



**Sutton BID**

October 2017

02/10/2017 to 29/10/2017



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     | ▼ -11.0 %             | ▼ -3.4 % | ▼ -13.7 %             | ▲ 2.2 %  | ▲ 4.1 %                 | ▲ 2.4 %  |
| Greater London | ▼ -0.8 %              | ▼ -1.7 % | ▼ -2.3 %              | ▼ -0.8 % | ▲ 1.2 %                 | ▲ 1.2 %  |
| UK             | ▼ -0.4 %              | ▼ -1.4 % | ▼ -1.7 %              | ▼ -0.3 % | ▲ 0.3 %                 | ▼ -0.4 % |

**Headlines**

Footfall for the year to date is 11% down on the previous year.

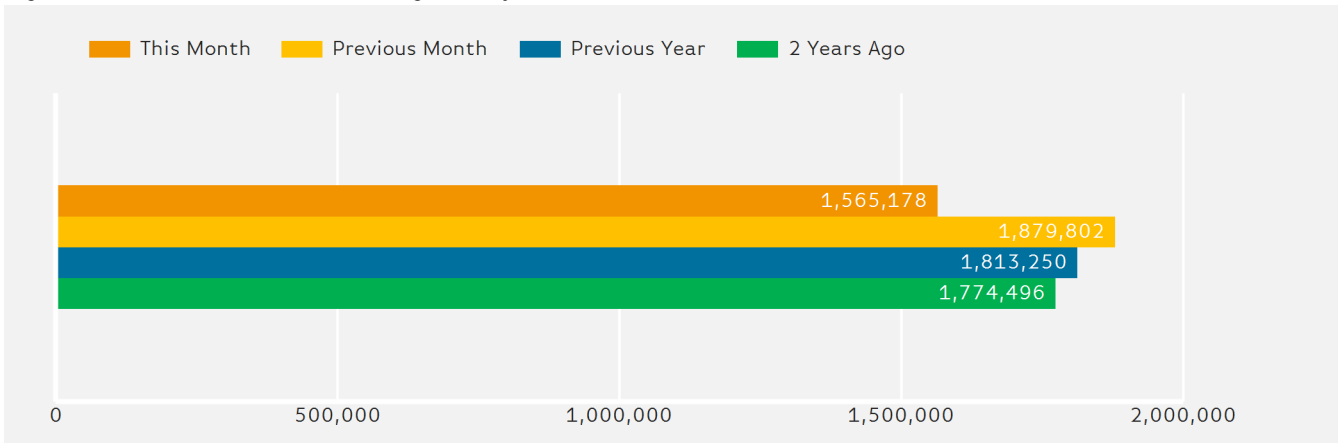
The number of visitors counted for month commencing 2 October 2017 was 1,565,178.

The busiest day in month commencing 2 October 2017 was Saturday 14 October with 68,403 visitors.

The peak hour of the month was 13:00 on Sunday with footfall of 8,472

**Footfall by Month**

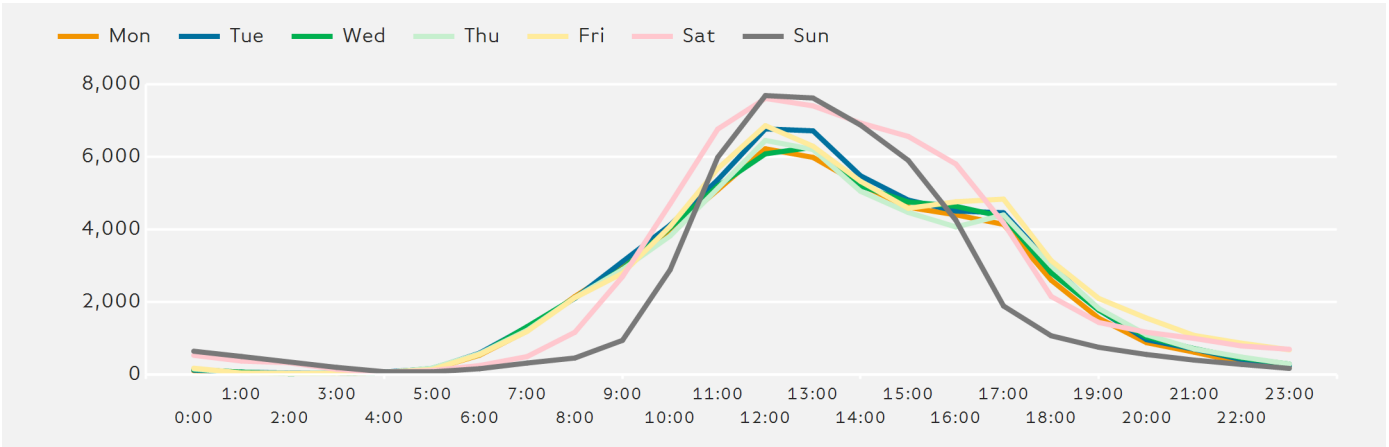
Figures shown below are calculated using monthly totals.



