

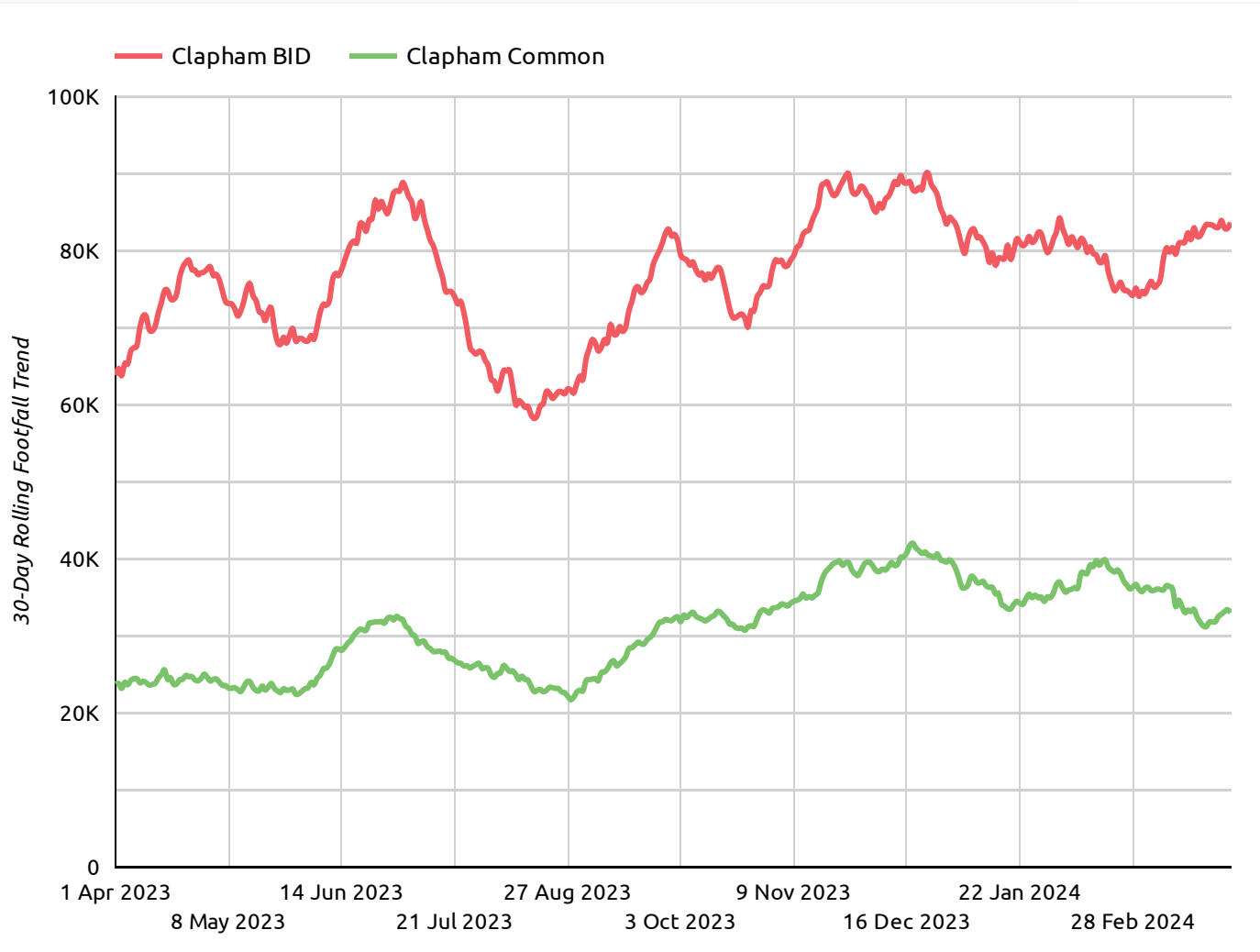
QUARTERLY PERFORMANCE REPORT

Clapham Q1 2024

This report provides a quarterly update on the local trends available through Huq's place performance platform, and comments on the most recent highlights. The update is provided as part of Huq's Customer Success offering, which is designed to help customers understand and take action on place insights.

Prepared by **Your Customer Success Manager**

17 Apr 2024



What is Footfall Monitoring?

Footfall is the number of unique people in an area at a given time. It's the main way that councils, retailers and real-estate assess the performance of places.

Why use it?

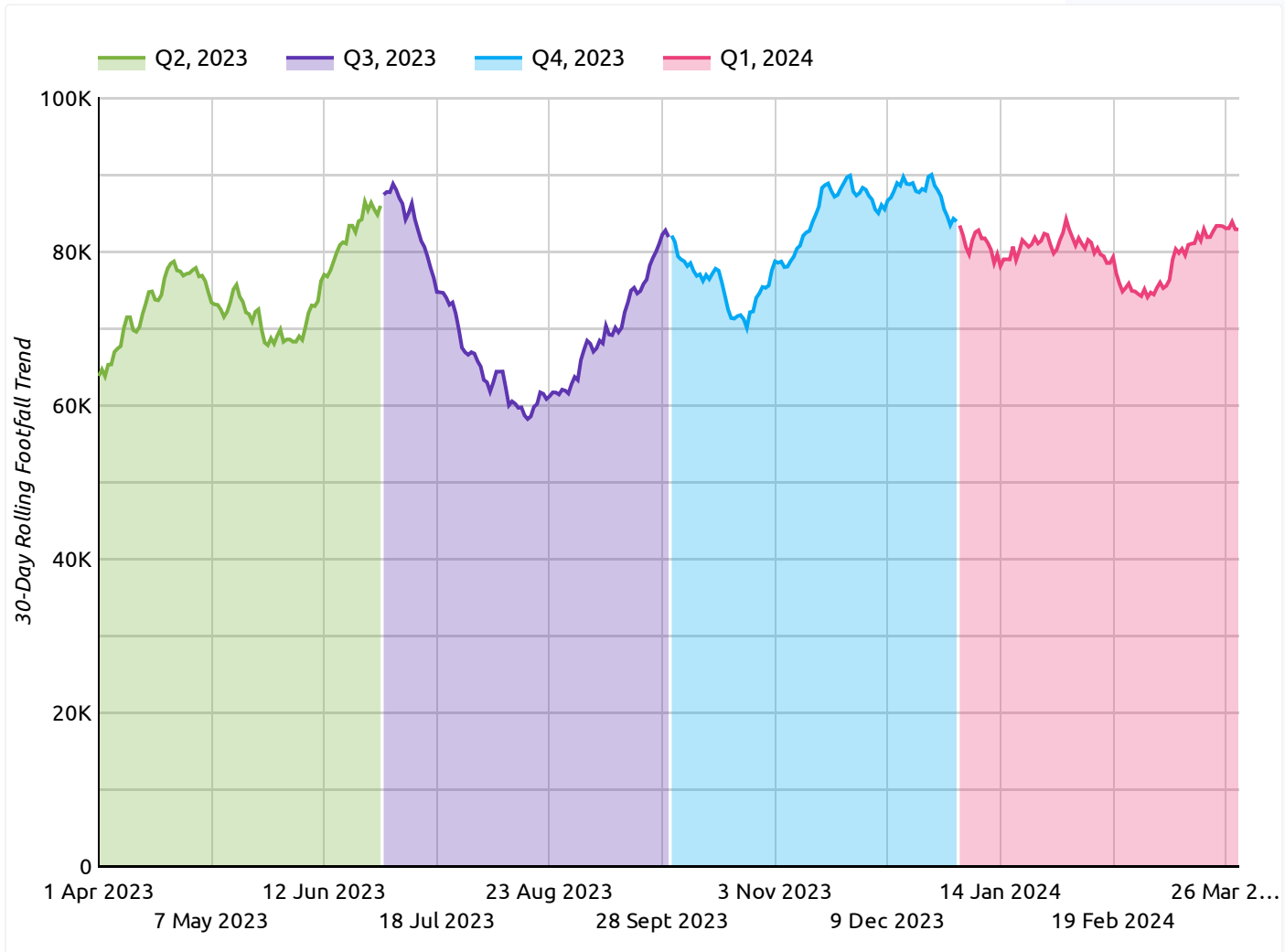
Use footfall insight if you're opening a store and you want to know how many customers you could attract. Use footfall to learn where needs support and how interventions succeed. You can also use footfall insight to weigh up real-estate investment candidates and pick the one with the greatest potential.

