

signals

Quarterly

Report

July 2024 - Sept 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

6,991,193

107% of same quarter 2023



90% of previous quarter



96% of same quarter 2022



Max Daily Visits

121,683

99% of same quarter 2023



84% of previous quarter



71% of same quarter 2022



Mean Daily Visits

77,680

107% of same quarter 2023



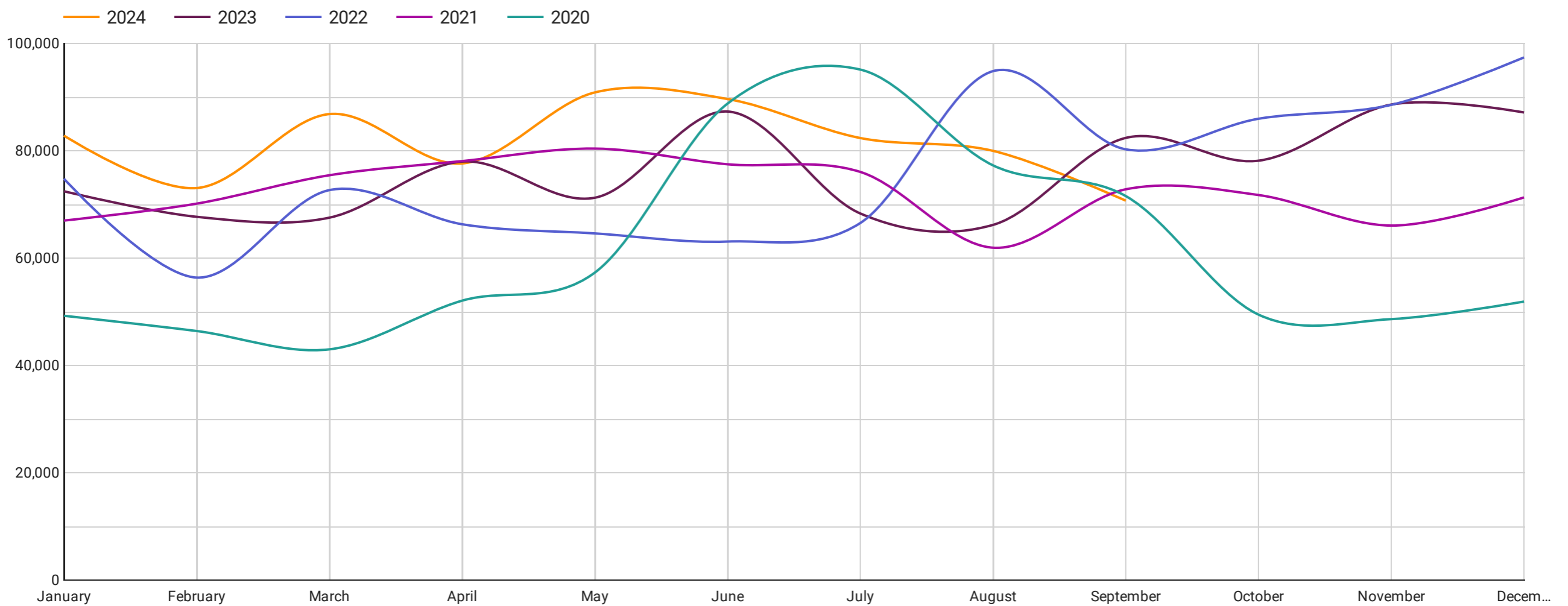
90% of previous quarter



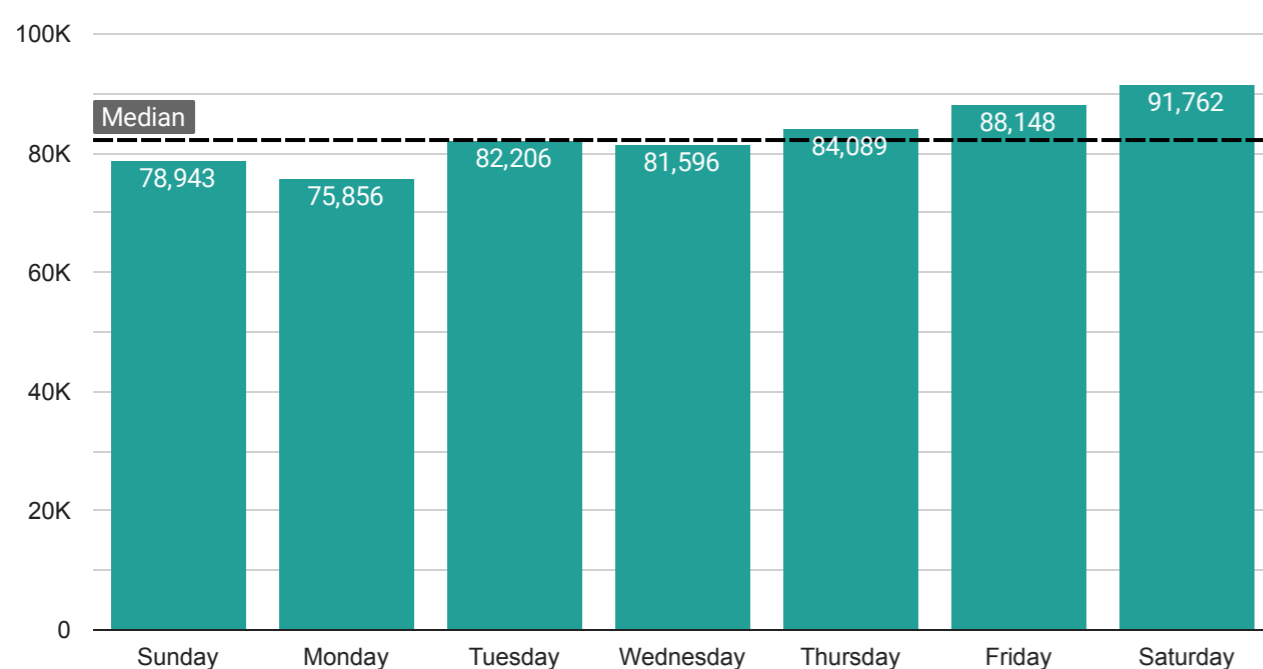
96% of same quarter 2022



Average Footfall by Month and Year



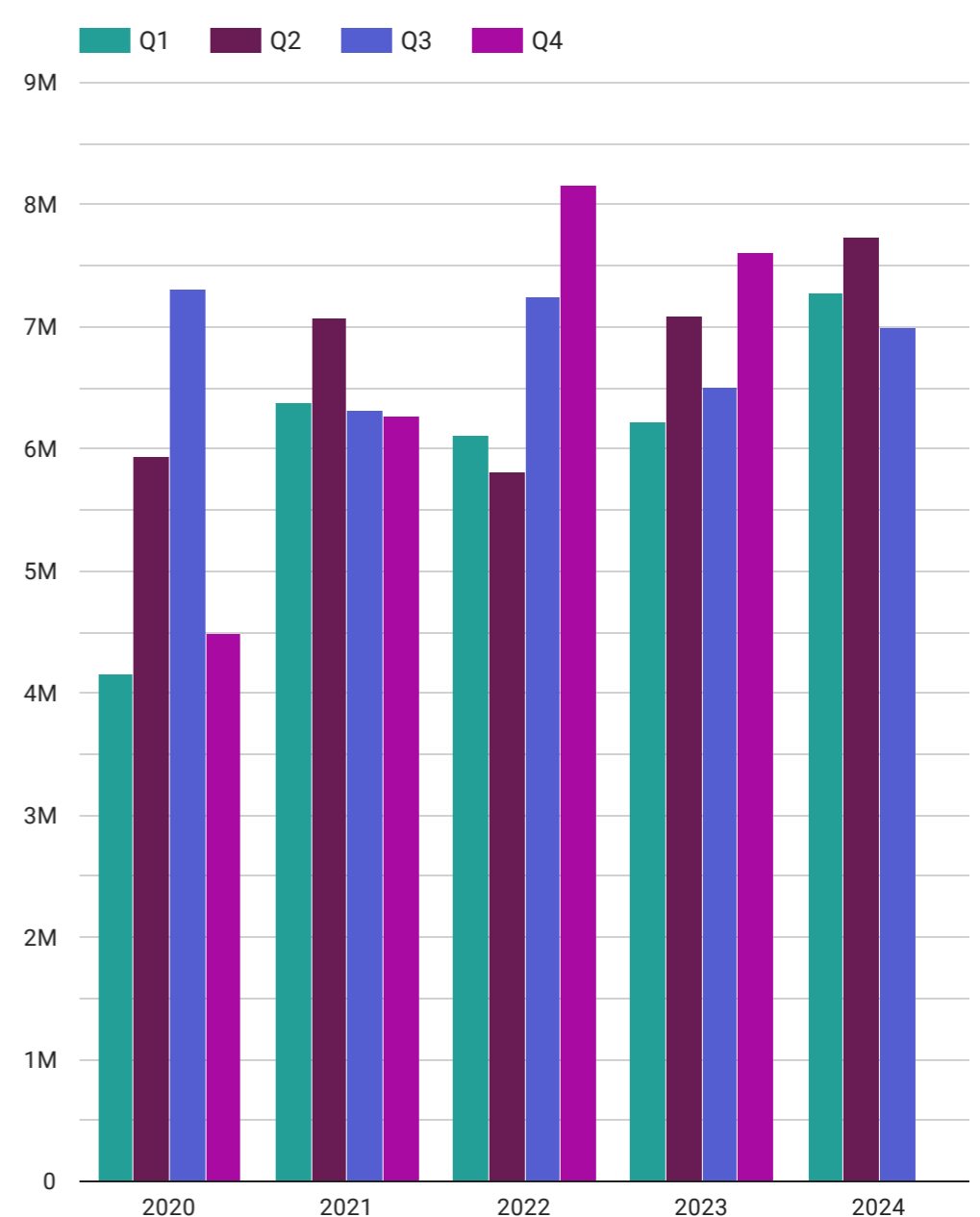
