REGION - Greater London

## Harrow BID

## springboard

Monday to Sunday
COUNT TYPE: Footfall Counts

## 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


## Headlines

Footfall for the year to date is $8.9 \%$ up on the previous year.
The number of visitors counted for month commencing 3 April 2017 was 1,827,927.
The busiest day in month commencing 3 April 2017 was Saturday 8 April with 87,715 visitors.
The peak hour of the month was 15:00 on Saturday with footfall of 10,101

## Footfall Totals 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

Number of days same month last year

13
4

## Average Temperature

| Average Temperatures | Maximum <br> Temperature | Minimum <br> Temperature |
| :--- | :---: | :---: |
| 2017 | 14.6 | 4.6 |
| 2016 | 12.7 | 4.0 |

## Footfall by Day



The fiqures shown below are calculated using weeklv averaqes.

| 80,000 |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 60,000 |  |  |  |  |  |  |  |
| 40,000 |  |  |  |  |  |  |  |
| 20,000 |  |  |  |  |  |  |  |
| 0 | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
| This Month | 62,348 | 65,088 | 63,877 | 67,367 | 63,469 | 80,975 | 53,854 |
| - Previous Month | 57,131 | 59,187 | 55,624 | 63,078 | 61,845 | 88,214 | 63,327 |
| Previous Year | 53,666 | 59,783 | 60,030 | 57,420 | 56,088 | 76,588 | 59,738 |
| Month on Month \% Change | 9.1 \% | 10.0 \% | 14.8 \% | 6.8 \% | 2.6 \% | -8.2 \% | -15.0 \% |
| Year on Year \% Change | 16.2 \% | 8.9 \% | 6.4 \% | 17.3 \% | 13.2 \% | 5.7 \% | -9.8\% |

## Footfall by Week of Month

The figures shown below are calculated using weekly totals.


## Footfall Totals

The figures shown below are calculated using weekly averages.

| - This Month | Previous Month | Previous Year |  |
| :---: | :---: | :---: | :---: |
| 300,000 |  |  |  |
| 250,000 |  |  |  |
| 200,000 |  |  |  |
| 150,000 |  |  |  |
| 100,000 |  |  |  |
| 50,000 |  |  |  |
|  | St Anns Road | Station Road | College Road |
| This Month | 269,295 | 144,738 | 42,949 |
| Previous Month | 268,228 | 135,955 | 44,226 |
| Previous Year | 232,809 | 136,787 | 53,720 |
| Year on Year \% Change | 15.7 \% | 5.8 \% | -20.0 \% |

## Footfall Totals



## Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

|  |  | 2015-2014 |  | 2016-2015 |  |  | 2017-2016 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 550,000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 450,000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 400,000 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| 2017-2016 | 432,776 | 431,707 | 453,775 | 440,708 | 456,901 | 456,043 | 474,025 | 529,106 | 408,001 | 424,517 | 448,409 | 456,981 |
| 2016-2015 | 0 | 448,714 | 447,293 | 414,850 | 446,360 | 432,638 | 422,122 | 468,239 | 364,329 | 390,032 | 417,143 | 423,315 |
| 2015-2014 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Annual \% change |  | -3.8\% | 1.4\% | 6.2\% | 2.4\% | 5.4\% | 12.3\% | 13.0\% | 12.0\% | 8.8\% | 7.5\% | 8.0\% |

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.