CLAPHAM

Focus on Clapham BID

The following section explores quarterly place performance trends across the insight modules available for this centre.

This quarterly report has been prepared part of Huq's unique **Customer Success** offering.

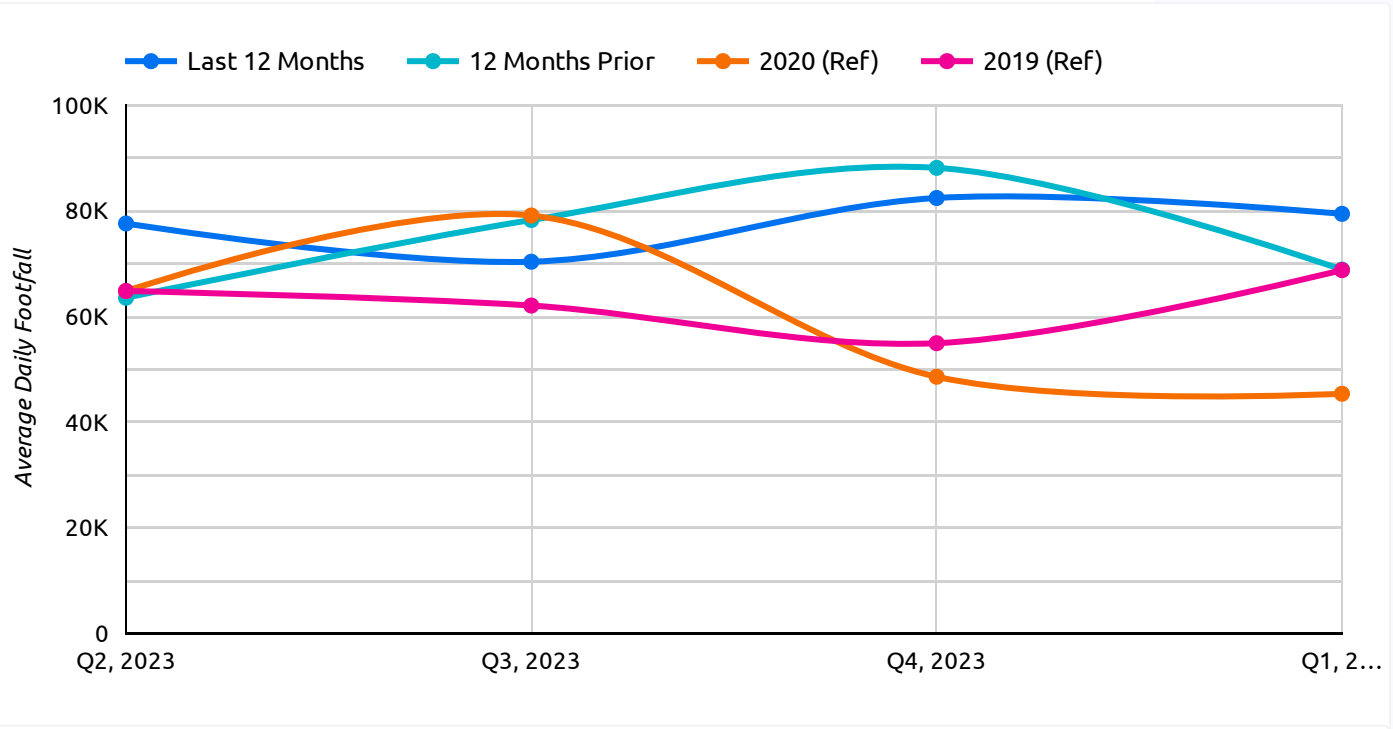


Clapham BID footfall down 3% QoQ in Q1 2024 at 79,634

Average footfall for Clapham BID in Q1 (the last full quarter) is tracking at 79,634 unique visitors per day. This is a decrease of 3% on the equivalent value in Q4, and a rise of 16% year-on-year to Q1 2023.

Clapham BID currently attracts the highest footfall among all centres measured, and its average daily unique footfall is 39% above the overall Clapham mean.