Day Comparison with previous year



Day of the week

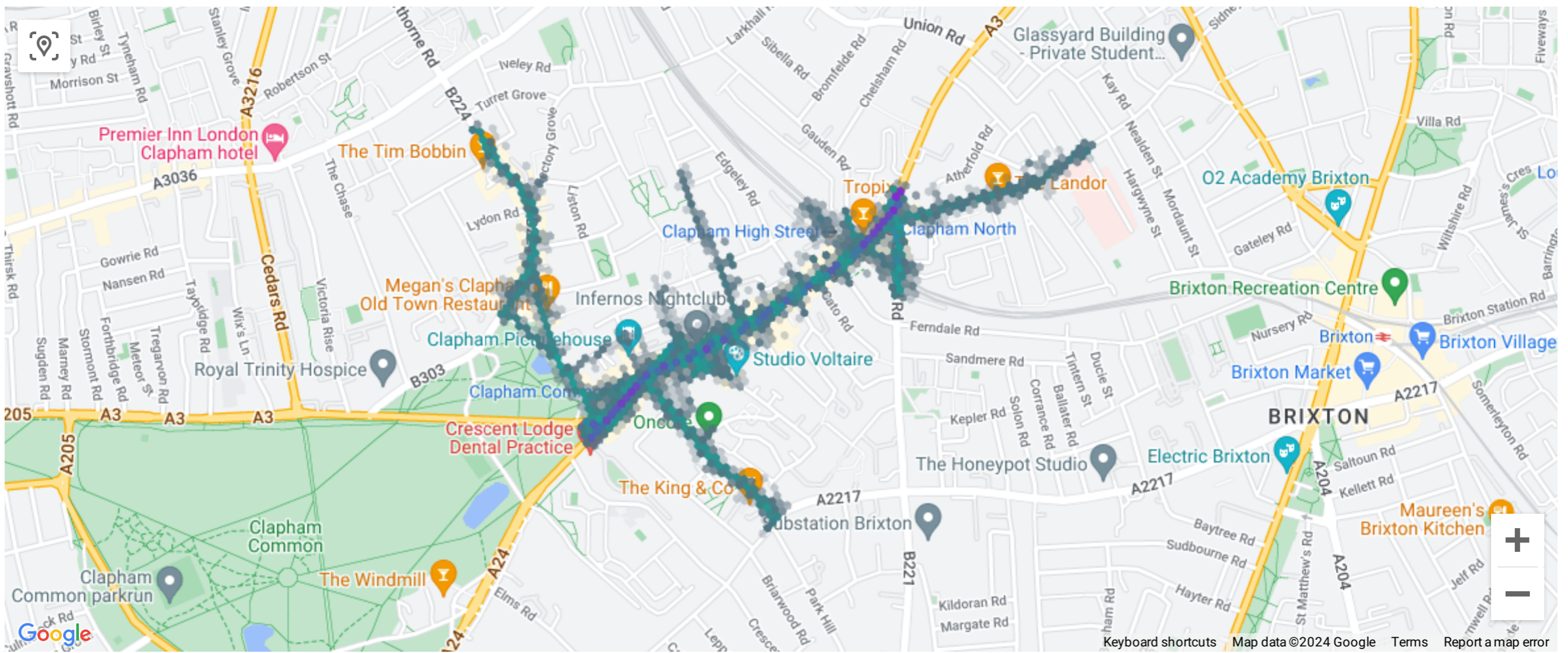
Day of the week	Avg Footfall	% change
Sunday	78,943	-15.5% ↓
Monday	75,856	6.7% ↑
Tuesday	82,206	18.0% ↑
Wednesday	81,596	8.2% ↑
Thursday	84,089	24.0% ↑
Friday	88,148	23.9% ↑
Saturday	91,762	-2.1% ↓