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



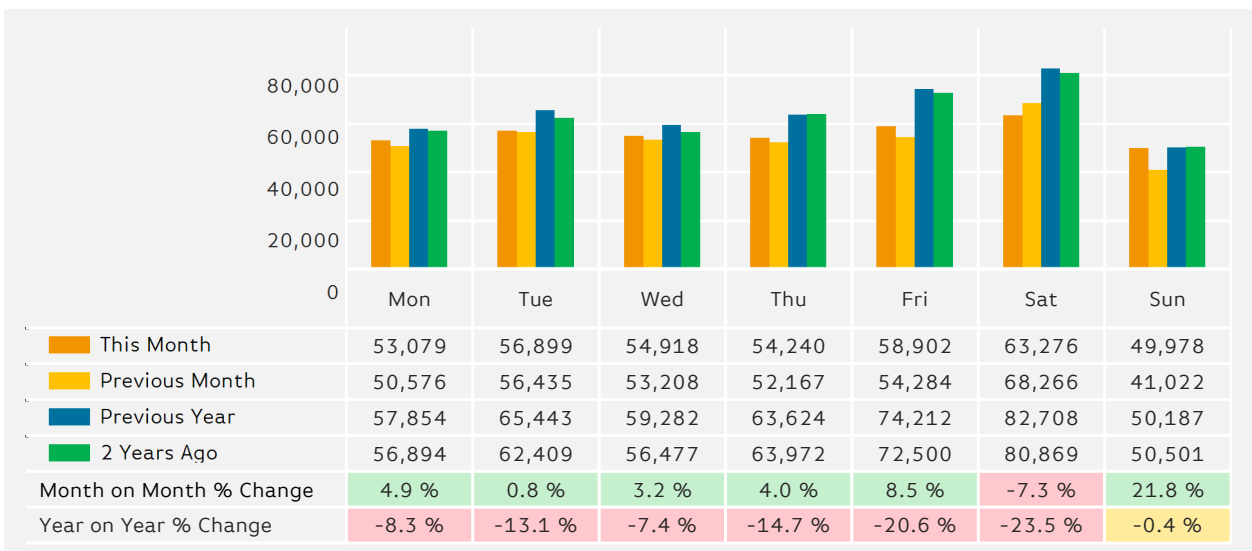
|                                     |    |    |    |
|-------------------------------------|----|----|----|
| Number of days this month           | 10 | 8  | 10 |
| Number of days same month last year | 12 | 15 | 1  |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2017                 | 16.6                | 11.0                |
| 2016                 | 15.5                | 8.4                 |