Average Daily Footfall | Clapham BID



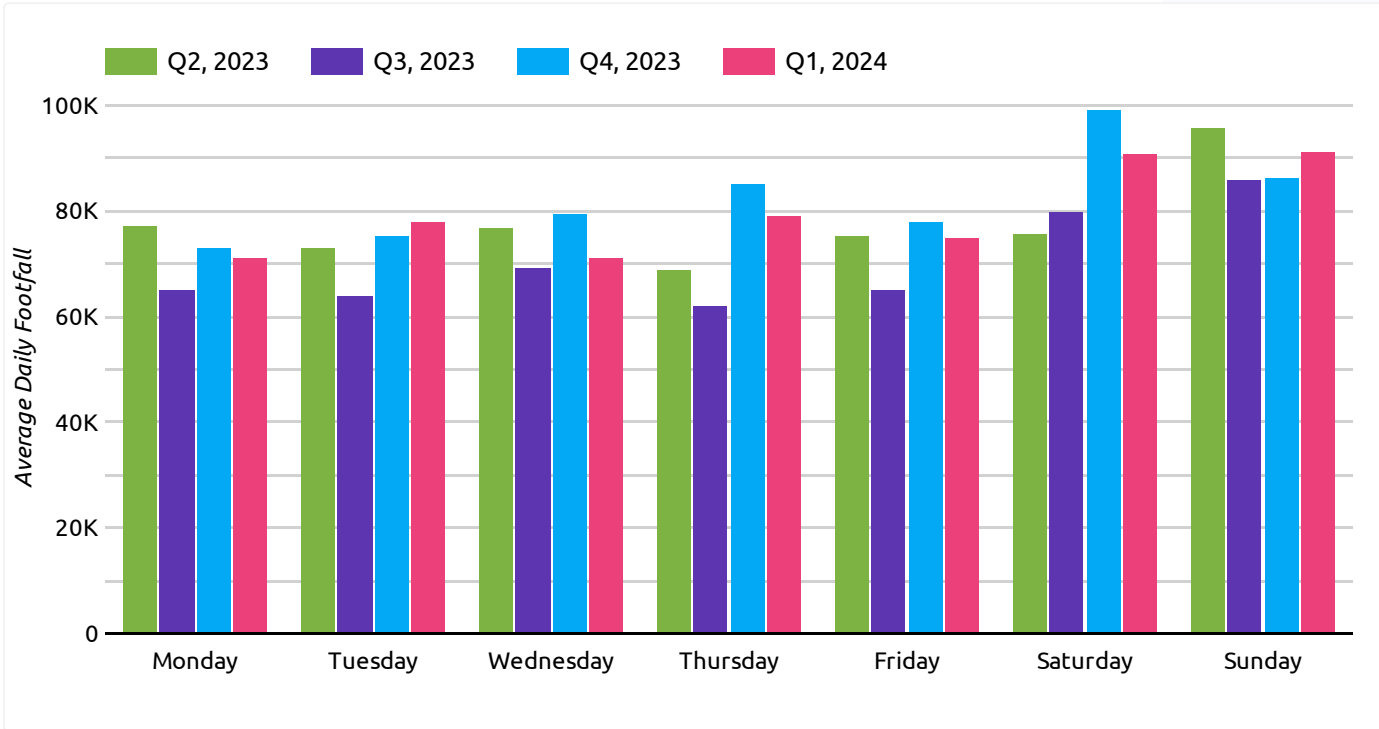
The highest footfall period in the 12 months to the last quarter was Q4 2023 at 82,437 daily visitors

Average daily footfall for Clapham BID in Q1 was 79,634 unique visitors per day. This is a decrease of 3% on the preceding quarter, Q4, where average daily footfall was 82,437. It is also up 16% on Q1 2023, last year.

In the 12 months to the last full quarter, the period with the highest average daily footfall was Q4, at 82,437, and the lowest was Q3 at 70,373.

Comparison Period	Q2, 2023	Q3, 2023	Q4, 2023	Q1, 2024
1. 2019 (Ref)	64,838	62,080	54,955	68,788
2. 2020 (Ref)	64,822	79,122	48,602	45,385
3. 12 Months Prior	63,554	78,275	88,140	68,886
4. Last 12 Months	77,615	70,373	82,437	79,435

Average Weekday Footfall | Clapham BID



Thursdays see highest weekday footfall of 79,267 in Q1 2024

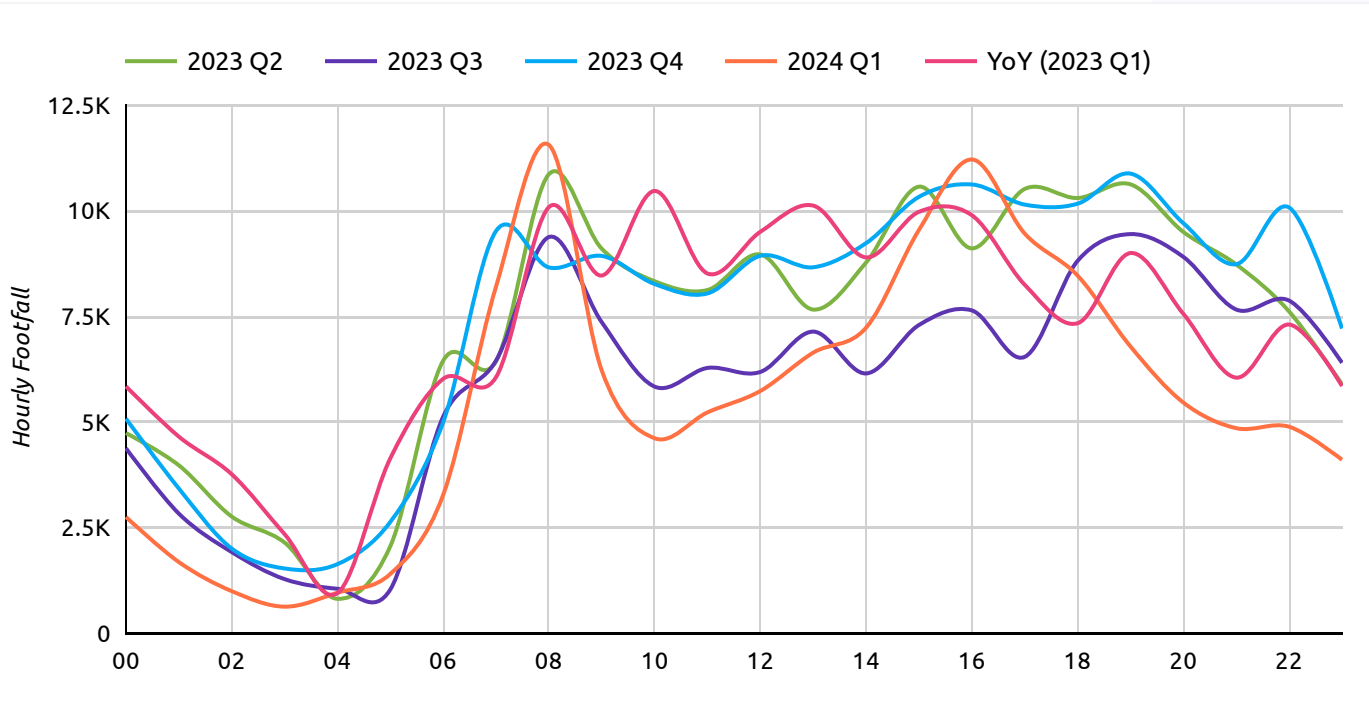
Clapham BID attracted an average unique weekday footfall of 74,992 visitors, and an average weekend footfall of 91,237 in Q1 2024, the most recent full quarter.

The highest weekday by volume is Thursday, at 79,267. That's 6% above the Mon-Fri mean. Conversely, the weekday with the lowest footfall is Wednesday at 5% below the average.

Weekends average 91,237 across both days - that's 22% higher than on weekdays. Back in Q1 2019, the highest weekday for footfall was also Thursday, and weekdays together attracted 12% more footfall than on weekends.

