Monthly Performance Report

Holborn

August 2023

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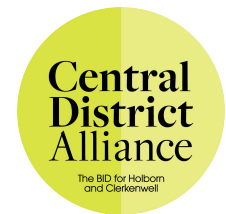
Town Monthly Footfall: August 2023

-9% Month on Month	Jul 23 2,227,693	Aug 23 2,031,872	Variance -195,821	Mth on Mth Growth -9%
	Aug 23 Ave	Average Footfall Per Hour 5,462	Average Footfall Per Day 65,544	

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Unique Visitors to Towns

-46%

Month on Month

Jul 23	Aug 23	Variance	Growth
797,129	433,359	-363,769	-46%

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	6	1%	5,427	-86%
District	81	24%	105,054	-71%
Region	524	63%	271,638	-20%

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

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+47%

Variance Month on Month

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	Jul 23	Aug 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	6,753,669	2,485,577	-4,268,092	-63%	-73%
% of Catchment Population Visiting	12%	17%	5%	+47%	+55%

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

-1%

6 - 12 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 23	Variance Mth on Mth
6 - 12	7%	8%	+1%	40 - 60	24%	23%	-1%
12 - 20	10%	11%	+1%	60 - 90	35%	33%	-2%
20 - 40	24%	25%	+1%				

Demographics

0.5%

AB Month on
Month

	AB	C1	C2	DE
Core	AB 35%	C1 41%	C2 7%	DE 17%
District	AB 33%	C1 33%	C2 12%	DE 23%
Core+District	AB 33%	C1 33%	C2 12%	DE 22%
Mth on Mth Variance	AB +0.5%	C1 +0%	C2 -0.1%	DE -0.5%

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Average Dwell

-4.9%	Jul 23	Aug 23	Variance	Growth
	01:36:44	01:32:00	-00:04:44	-4.9%
Month on Month				

Average Visit Frequency

-23.1%	Jul 23	Aug 23	Variance	Growth
	2	2	-1	-23.1%
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.

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