

Footfall Analysis

published on 15th May 2017

Address of the location analysed
(October 2016 to March 2017)



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Key Findings

- Weekend footfall levels do drop of on Location 1, with on average a -45% drop on a Saturday and a -60% drop off on a Sunday.
- Although the actual level of weekend footfall is comparable to the weekday footfall in the benchmark locations (Location 1, Location 2 & Location 3).
- In terms of weekly footfall, Location 1 has the highest weekly footfall count, with the highest footfall towards Warren Street station further down from the proposed site.
- Location 1 is not impacted by seasonality, with other locations such as Location 4 seeing lower levels of footfall when the number of students and tourists are low (December).
- (Brand name) could look to use the intelligence to tailor their weekend staffing and opening hours in order to make the site sustainable.



Benchmark locations - Weekly footfall

(October 2016 to March 2017)

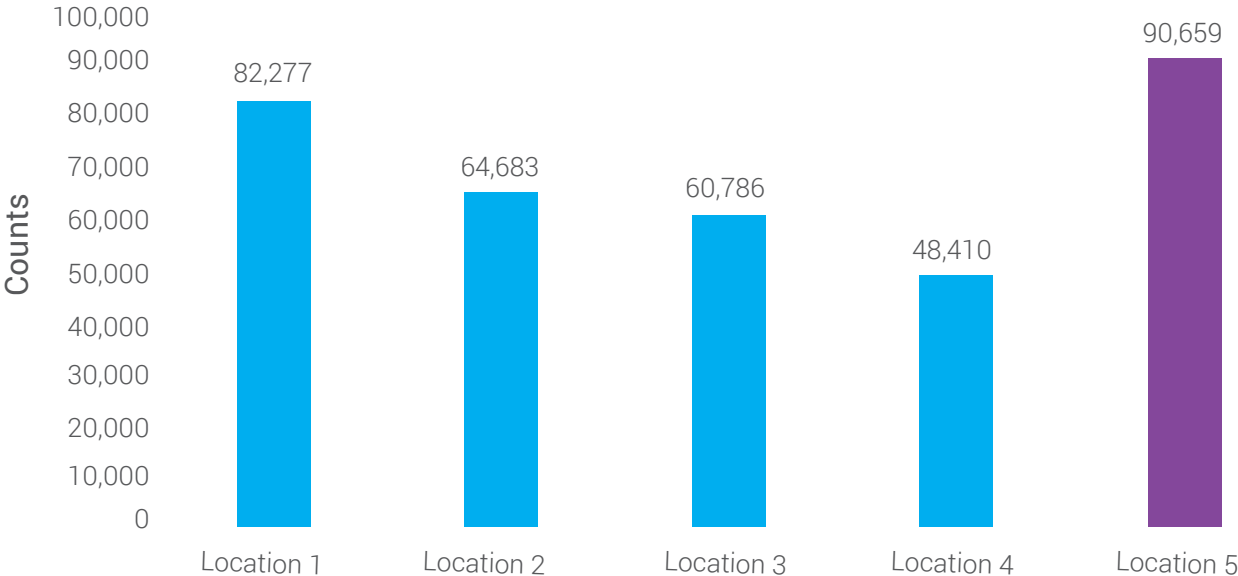


Figure 1: Average Weekly Footfall (October 2016 to March 2017)

- Selected comparable locations with a (Brand name) were chosen to understand the expected footfall at the proposed site (Specific Location).
- Using the closest device to (Specific Location) (within 50m), shows an average weekly footfall of 90,659 people.



Benchmark locations - Daily footfall

(October 2016 to March 2017)