QTR	(1) Mon	(2) Tue	(3) Wed	(4) Thu	(5) Fri	(6) Sat	(7) Sun
Q2, 2023	77,272	73,245	76,780	68,864	75,517	75,827	95,800
Q3, 2023	65,291	63,954	69,251	62,250	65,339	79,933	85,856
Q4, 2023	72,958	75,453	79,708	85,114	77,888	99,217	86,411
Q1, 2024	71,348	78,122	71,279	79,267	74,946	90,771	91,219

Weekday Hourly Footfall | Clapham BID



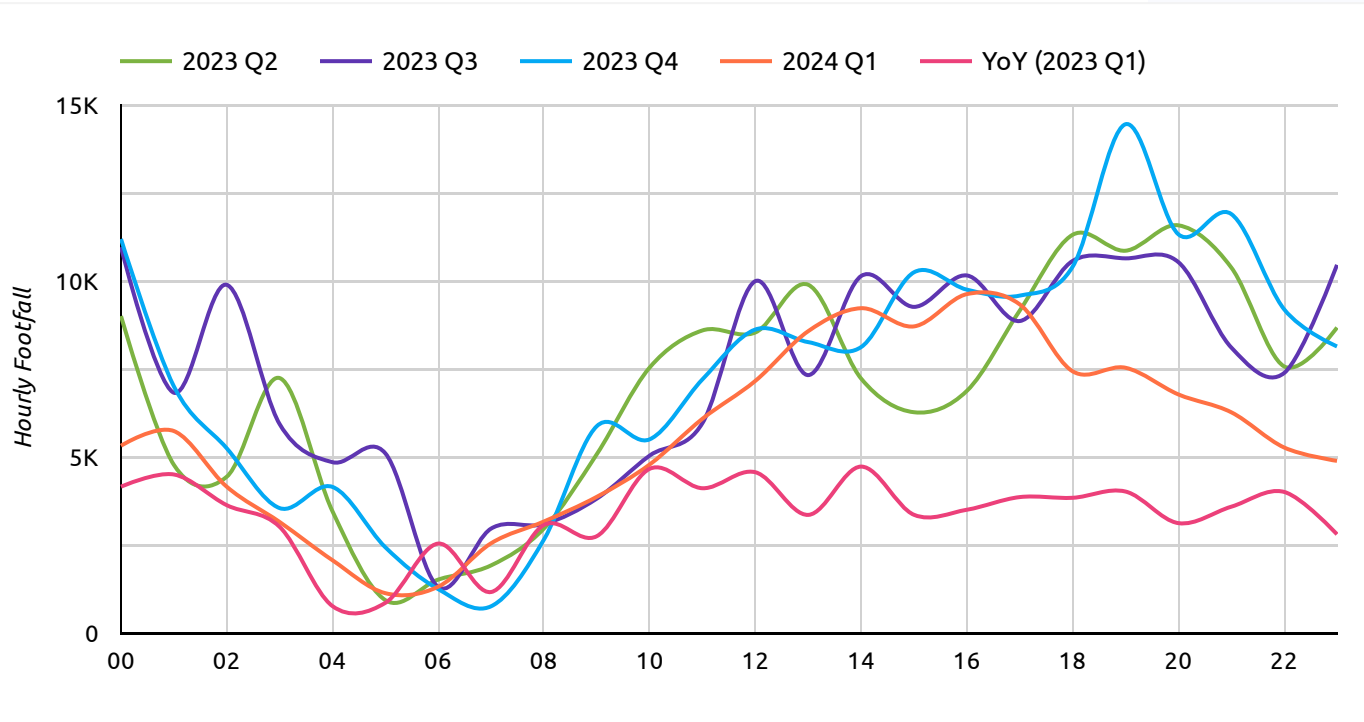
The peak hour for weekday footfall in Q1 2024 is 08:00

The hourly footfall trend on weekdays changes with time. Seasonal differences may reflect how visitors use centres across Clapham through the year.

For Clapham BID in Q1 2024, the peak time for footfall was 08:00 with an average of 11,401 unique visitors per hour. Last year in Q1 2023, the peak times for footfall were 08:00 and 19:00. Comparing the profile between Q1 this year and last we can see that the trend has diverged by 11%, suggesting changing reasons for use.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'23 Q2	4.7k	4k	2.8k	2.2k	822	2.1k	6.5k	6.4k	10...	9.1k	8.3k	8.1k	9k	7.7k	8.8k	10...	9.1k	10...	10...	10...	9.5k	8.7k	7.6k	5.9k
'23 Q3	4.4k	2.8k	1.9k	1.3k	1.1k	1k	5.1k	6.5k	9.4k	7.4k	5.8k	6.3k	6.2k	7.1k	6.2k	7.3k	7.6k	6.5k	8.8k	9.5k	8.9k	7.7k	7.9k	6.4k
'23 Q4	5.1k	3.4k	2k	1.5k	1.6k	2.6k	5k	9.5k	8.7k	8.9k	8.3k	8k	8.9k	8.7k	9.2k	10...	10...	10...	10...	10...	9.7k	8.7k	10...	7.2k
'24 Q1	2.8k	1.7k	1k	636	966	1.4k	3.3k	8.2k	11...	6.2k	4.6k	5.2k	5.7k	6.6k	7.2k	9.6k	11...	9.5k	8.5k	6.8k	5.5k	4.9k	4.9k	4.1k