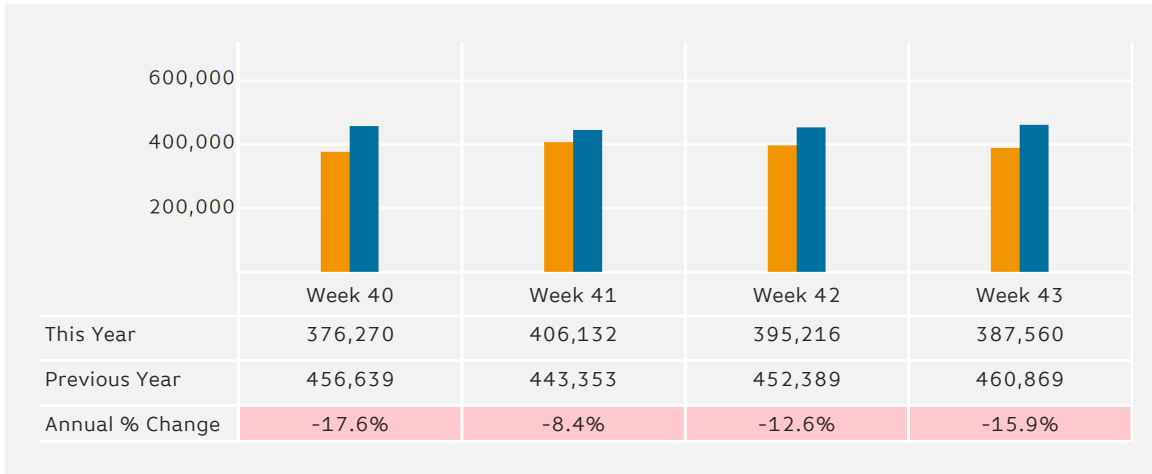
### Footfall by Day

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

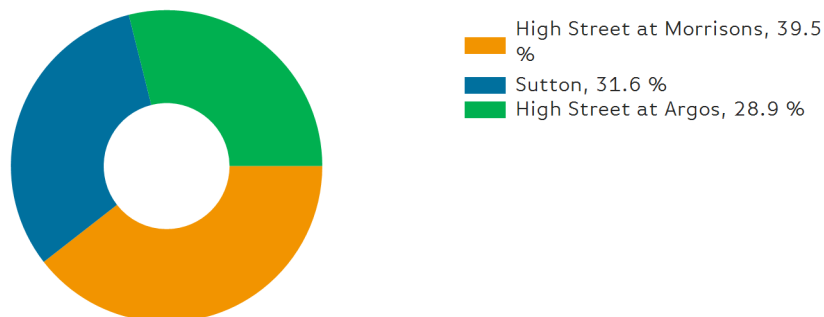
The figures shown below are calculated using weekly averages.



### Footfall by location

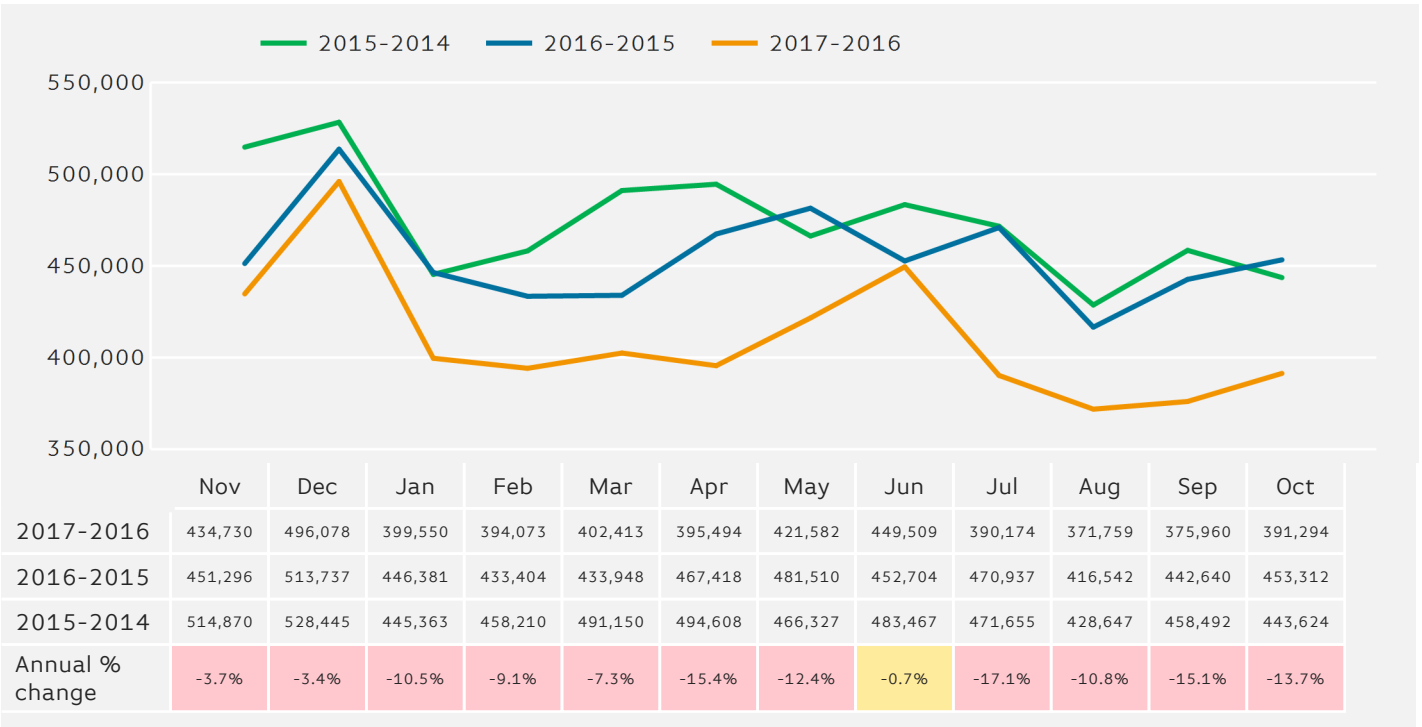
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



**Footfall - Rolling 12 Months**

The figures shown below are calculated using weekly averages.



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.  
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.  
 Week on Week % Change is the % change in footfall for this week from the previous week.