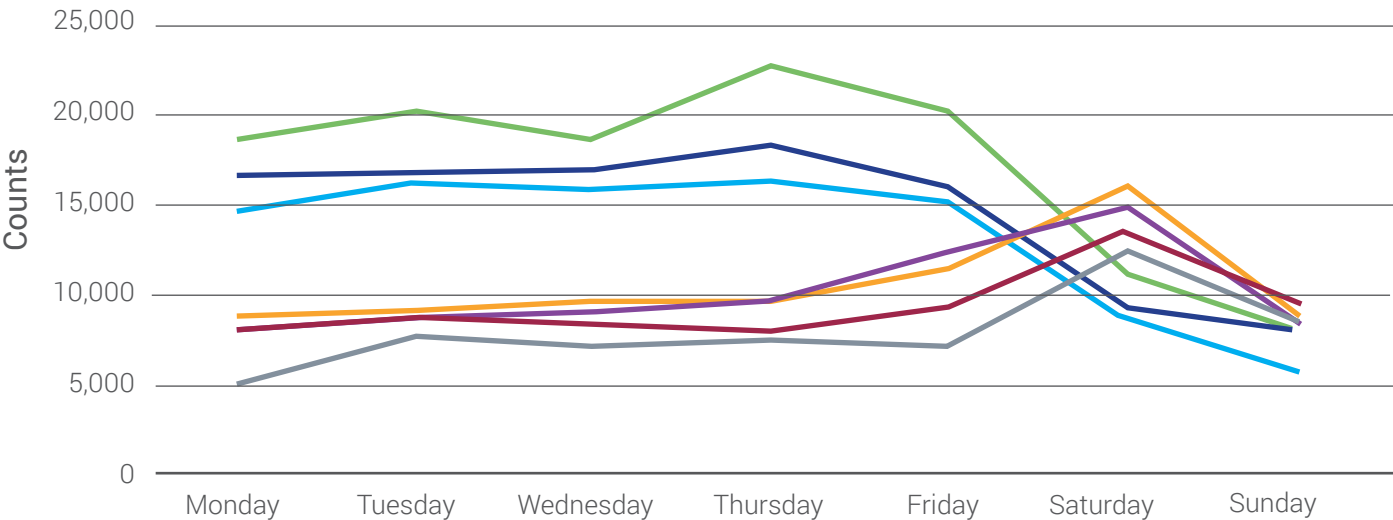


Figure 2: Average Daily Footfall across comparable locations

- Location 1
- Location 2
- Location 3
- Location 4
- Location 5
- Location 6
- Location 7

- Benchmarked against the comparable locations, Location 1 has 30% more footfall during the week, with a drop-off on Saturday and Sunday.



Percentage change: Weekend vs. Weekday

(October 2016 to April 2017)

