

signals

Quarterly Report

April 2024 - June 2024

Performance report for Clapham BID



Footfall

This report includes estimates on the actual number of visitors



Comparison

Compare time periods to understand the performance of your place



Interpretation

Take action using evidence to make more successful decisions

How to use this report

Our data provides information about who is visiting your area, where they spend the most time and when they visit. This information provides a foundation for understanding how visits and visitors to your centre change over time. We provide data compared with the same time period in previous years or the previous time period e.g February compared with January to enable you to easily pick your area's strengths and opportunities for development.

All of the time comparisons (unless otherwise stated) are made against the same period of time in the previous year. For example:

Name	Δ (%)
Monday	-10.9%
Tuesday	-
Wednesday	2.7%

Takeaways

- Weekday is 10.9% less busy than the same period in the previous year.
- Weekday has experienced the same level of activity as the previous year.
- Weekday is 2.7% more busy than the same period in the previous year.

We recommend using these changes over time, along with your on the ground view of your area to build a narrative about the performance of your place.



Key indicators

Total Daily Visits

7,744,522

109% of same quarter 2023



106% of previous quarter



133% of same quarter 2022



Max Daily Visits

144,894

107% of same quarter 2023



107% of previous quarter



111% of same quarter 2022



Mean Daily Visits

86,050

109% of same quarter 2023



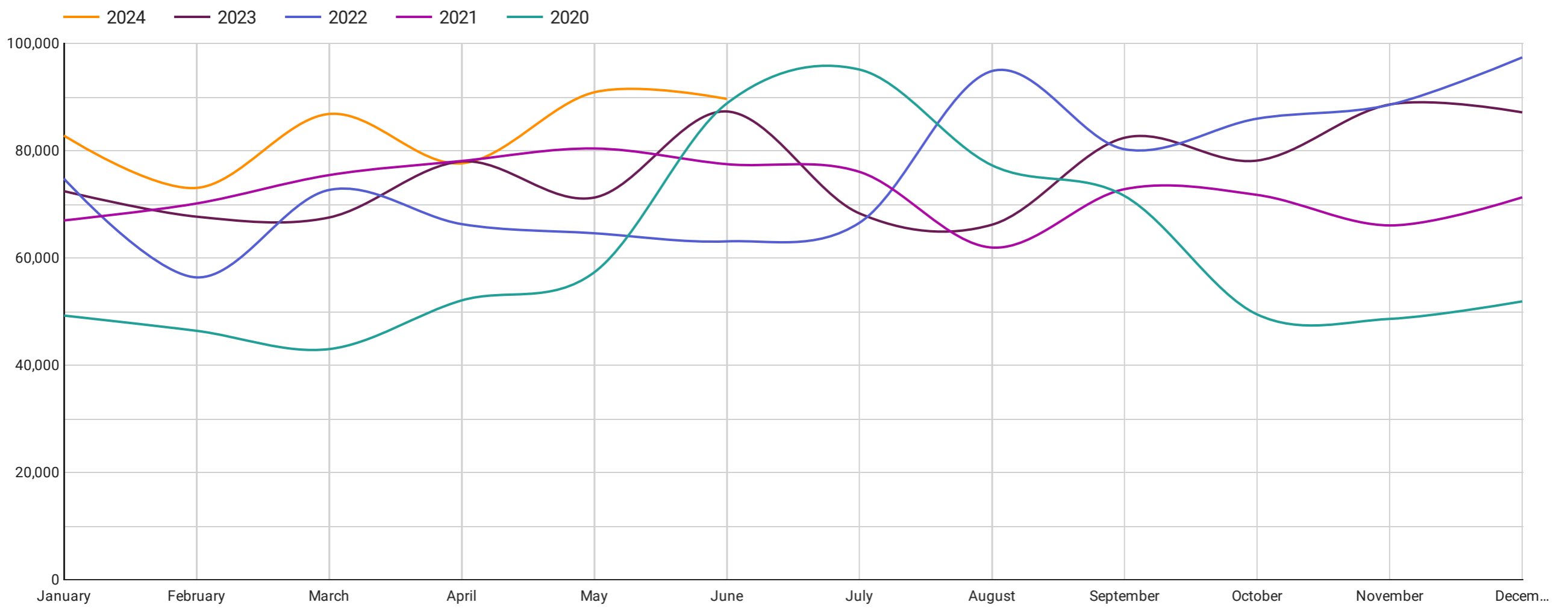
106% of previous quarter



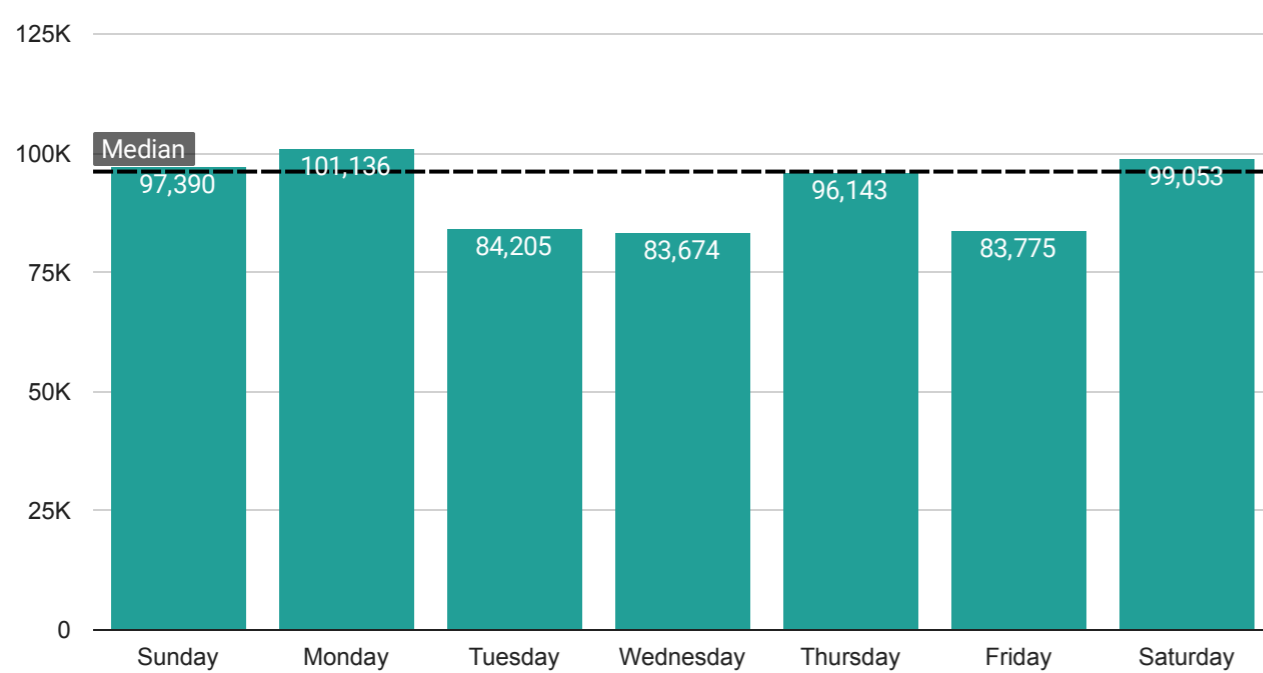
133% of same quarter 2022



Average Footfall by Month and Year

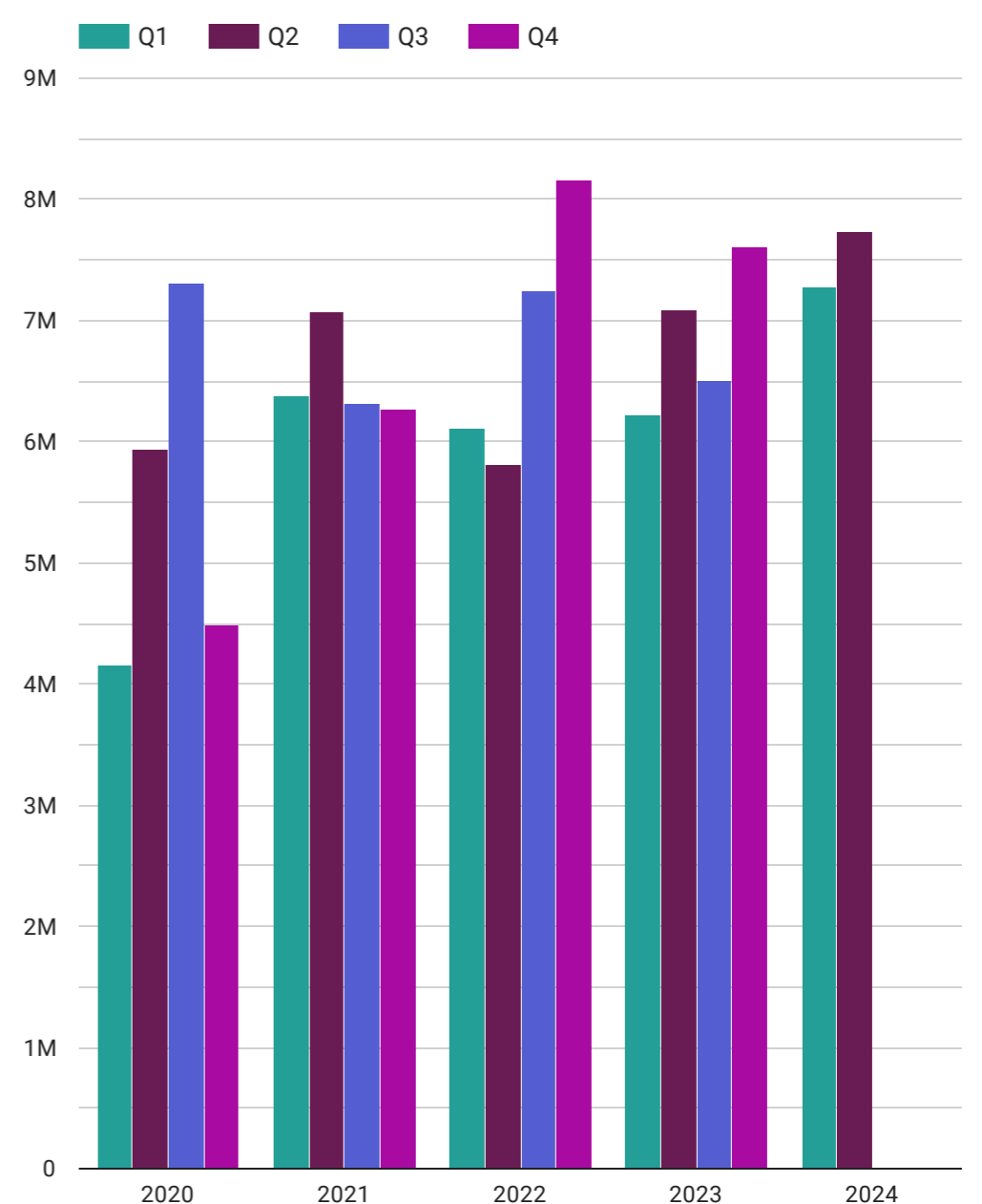


Day Comparison with previous year



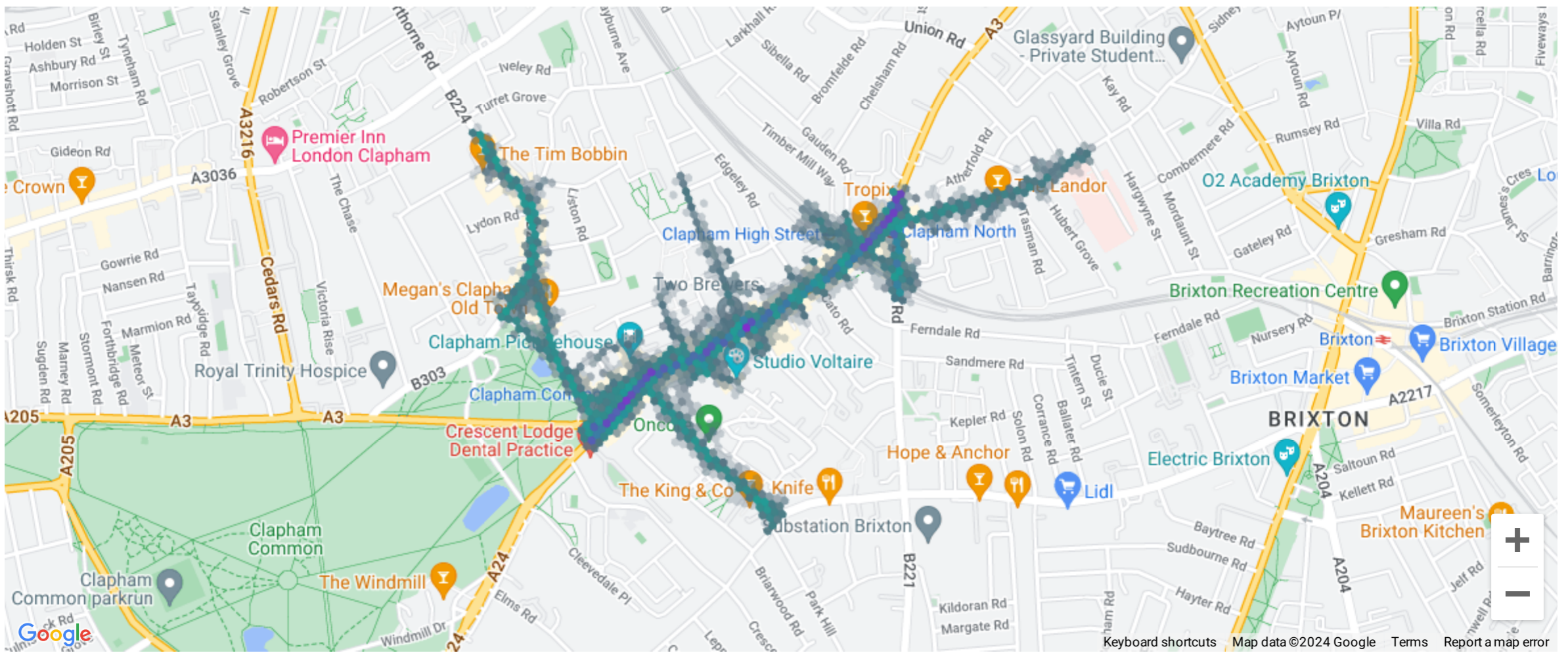
Day of the week	Avg Footfall	% change
Sunday	97,390	-6.6% ↓
Monday	101,136	20.2% ↑
Tuesday	84,205	5.6% ↑
Wednesday	83,674	0.1% ↑
Thursday	96,143	28.3% ↑
Friday	83,775	1.9% ↑
Saturday	99,053	20.0% ↑