Weekend Hourly Footfall | Clapham BID



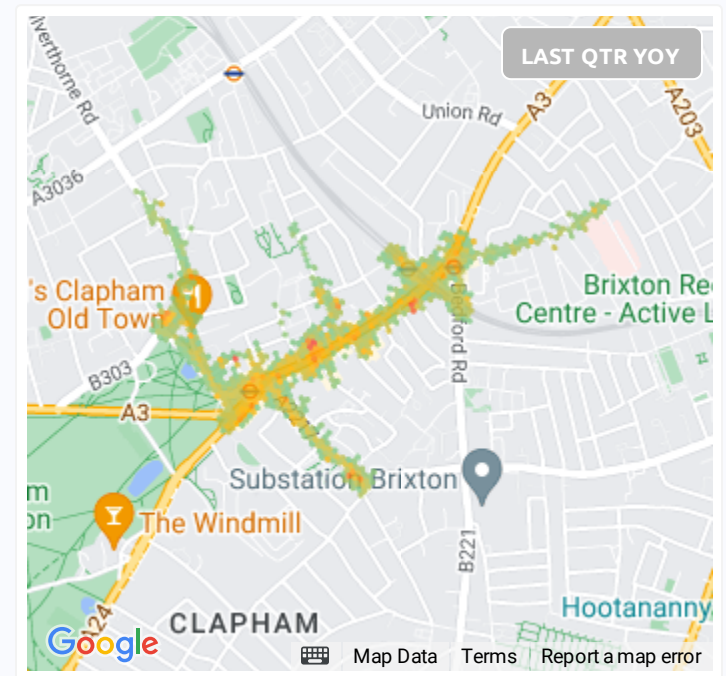
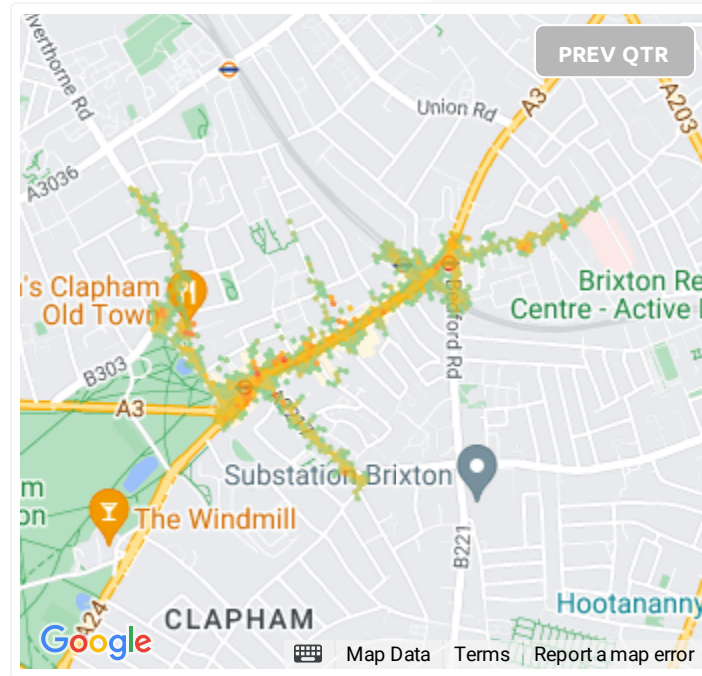
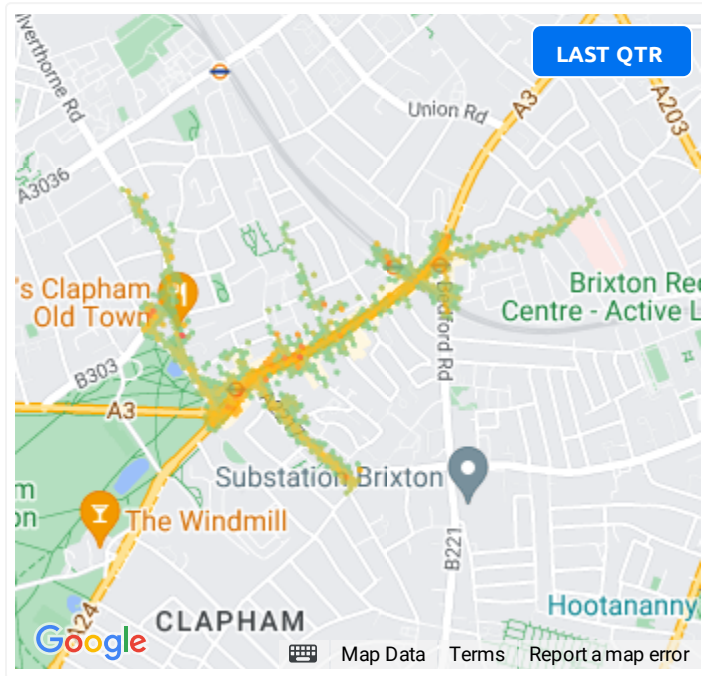
Weekend peak time is 16:00 with 9,661 unique visitors.

The reasons that visitors use centres on weekends vs weekdays differ. For Clapham BID on weekends in Q1 2024, the peak time to visit was 16:00 with an average of 9,661 unique visitors per hour.

This then proceeds to trend down 31% to 7,367 by 18:00. The weekend footfall hourly trend in Q1 is very similar to its shape last year in 2023 with a 85% correlation - even if absolute footfall volumes may differ.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'23 Q2	9k	4.8k	4.5k	7.3k	3.5k	948	1.5k	1.9k	3k	5.1k	7.6k	8.6k	8.5k	9.9k	7.2k	6.3k	6.9k	9.2k	11....	10....	11....	10....	7.6k	8.7k
'23 Q3	11k	6.8k	9.9k	5.9k	4.9k	5.1k	1.3k	3k	3.1k	3.8k	5.1k	6k	10k	7.3k	10....	9.3k	10....	8.9k	10....	10....	10....	8.1k	7.4k	10....
'23 Q4	11.2k	7k	5.3k	3.6k	4.2k	2.4k	1.3k	774	2.7k	5.9k	5.5k	7.2k	8.6k	8.3k	8.1k	10....	9.8k	9.6k	10....	14....	11....	11....	9.2k	8.2k
'24 Q1	5.3k	5.7k	4.2k	3.2k	2.1k	1.1k	1.3k	2.6k	3.2k	3.9k	4.8k	6.1k	7.2k	8.6k	9.2k	8.7k	9.6k	9.3k	7.4k	7.5k	6.8k	6.3k	5.3k	4.9k

Visit Density Map | Clapham BID



Hotspots are less specific in Q1

Clapham BID centre usage is 2% more spread out than in it was in Q4, and visits are less concentrated around key hotspots. The equivalent measure is up on the breadth of centre usage seen last year in Q1 2023. In terms of area profile, there is a positive resemblance (53%) to visit density during the same quarter last year, but this has in itself recovered over the course of Q1.

