



Huntingdon

April 2017

03/04/2017 to 30/04/2017



REGION - East

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

| | Year to Date % Change | | Year on Year % Change | | Month on Month % Change | |
|------------|-----------------------|----------|-----------------------|-----------|-------------------------|---------|
| | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 |
| Huntingdon | ▲ 17.1 % | ▼ -9.4 % | ▲ 11.1 % | ▼ -10.8 % | ▲ 3.2 % | ▲ 4.3 % |
| East | ▲ 3.1 % | ▼ -2.4 % | ▲ 5.5 % | ▼ -4.4 % | ▲ 8.8 % | ▲ 3.5 % |
| UK | ▲ 0.3 % | ▼ -2.8 % | ▲ 1.8 % | ▼ -4.9 % | ▲ 4.0 % | ▲ 5.3 % |

Headlines

Footfall for the year to date is 17.1% up on the previous year.

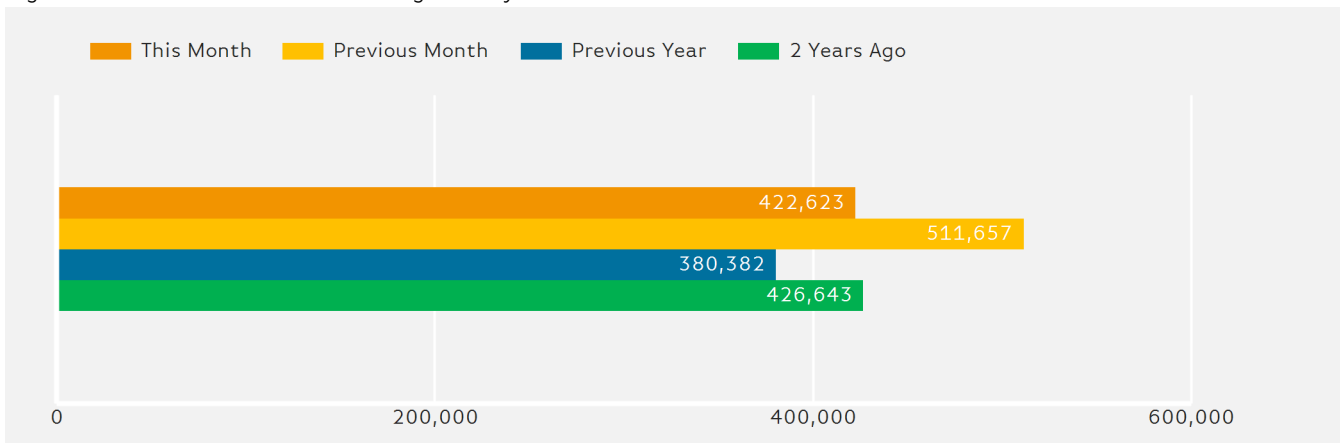
The number of visitors counted for month commencing 3 April 2017 was 422,623.

The busiest day in month commencing 3 April 2017 was Saturday 8 April with 23,693 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 3,511

Footfall Totals by Month

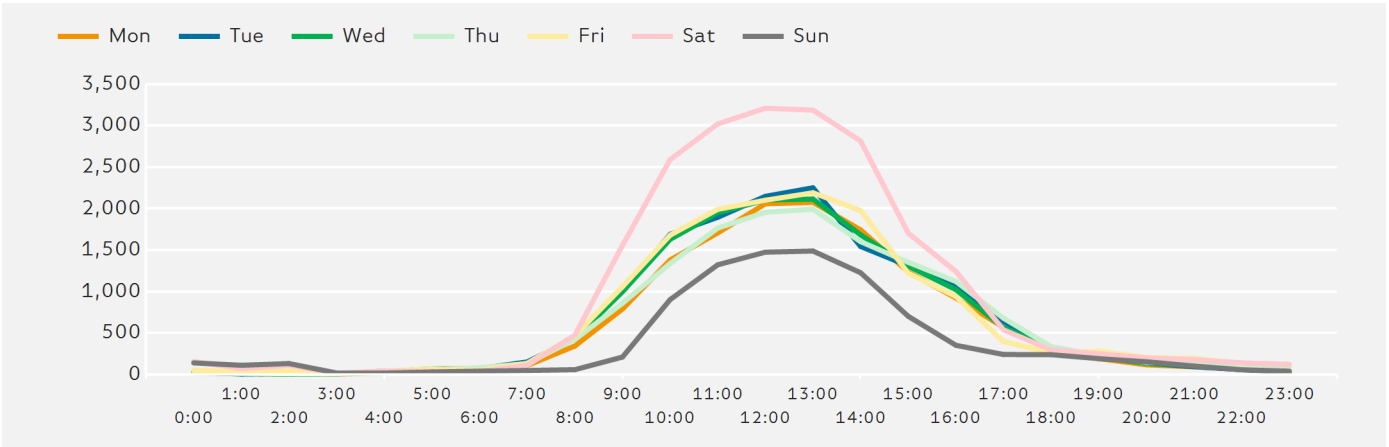
Figures shown below are calculated using monthly totals.



