Monthly Performance Report

Holborn

April 2023

Place Informatics

Central District Alliance

Town Monthly Footfall: April 2023

-39%	Mar 23 1,549,974	Apr 23 944,115	Variance -605,859	Mth on Mth Growth -39%
Month on Month	Apr 23 Ave	Average Foofall Per Hour 2,623	Average Foofall Per Day 31,471	

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Unique Visitors to Towns

-43%

Month on Month

Mar 23	Apr 23	Variance	Growth
601,405	342,962	-258,443	-43%

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	Nº Unique Visitors	% Mthly change
Core	8	24%	81,109	-21%
District	71	39%	132,851	-60%
Region	255	33%	113,612	-26%

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%

Catchment

		+17% Variance Month on Month		Mar 23	Apr 23	Variance	% Mth on Mth change	% Yr on Yr change

		+17% Variance Month on Month	Catchment Population	Mar 23 6,211,967	Apr 23 3,015,023	Variance -3,196,944	% Mth on Mth change -51%	% Yr on Yr change -70%
			% of Catchment Population Visiting	10%	11%	1%	+17%	+32%

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

-2%

6 - 12 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Mar 23	% Visits Apr 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Mar 23	% Visits Apr 23	Variance Mth on Mth
6 - 12	8%	10%	+2%	40 - 60	23%	23%	0%
12 - 20	11%	12%	+1%	60 - 90	34%	31%	-3%
20 - 40	24%	24%	0%				

Demographics

-0.2%

AB Month on
Month

	AB	C_1	C_2	DE
Core	35%	34%	9%	21%
District	30%	33%	13%	24%
Core+District	30%	33%	13%	24%
Mth on Mth Variance	-0.2%	-0.1%	+0%	+0.2%

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Average Dwell

0.7%	Mar 23	Apr 23	Variance	Growth
	01:34:26	01:35:06	00:00:40	0.7%
Month on Month				

Average Visit Frequency

-26.6%	Mar 23	Apr 23	Variance	Growth
	3	2	-1	-26.6%
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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TownandPlace.AI **- 3,500+ Town Centres**

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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.