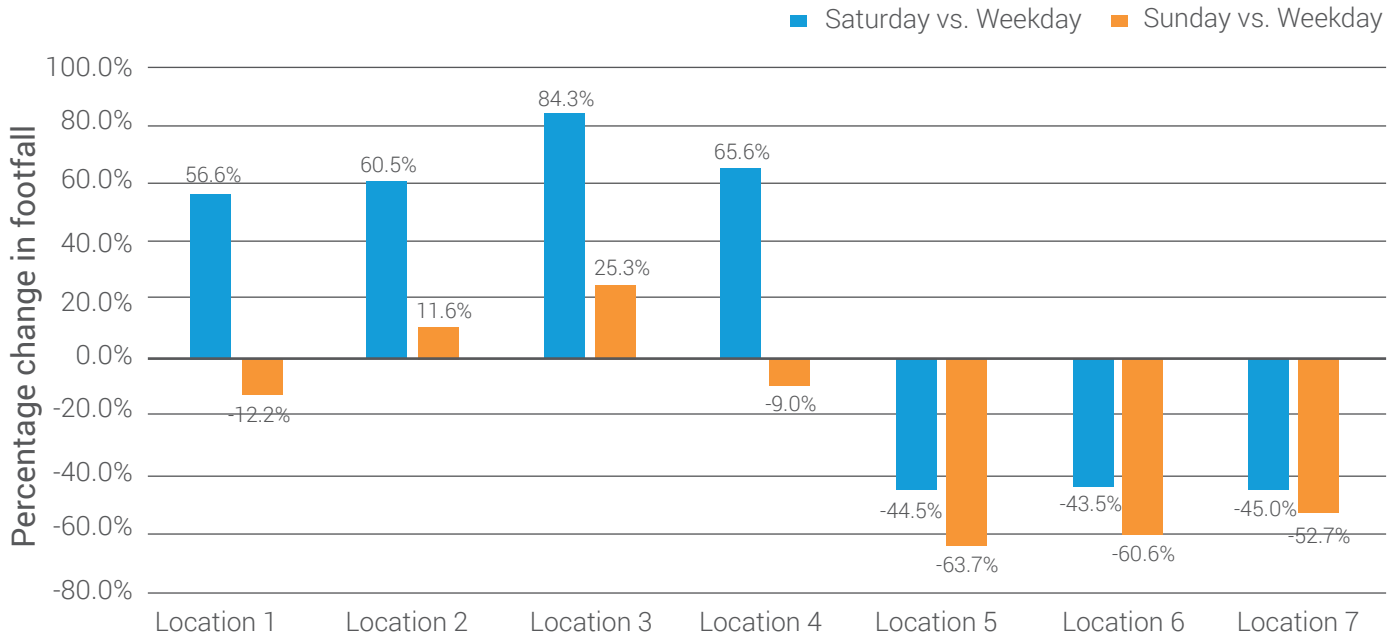


Figure 3: Percentage change in weekend footfall vs. weekday footfall

- On average locations 5,6,7 saw a 45% drop in footfall on Saturday and a 60% drop in footfall on a Sunday benchmarked against the average weekday footfall.
- The comparable locations all saw a boost in footfall on a Saturday of more than 50%.

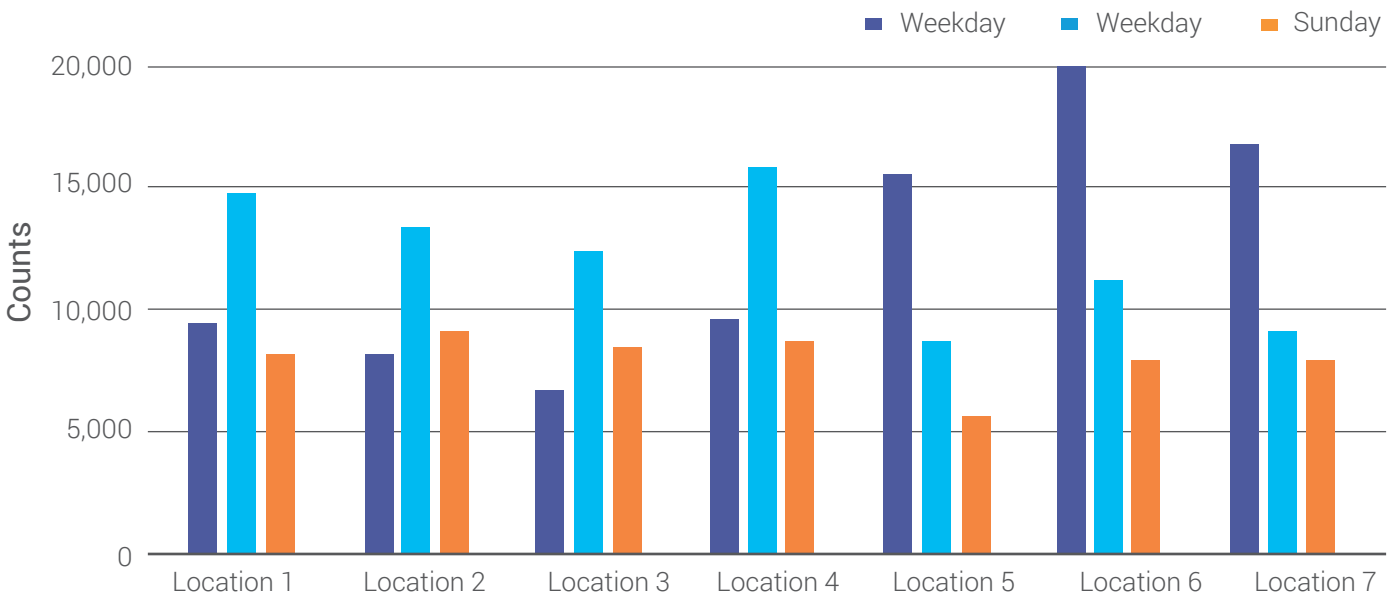


Figure 4: Average footfall across comparable locations

- Location 1 weekend footfall levels are similar to the weekday footfall levels across the comparable locations. Saturday footfall levels near the proposed site in Location 1 are most like Location 2 and Location 3.