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



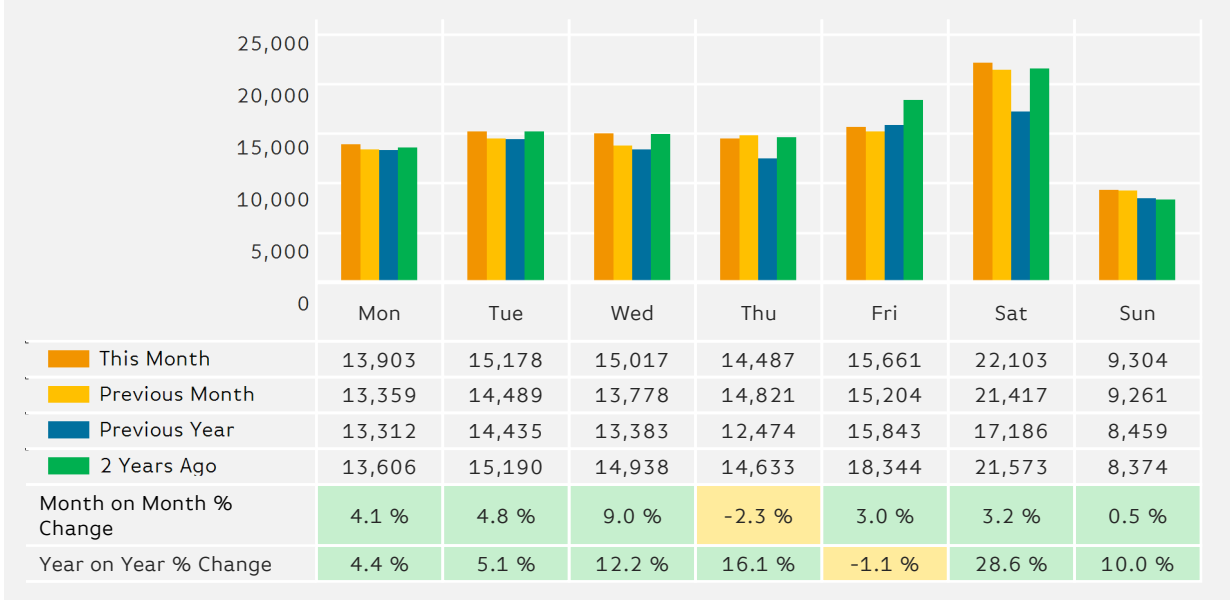
| | | | |
|-------------------------------------|----|---|---|
| Number of days this month | 18 | 9 | 1 |
| Number of days same month last year | 21 | 5 | 2 |

Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2017 | 14.0 | 6.3 |
| 2016 | 12.3 | 4.7 |

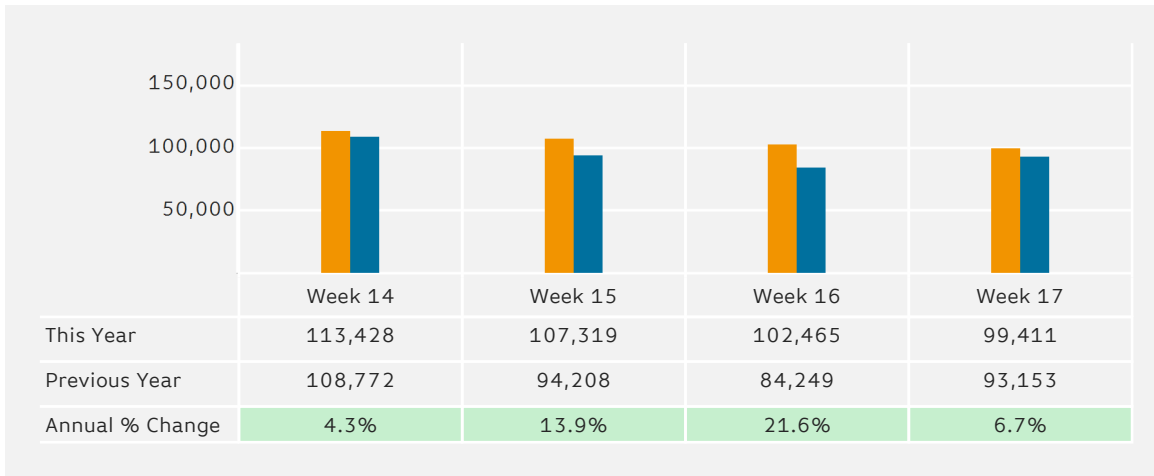
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

