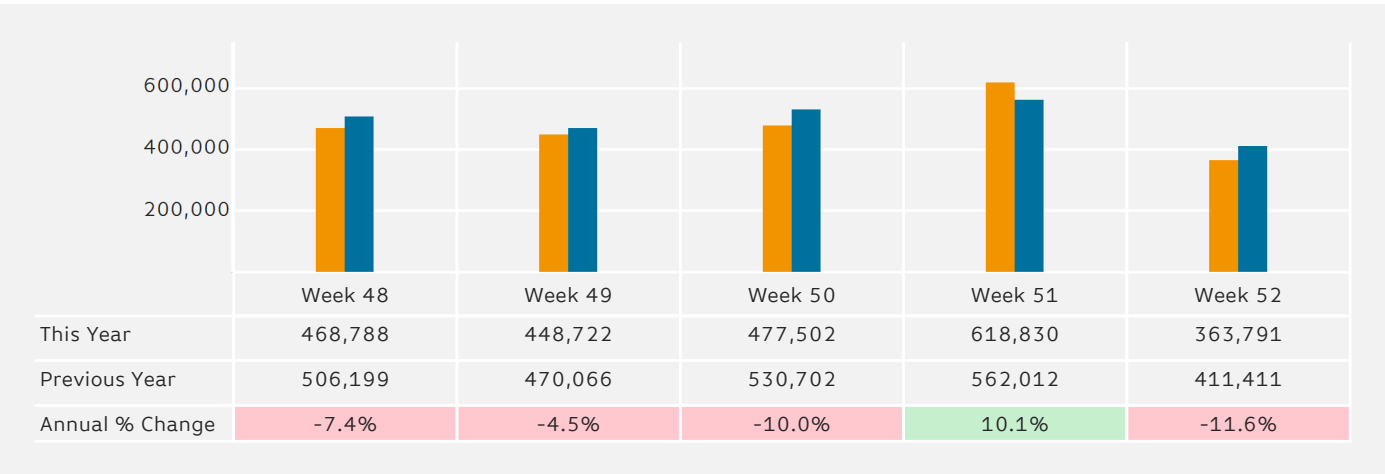
Footfall by Day

The figures shown below are calculated using weekly averages.



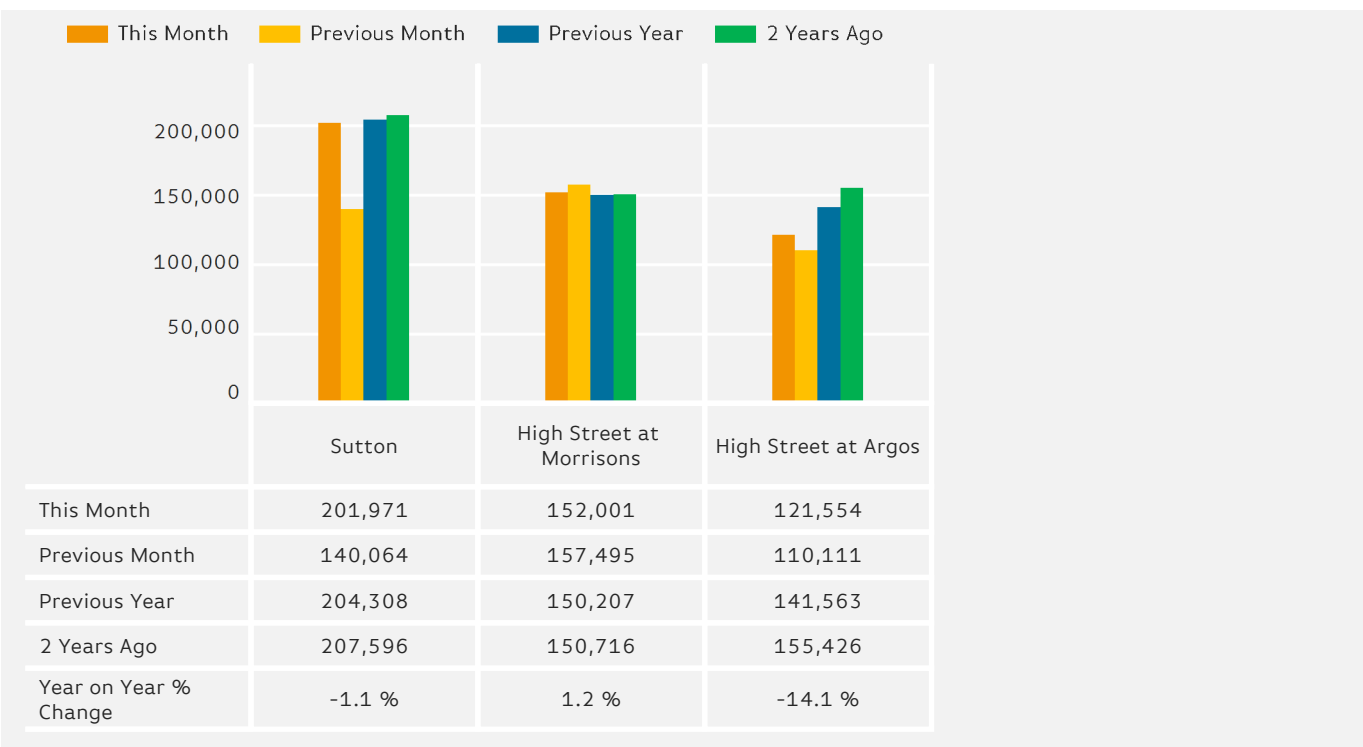
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