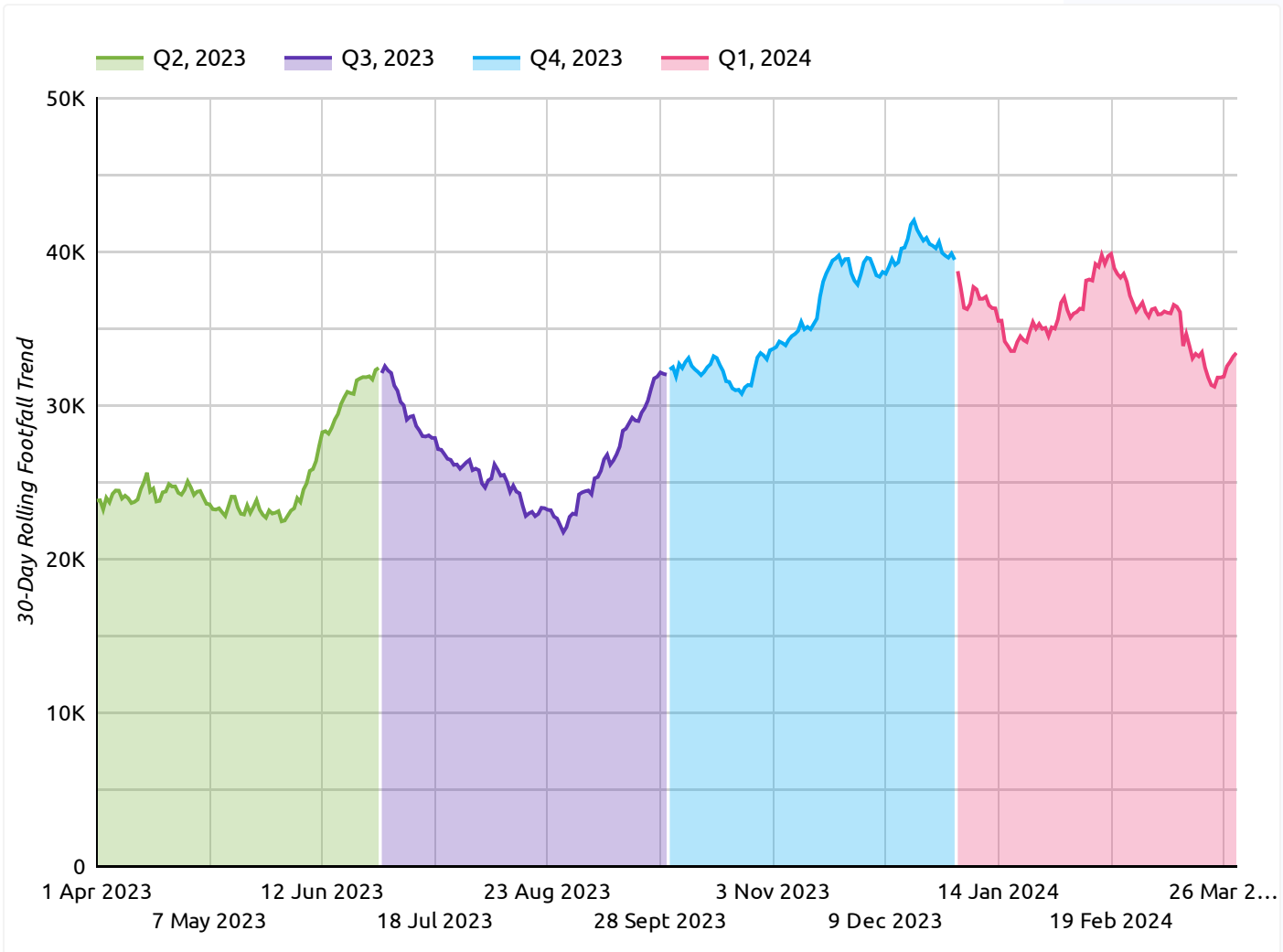
CLAPHAM

Focus on Clapham Common

The following section explores quarterly place performance trends across the insight modules available for this centre.

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Footfall Last 12 Months | Clapham Common

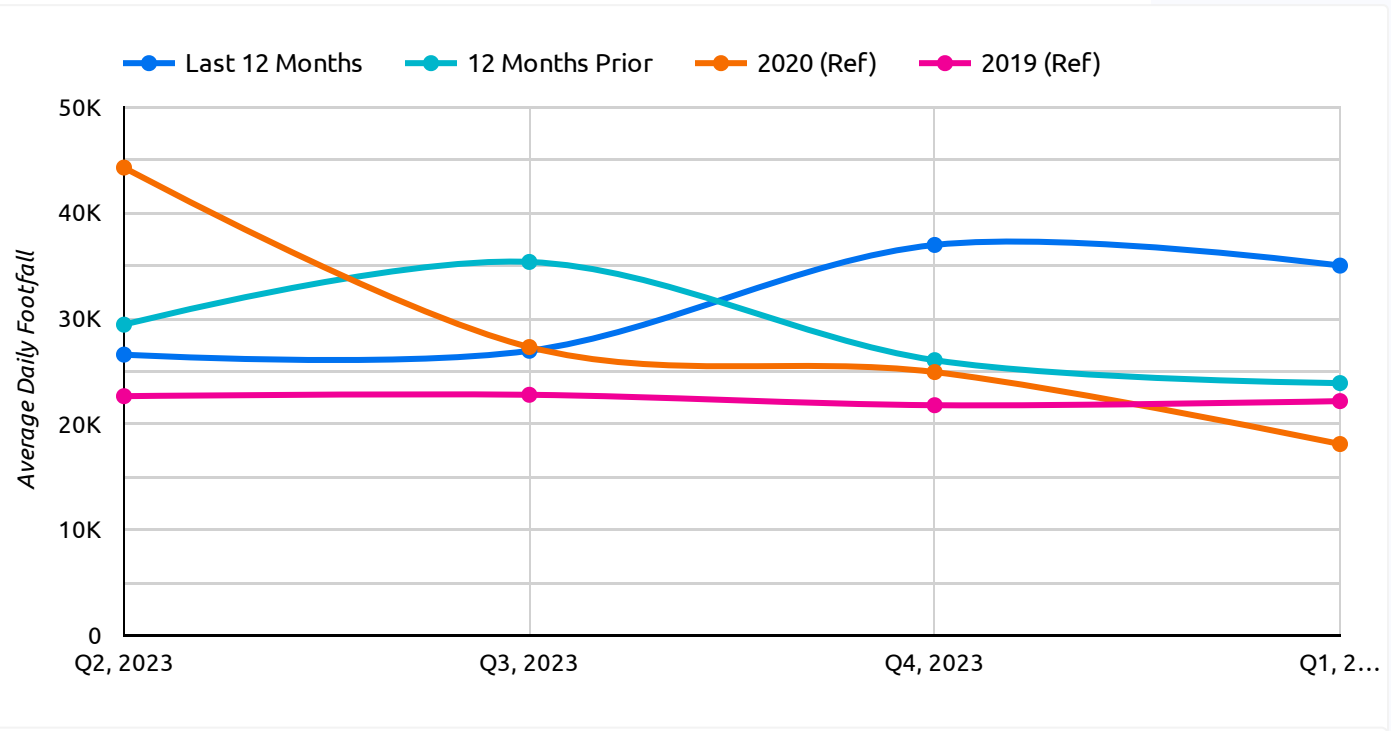


Clapham Common footfall down 5% QoQ in Q1 2024 at 34,939

Average footfall for Clapham Common in Q1 (the last full quarter) is tracking at 34,939 unique visitors per day. This is a decrease of 5% on the equivalent value in Q4, and a rise of 46% year-on-year to Q1 2023.

Clapham Common currently attracts the 2nd highest footfall among all centres measured, and its average daily unique footfall is 39% below the overall Clapham mean.

