Monthly Performance Report

Holborn

July 2023

Place Informatics

Central District Alliance

Town Monthly Footfall: July 2023

+0% Month on Month	Jun 23 2,236,754	Jul 23 2,227,693	Variance -9,061	Mth on Mth Growth +0%
	Jul 23 Ave	Average Footfall Per Hour 5,988	Average Footfall Per Day 71,861	

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Unique Visitors to Towns

+1%

Month on Month

Jun 23	Jul 23	Variance	Growth
487,884	492,756	4,873	+1%

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	16	15%	74,459	-16%
District	137	55%	268,814	+6%
Region	282	29%	145,130	+4%

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

-7%

Variance Month on Month

	Jun 23	Jul 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	4,987,578	5,419,273	431,695	+8%	-19%
% of Catchment Population Visiting	10%	9%	0%	-7%	-14%

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

<big>+5%</big>

40 - 60 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Jun 23	% Visits Jul 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Jun 23	% Visits Jul 23	Variance Mth on Mth
6 - 12	8%	7%	-1%	40 - 60	23%	24%	+1%
12 - 20	10%	10%	0%	60 - 90	34%	35%	+1%
20 - 40	24%	24%	0%				

Demographics

<big>0.4%</big>

AB Month on
Month

	AB	C1	C2	DE
Core	34%	35%	9%	21%
District	29%	33%	15%	24%
Core+District	29%	33%	14%	23%
Mth on Mth Variance	+0.4%	+0.2%	-0.3%	-0.3%

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Average Dwell

2.0%	Jun 23 01:34:52	Jul 23 01:36:44	Variance 00:01:52	Growth 2.0%
Month on Month				

Average Visit Frequency

10.7%	Jun 23 2	Jul 23 2	Variance 0	Growth 10.7%
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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Our behaviour insight platforms include:

TownandPlace.AI - 3,500+ Town Centres

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To request your login details please contact:

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.

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