## springboard

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

| Huntingdon | Year to Date \% Change |  |  |  | Year on Year \% Change |  |  |  | Month on Month \% Change |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2018 |  | 2017 |  | 2018 |  | 2017 |  | 2018 |  | 2017 |  |
|  | $\nabla$ | -5.3\% | - | 17.1 \% | $\nabla$ | -7.2 \% | $\Delta$ | 11.1 \% | - | 9.1 \% | - | 3.2 \% |
| East | $\nabla$ | -4.3\% | A | 3.1 \% | $\nabla$ | $-5.6 \%$ | - | 5.5 \% | A | 12.4 \% | - | 8.8 \% |
| UK | $\nabla$ | -4.9 \% | A | 0.3 \% | $\nabla$ | -4.0 \% | - | 1.8 \% | A | 10.4 \% | - | 4.0 \% |

## Headlines

Footfall for the year to date is $5.3 \%$ down on the previous year.
The number of visitors counted for month commencing 2 April 2018 was 392,188.
The busiest day in month commencing 2 April 2018 was Saturday 14 April with 25,142 visitors.
The peak hour of the month was 14:00 on Saturday 14 April 2018 with footfall of 3,559

## Footfall 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

10
2
16

Number of days same month last year

9
1

## Average Temperature

| Average Temperatures | Maximum <br> Temperature | Minimum <br> Temperature |
| :--- | :---: | :---: |
| 2018 | 15.4 | 7.5 |
| 2017 | 14.0 | 6.3 |

## Footfall by Day

The fiqures shown below are calculated using weeklv averages.

| 25,000 |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $20,000$ |  |  |  |  |  |  |  |
| 15,000 |  |  |  |  |  |  |  |
| 10,000 |  |  |  |  |  |  |  |
| 5,000 |  |  |  |  |  |  |  |
| 0 | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
| This Month | 11,851 | 14,008 | 14,974 | 13,371 | 14,626 | 20,023 | 9,191 |
| - Previous Month | 13,314 | 12,819 | 12,832 | 11,970 | 14,479 | 16,301 | 8,112 |
| Previous Year | 13,903 | 15,178 | 15,017 | 14,487 | 15,661 | 22,103 | 9,304 |
| 2 Years Ago | 13,312 | 14,435 | 13,383 | 12,474 | 15,843 | 17,186 | 8,459 |
| Month on Month \% Change | -11.0 \% | 9.3 \% | 16.7 \% | 11.7 \% | 1.0 \% | 22.8 \% | 13.3 \% |
| Year on Year \% Change | -14.8 \% | -7.7\% | -0.3 \% | -7.7\% | -6.6 \% | -9.4 \% | -1.2 \% |

## Footfall by Week of Month

The figures shown below are calculated using weekly totals.

| 150,000 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 100,000 |  |  |  |  |
| 50,000 |  |  |  |  |
|  | Week 14 | Week 15 | Week 16 | Week 17 |
| This Year | 93,061 | 100,893 | 110,361 | 87,873 |
| Previous Year | 113,428 | 107,319 | 102,465 | 99,411 |
| Annual \% Change | -18.0\% | -6.0\% | 7.7\% | -11.6\% |

## Footfall by Location

The figures shown below are calculated using weekly averages.


## Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

| 130,000 2016-2015 2017-2016 2018-2017 |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| 120,000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 110,000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 100,000 |  |  |  |  |  |  |  |  |  |  |  |  |
| 80,000 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| 2018-2017 | 100,693 | 108,984 | 107,233 | 109,294 | 108,182 | 116,806 | 106,950 | 123,092 | 96,346 | 96,637 | 89,829 | 98,047 |
| 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 |
| Annual \% change | 16.7\% | 16.8\% | 6.1\% | 8.1\% | 6.8\% | 18.2\% | 22.4\% | 6.5\% | 1.3\% | -0.4\% | -12.2\% | -7.2\% |

## Notes

Year to Date \% Change is the annual \% change in footfall from January of this year compared to the same period last year. January, 2018 to April, 2018 Vs January, 2017 to April, 2017

Year on Year \% Change is the \% change in footfall for this month compared to the same week in the previous year.April, 2018 Vs April, 2017

Month on Month \% Change is the \% change in footfall for this Month from the previous Month. 42018 Vs 32018