Average Daily Footfall | Clapham Common

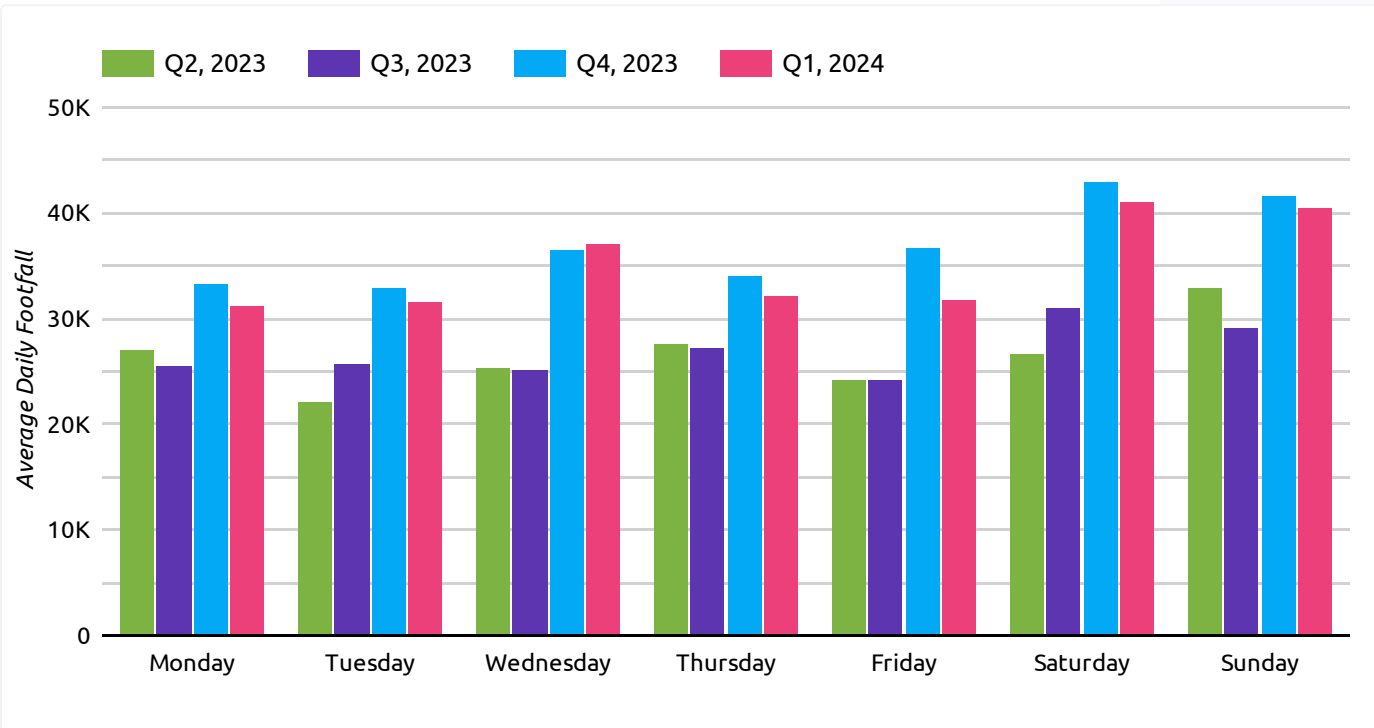


The highest footfall period in the 12 months to the last quarter was Q4 2023 at 36,964 daily visitors

Average daily footfall for Clapham Common in Q1 was 34,939 unique visitors per day. This is a decrease of 5% on the preceding quarter, Q4, where average daily footfall was 36,964. It is also up 46% on Q1 2023, last year.

In the 12 months to the last full quarter, the period with the highest average daily footfall was Q4, at 36,964, and the lowest was Q2 at 26,585.

Average Weekday Footfall | Clapham Common



Wednesdays see highest weekday footfall of 37,109 in Q1 2024

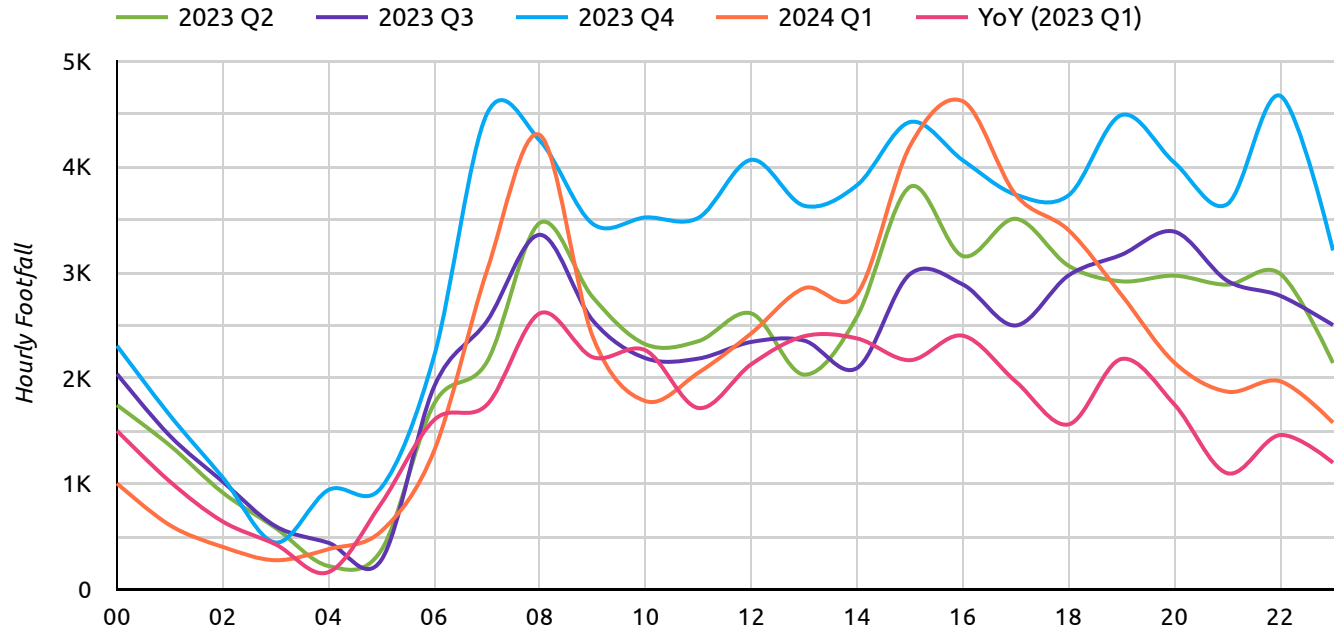
Clapham Common attracted an average unique weekday footfall of 32,754 visitors, and an average weekend footfall of 40,400 in Q1 2024, the most recent full quarter.

The highest weekday by volume is Wednesday, at 37,109. That's 13% above the Mon-Fri mean. Conversely, the weekday with the lowest footfall is Monday at 5% below the average.

Weekends average 40,400 across both days - that's 23% higher than on weekdays. Back in Q1 2019, the highest weekday for footfall was Thursday, and weekdays together attracted 8% more footfall than on weekends.

QTR	(1) Mon	(2) Tue	(3) Wed	(4) Thu	(5) Fri	(6) Sat	(7) Sun
Q2, 2023	27,065	22,172	25,442	27,623	24,196	26,643	32,957
Q3, 2023	25,595	25,793	25,193	27,226	24,245	31,094	29,172
Q4, 2023	33,399	32,914	36,571	34,120	36,712	42,958	41,707
Q1, 2024	31,157	31,589	37,109	32,156	31,761	41,163	40,546