Total Visits by Quarter and Year

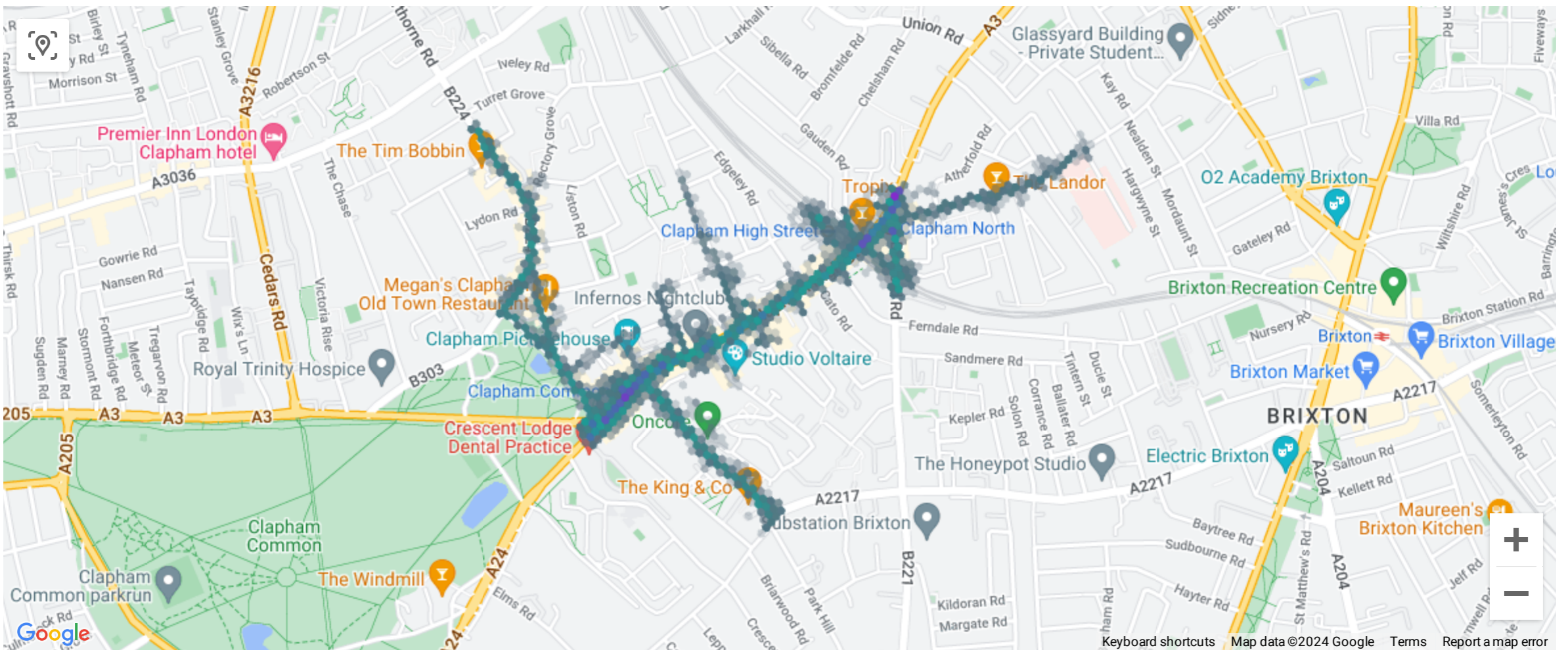


Centre Activity

Q3 2024



Q3 2023



Total Visits by Month and Year

