Monthly Performance Report

Holborn

June 2023

Place Informatics

Central District Alliance
The BID for Holborn
and Clerkenwell
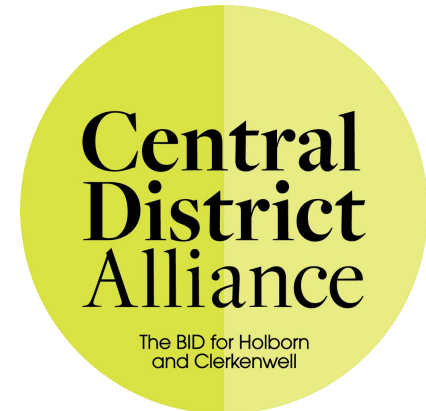
Town Monthly Footfall: June 2023

+10% Month on Month	May 23 1,903,699	Jun 23 2,088,814	Variance 185,115	Mth on Mth Growth +10%
	Jun 23 Ave	Average Footfall Per Hour 5,802	Average Footfall Per Day 69,627	

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Unique Visitors to Towns

+15%

Month on Month

	May 23	Jun 23	Variance	Growth
	422,538	487,884	65,345	+15%

Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall

Where unique visitors originate from by catchment area

Catchment Area	Postcodes	% Unique Visitors	№ Unique Visitors	% Mthly change
Core	17	18%	89,115	-19%
District	128	52%	253,559	+70%
Region	279	29%	139,884	-11%

Postcode catchment Area Categories are calculated based on the % of the postcode population visiting the retail site e.g a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.

Core: 15%+   District: 3% to 14.9%   Region : 0.5% to 2.9%

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Catchment

-24%

Variance Month on
Month

	May 23	Jun 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	3,265,595	4,987,578	1,721,983	+52%	+37%
% of Catchment Population Visiting	13%	10%	-3%	-24%	-25%

Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the retail site

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% of Visits by Dwell Time

+28%

40 - 60 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits May 23	% Visits Jun 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits May 23	% Visits Jun 23	Variance Mth on Mth
6 - 12	9%	8%	-1%	40 - 60	22%	23%	+1%
12 - 20	11%	10%	-1%	60 - 90	33%	34%	+1%
20 - 40	25%	24%	-1%				

Demographics

-0.2%

AB Month on
Month

	AB	C1	C2	DE
Core	36%	35%	9%	20%
District	30%	33%	14%	24%
Core+District	30%	33%	14%	23%
Mth on Mth Variance	-0.2%	+0.2%	+0.2%	-0.1%

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Average Dwell

0.1%	May 23 01:34:47	Jun 23 01:34:52	Variance 00:00:05	Growth 0.1%
Month on Month				

Average Visit Frequency

9.7%	May 23 2	Jun 23 2	Variance 0	Growth 9.7%
Month on Month				

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Glossary

Unique Visitor	A person can only be a unique visitor once in a defined time period e.g. once in a month.
Footfall	Total number of unique visits made to a location by a unique visitor.
Core, District, Region Postcodes	Postcode catchment area categories are calculated based on the % of the postcode population visiting the retail site e.g. a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.

Category	Percentage of postcode population visiting the town centre
Core:	15%
District:	3% to 14.9%
Region:	0.5% to 2.9%

Postcode Catchment Population	Aggregated postcode populations for all Core and District postcodes in your location catchment area e.g. WA15: 30,000 population, M33: 25,000 population. Total catchment population 55,000.
Postcode Catchment Conversion	% of the aggregated postcode population for all Core and District postcodes visiting your location.
% Visitors By Dwell Time	% of visitors who dwell by time period e.g. 7% of all visitors dwell 6 -12 minutes.
% Visitors By Social Demographics	% of visitors from Core and District who are classified as social grade AB,C1, C2, DE. Social grade classifications are published by Office for National Statistics (ONS) and are based on occupation, employment status, qualification and full/part time not working.

Social Grade	Description	% Population
AB:	Higher & Intermediate Manager	22
C1:	Supervisory, Junior Managerial, Administrative	31
C2:	Skilled Manual Occupations	21
DE:	Semi-skilled, Unskilled, Unemployed	26

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clive@placeinformatics.com

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Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

Providing local government, business improvement districts and retail real estate clients access to online dashboards, Place Informatics provides valuable performance measurement data and insight which supports investment decisions.