

'2019' = the 52 week period between 31 Dec 2018 and 29 Dec 2019. This is based on the BRC retail calendar ensuring only full weeks are compared.
 YOY = Year-on-Year, comparing against the 52 weeks of 1 Jan 2018 to 30 Dec 2018

Footfall

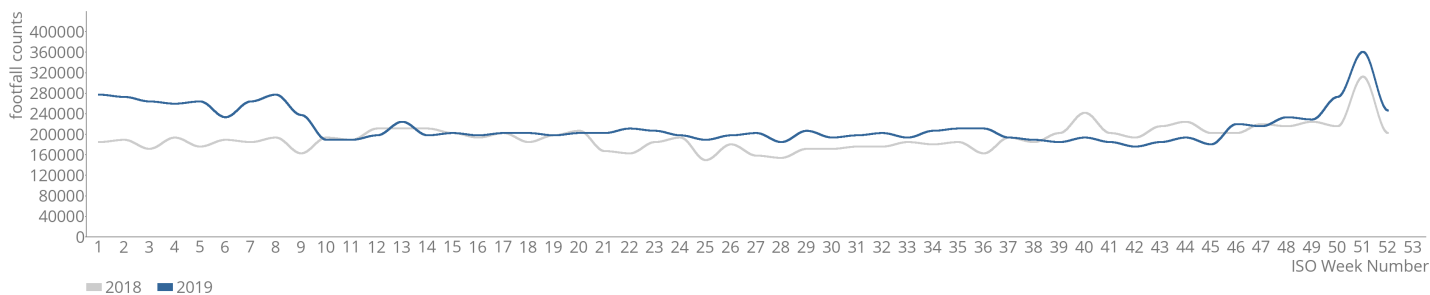
Footfall shows how many movements have been observed across specific points in your area. Footfall is typically a good stable indicator of long-term trends and tends to reflect retail performance.

VS 2018

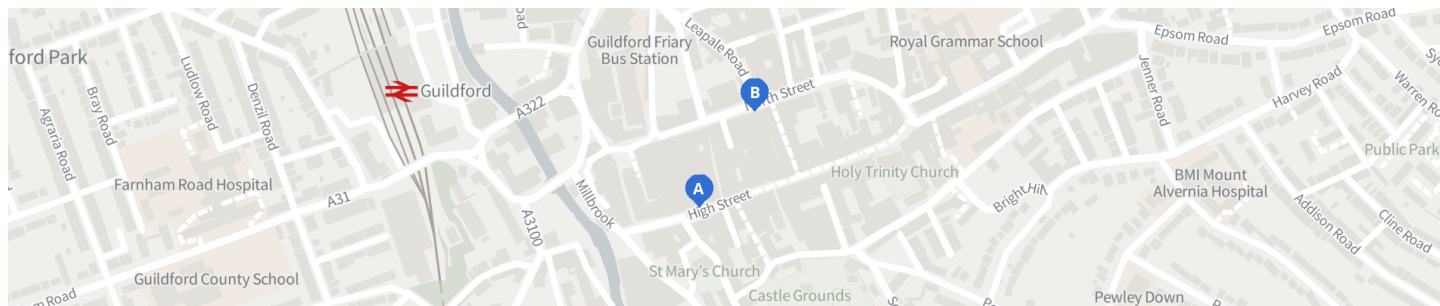
+11 %

The total footfall this year was **11,211,878** counts.
 Meaning the average weekly footfall was **215,613**.
 This was **11% higher** than last year (193,492).
 The busiest day was **Fri 20 Dec** (65,158).
 The busiest hour was **13:00-13:59 on Sat 21 Dec** (7,897).

SUMMARY BY WEEK



SUMMARY BY SITE



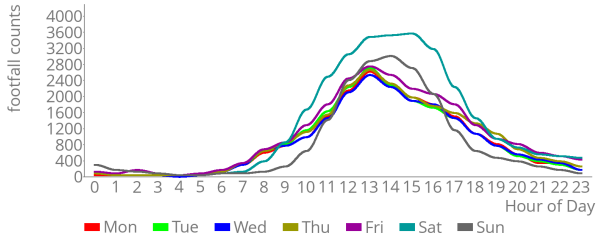
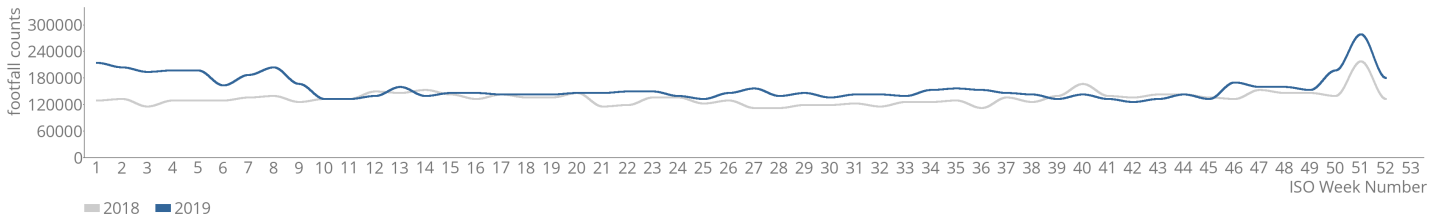
A HIGH STREET

THIS YEAR

8,156,503

VS LAST YEAR

+17 %



B NORTH ST

THIS YEAR

3,055,375

VS LAST YEAR

0 %