Weekday Hourly Footfall | Clapham Common



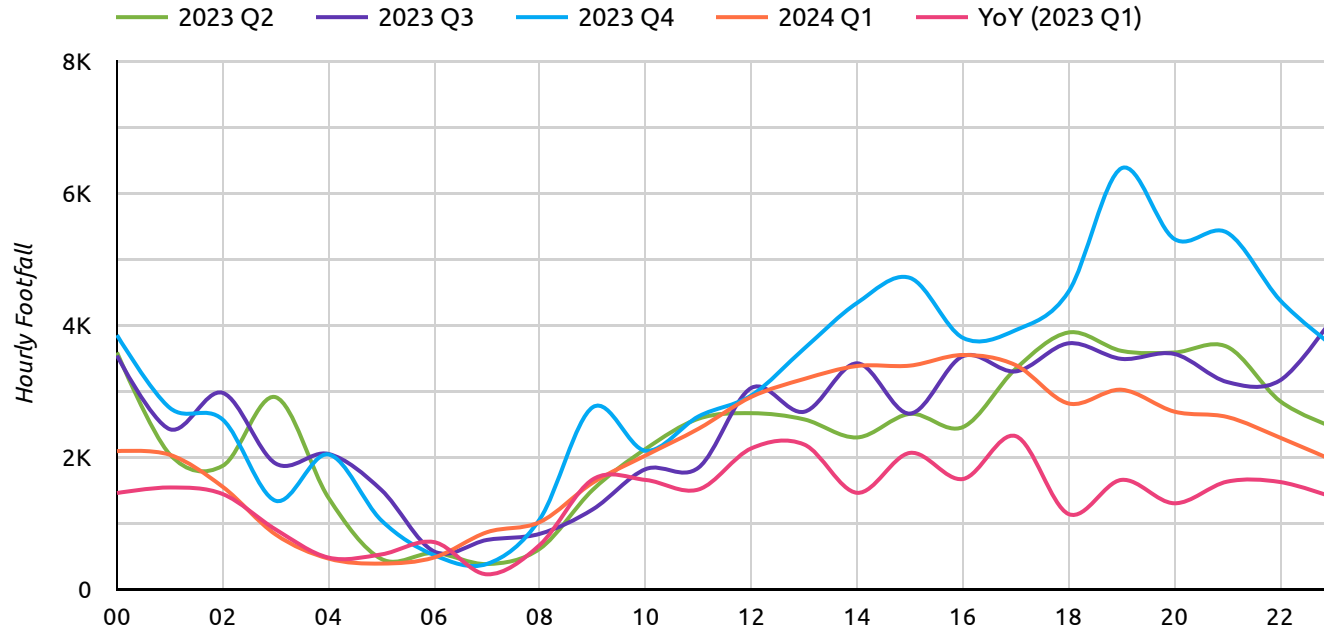
The peak hour for weekday footfall in Q1 2024 is 16:00

The hourly footfall trend on weekdays changes with time. Seasonal differences may reflect how visitors use centres across Clapham through the year.

For Clapham Common in Q1 2024, the peak time for footfall was 16:00 with an average of 4,666 unique visitors per hour. Last year in Q1 2023, the peak times for footfall were 08:00 and 15:00. Comparing the profile between Q1 this year and last we can see that the trend has diverged by 7%, suggesting consistent reasons for use.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'23 Q2	1.7k	1.4k	917	583	223	373	1.8k	2.2k	3.5k	2.8k	2.3k	2.4k	2.6k	2k	2.6k	3.8k	3.2k	3.5k	3.1k	2.9k	3k	2.9k	3k	2.1k
'23 Q3	2k	1.5k	1k	599	442	279	1.9k	2.5k	3.4k	2.5k	2.2k	2.2k	2.3k	2.4k	2.1k	3k	2.9k	2.5k	3k	3.2k	3.4k	2.9k	2.8k	2.5k
'23 Q4	2.3k	1.6k	1.1k	445	942	965	2.2k	4.5k	4.2k	3.5k	3.5k	3.5k	4.1k	3.6k	3.8k	4.4k	4.1k	3.7k	3.7k	4.5k	4k	3.6k	4.7k	3.2k
'24 Q1	1k	609	403	278	382	552	1.3k	3k	4.3k	2.4k	1.8k	2.1k	2.4k	2.9k	2.8k	4.2k	4.6k	3.7k	3.4k	2.8k	2.1k	1.9k	2k	1.6k

Weekend Hourly Footfall | Clapham Common



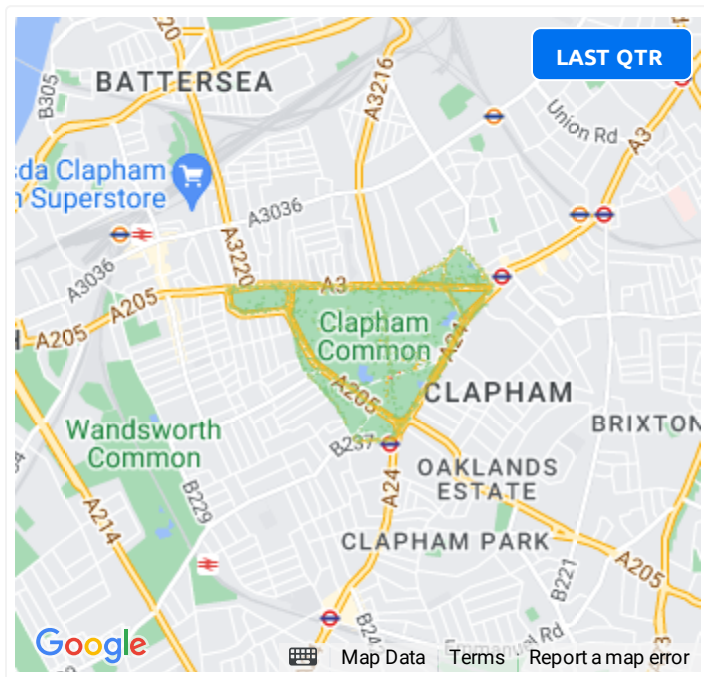
Weekend peak time is 16:00 with 3,671 unique visitors.

The reasons that visitors use centres on weekends vs weekdays differ. For Clapham Common on weekends in Q1 2024, the peak time to visit was 16:00 with an average of 3,671 unique visitors per hour.

This then proceeds to trend down 28% to 2,870 by 18:00. The weekend footfall hourly trend in Q1 is very similar to its shape last year in 2023 with a 81% correlation - even if absolute footfall volumes may differ.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'23 Q2	3.6k	2k	1.9k	2.9k	1.4k	463	554	386	619	1.5k	2.1k	2.6k	2.7k	2.6k	2.3k	2.7k	2.5k	3.3k	3.9k	3.6k	3.6k	3.7k	2.9k	2.5k
'23 Q3	3.5k	2.4k	3k	1.9k	2.1k	1.5k	576	751	844	1.2k	1.8k	1.8k	3.1k	2.7k	3.4k	2.7k	3.5k	3.3k	3.7k	3.5k	3.6k	3.1k	3.2k	4.1k
'23 Q4	3.9k	2.7k	2.6k	1.3k	2k	1k	521	388	1.1k	2.8k	2.1k	2.6k	2.9k	3.7k	4.3k	4.7k	3.8k	3.9k	4.5k	6.4k	5.3k	5.4k	4.4k	3.7k
'24 Q1	2.1k	2k	1.6k	834	469	393	486	868	1k	1.6k	2k	2.4k	2.9k	3.2k	3.4k	3.4k	3.6k	3.4k	2.8k	3k	2.7k	2.6k	2.3k	2k

Visit Density Map | Clapham Common



Hotspots are more focused in Q1

Clapham Common centre usage is 3% less spread out than it was in Q4, and visits are more concentrated around key hotspots. The equivalent measure is still down on the breadth of centre usage seen last year in Q1 2023. In terms of area profile, there is a fair resemblance (44%) to visit density during the same quarter last year, and this has in itself recovered over the course of Q1.

Thanks for reading

Huq's Customer Success programme is the human side of our platform - making sure our insights deliver the evidence to support your goals and ensure your success. We help you to use Huq's place insights; how to interpret the data and manipulate visualisations to demonstrate key points; to produce reports and shareable work products.

Click to learn more about our Customer Success programme!

e: reports@huq.io

w: <https://huq.io/customer-success/>