Total Visits by Quarter and Year

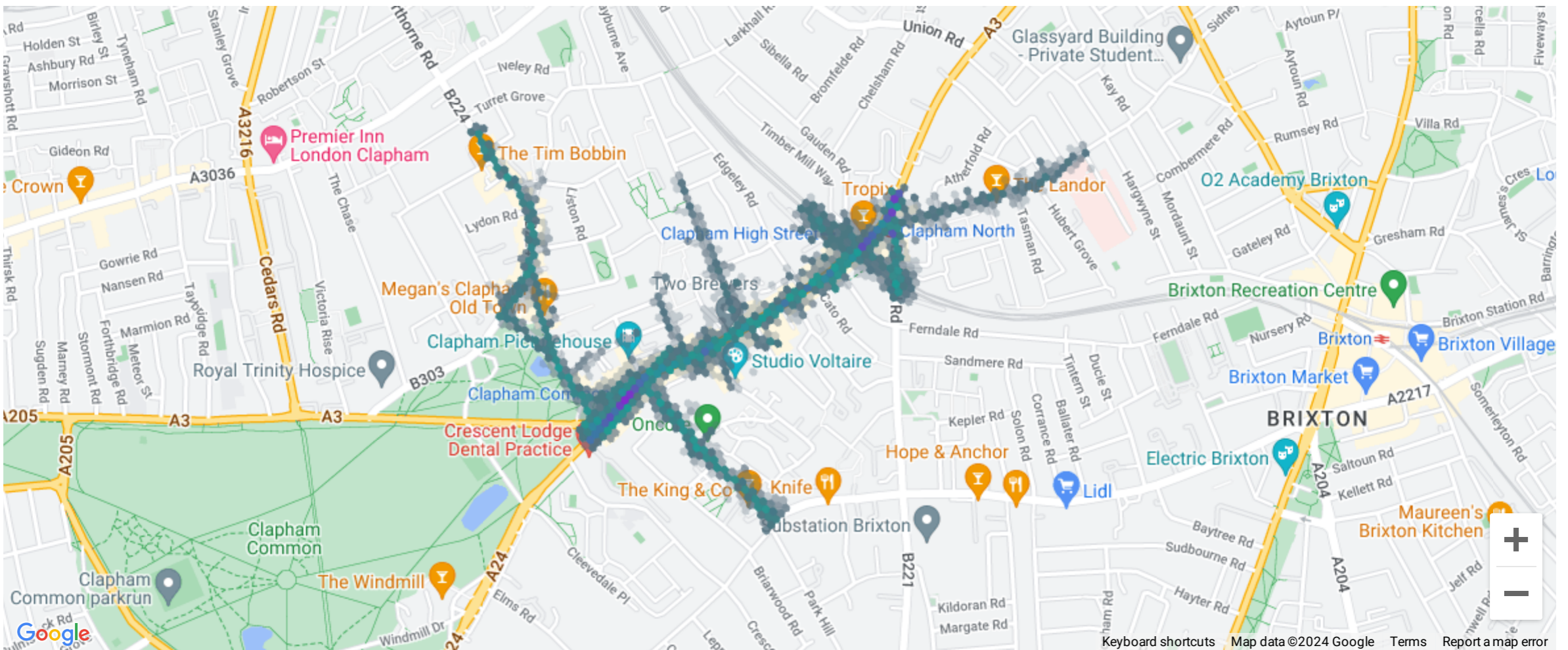


Centre Activity

Q2 2024



Q2 2023



Total Visits by Month and Year