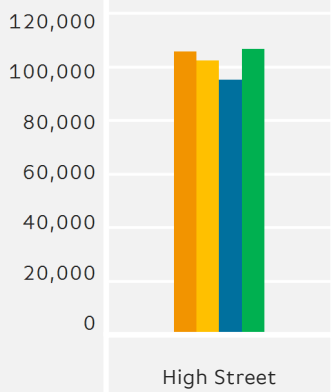
The figures shown below are calculated using weekly totals.



Footfall Totals

The figures shown below are calculated using weekly averages.

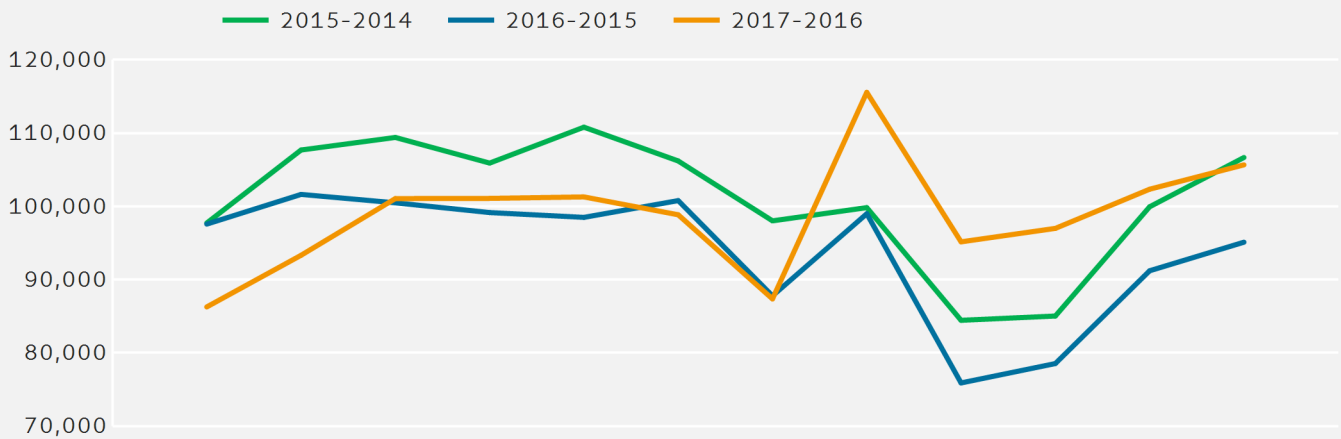
■ This Month
 ■ Previous Month
 ■ Previous Year



| | |
|-----------------------|---------|
| This Month | 105,656 |
| Previous Month | 102,331 |
| Previous Year | 95,096 |
| 2 Years Ago | 106,661 |
| Year on Year % Change | 11.1 % |

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



| | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
|-----------------|--------|---------|---------|---------|---------|---------|--------|---------|--------|--------|---------|---------|
| 2017-2016 | 86,259 | 93,311 | 101,051 | 101,076 | 101,279 | 98,839 | 87,354 | 115,558 | 95,146 | 96,981 | 102,331 | 105,655 |
| 2016-2015 | 97,567 | 101,621 | 100,472 | 99,143 | 98,487 | 100,778 | 87,770 | 98,982 | 75,882 | 78,527 | 91,196 | 95,095 |
| 2015-2014 | 97,716 | 107,684 | 109,397 | 105,898 | 110,801 | 106,188 | 98,012 | 99,817 | 84,434 | 85,016 | 99,932 | 106,660 |
| Annual % change | -11.6% | -8.2% | 0.6% | 1.9% | 2.8% | -1.9% | -0.5% | 16.7% | 25.4% | 23.5% | 12.2% | 11.1% |

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.