Impact of seasonality on footfall levels

(October 2016 to March 2017)

- Location 4 has the most consistent footfall, with a slight drop in footfall in December due to office closures around the festive period and a drop in the number of tourists.
- Location 1 improves the most during the Christmas period with footfall rising by +22% in December compared to November.

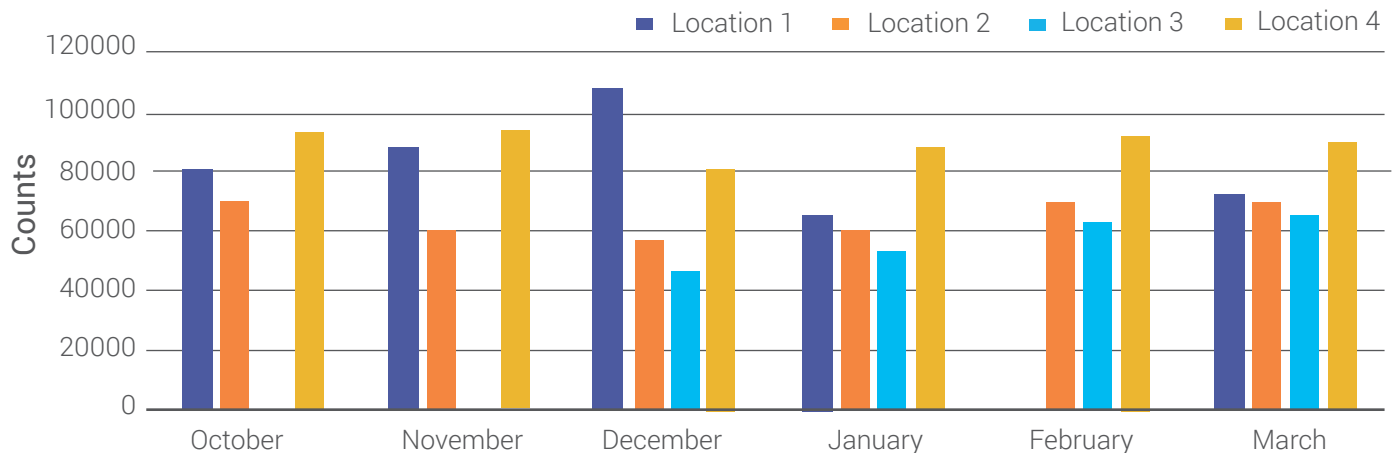
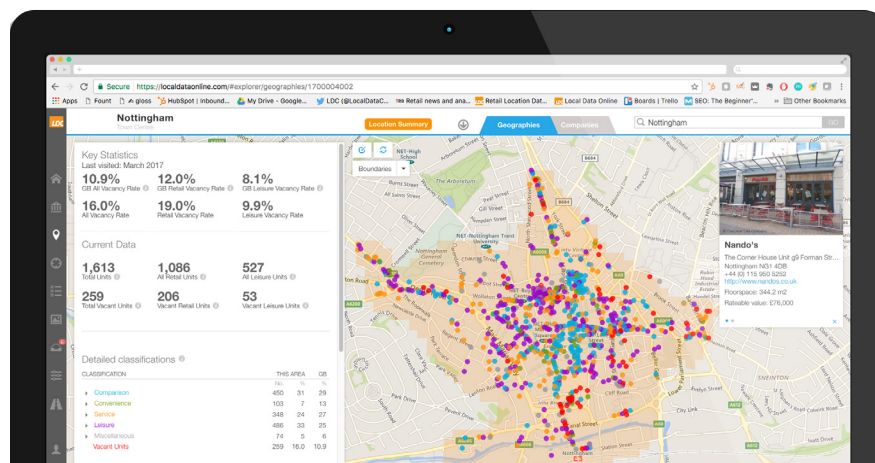


Figure 5: Impact of seasonality on footfall across comparable locations



Additional analysis LDC can offer



- Understand the classification mix around your store and how this impacts footfall to your location
- Locate the vacant units within a 200m radius, that could impact the passing footfall to your stores
- Use analysis on the neighbouring stores and type of retail, to find suitable comparable locations across GB
- Profile different locations in a town centre or retail location, by the proxy bands creating benchmarks and comparables to the existing estate
- Overlay additional data sources such as conversions, staffing, floorspace and weather