Footfall by Location

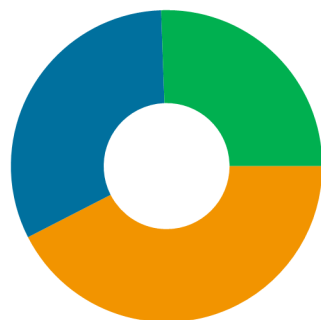
The figures shown below are calculated using weekly averages.



Footfall by location

Counting By Location - Main Locations Only

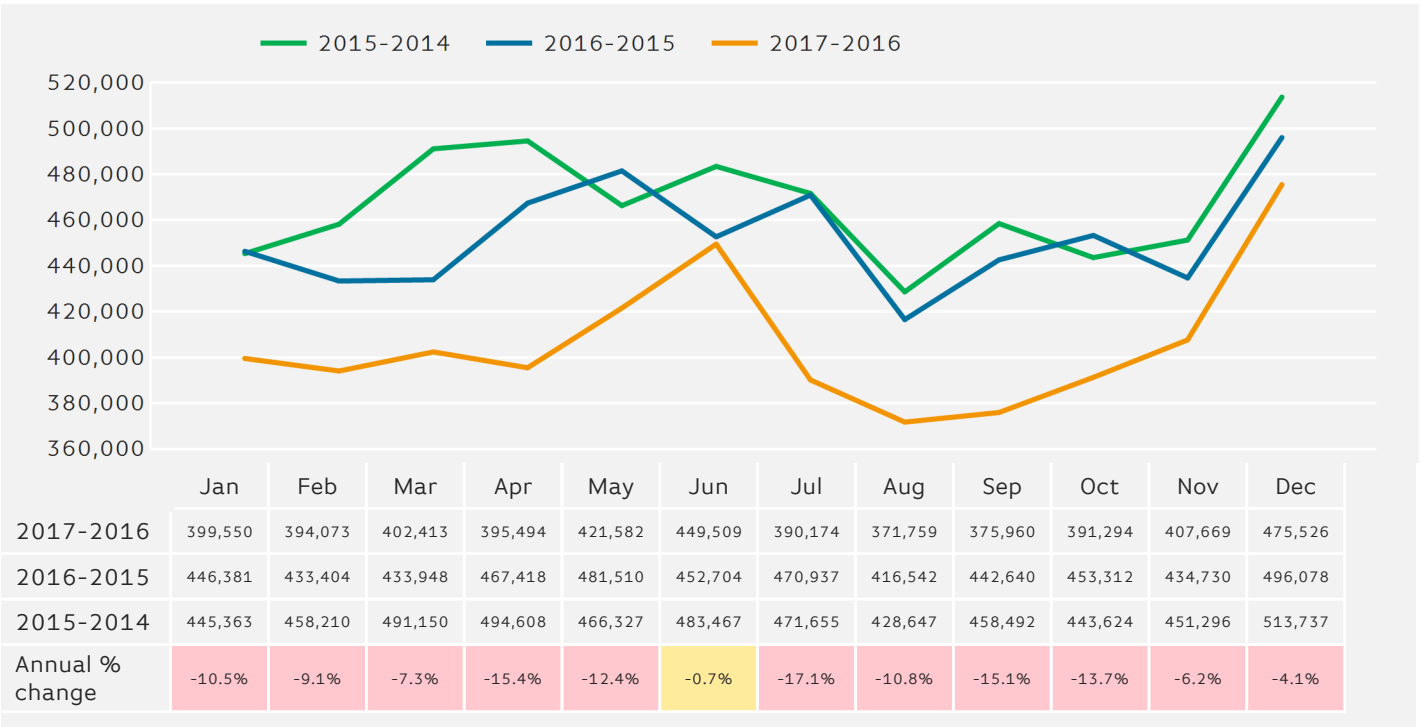
The figures shown below are based on weekly averages



- Sutton, 42.5 %
- High Street at Morrisons, 32.0 %
- High Street at Argos, 25.6 %

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, 2017 to December, 2017 Vs January, 2016 to December, 2016

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. December, 2017 Vs December, 2016

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2017 Vs 11 2017