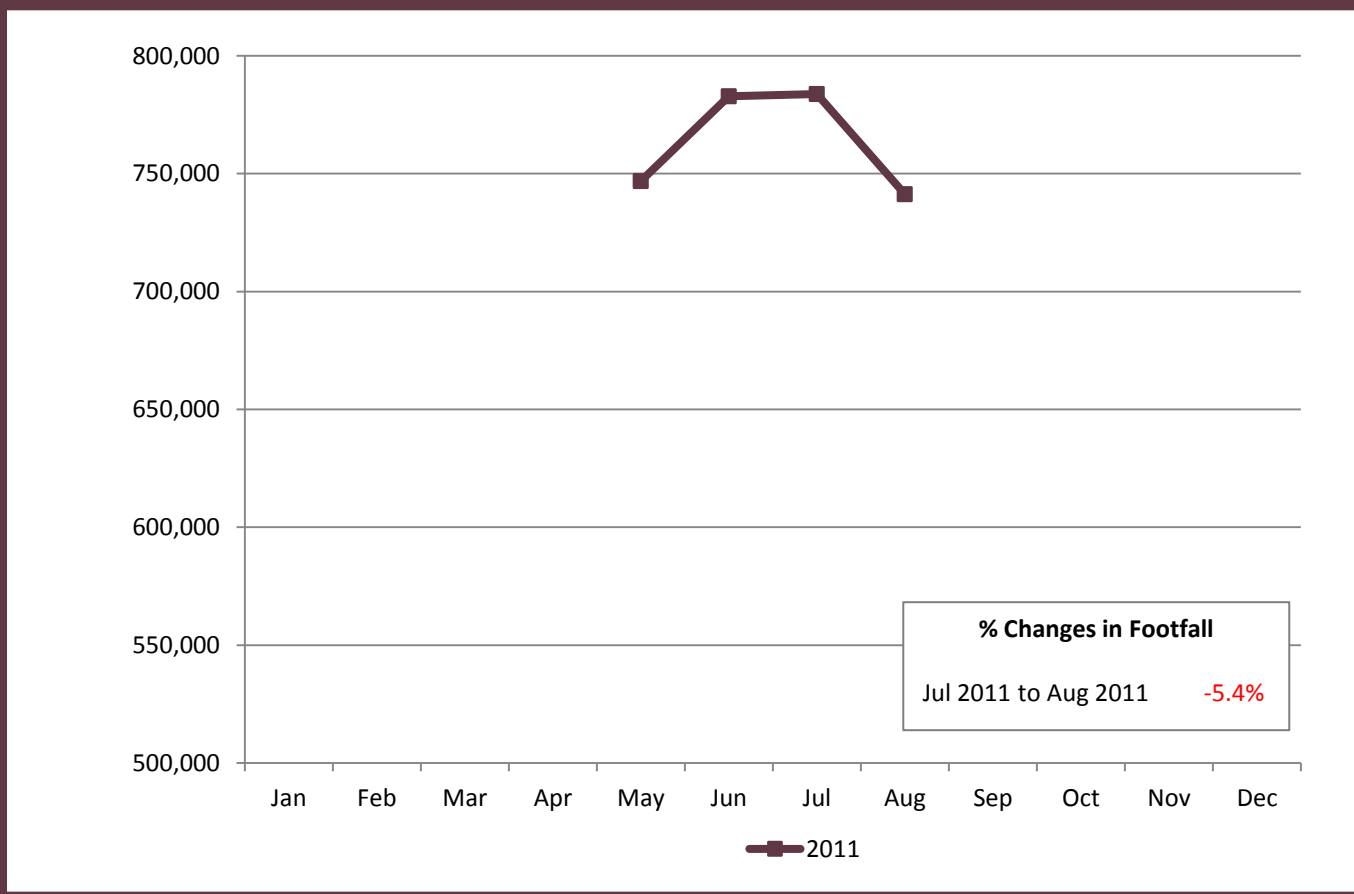
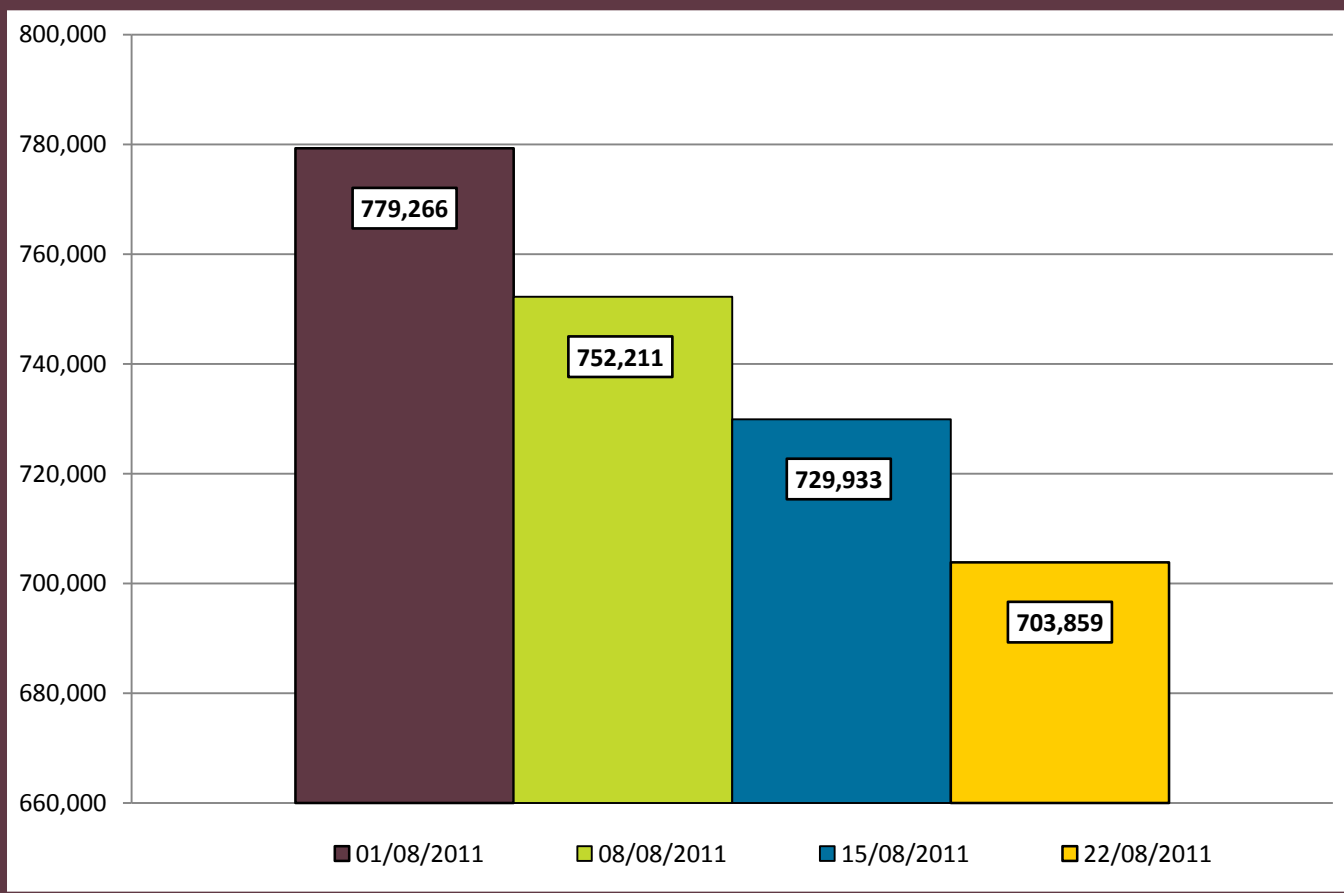


Weekly Average Footfall Counts by Month – August 2011



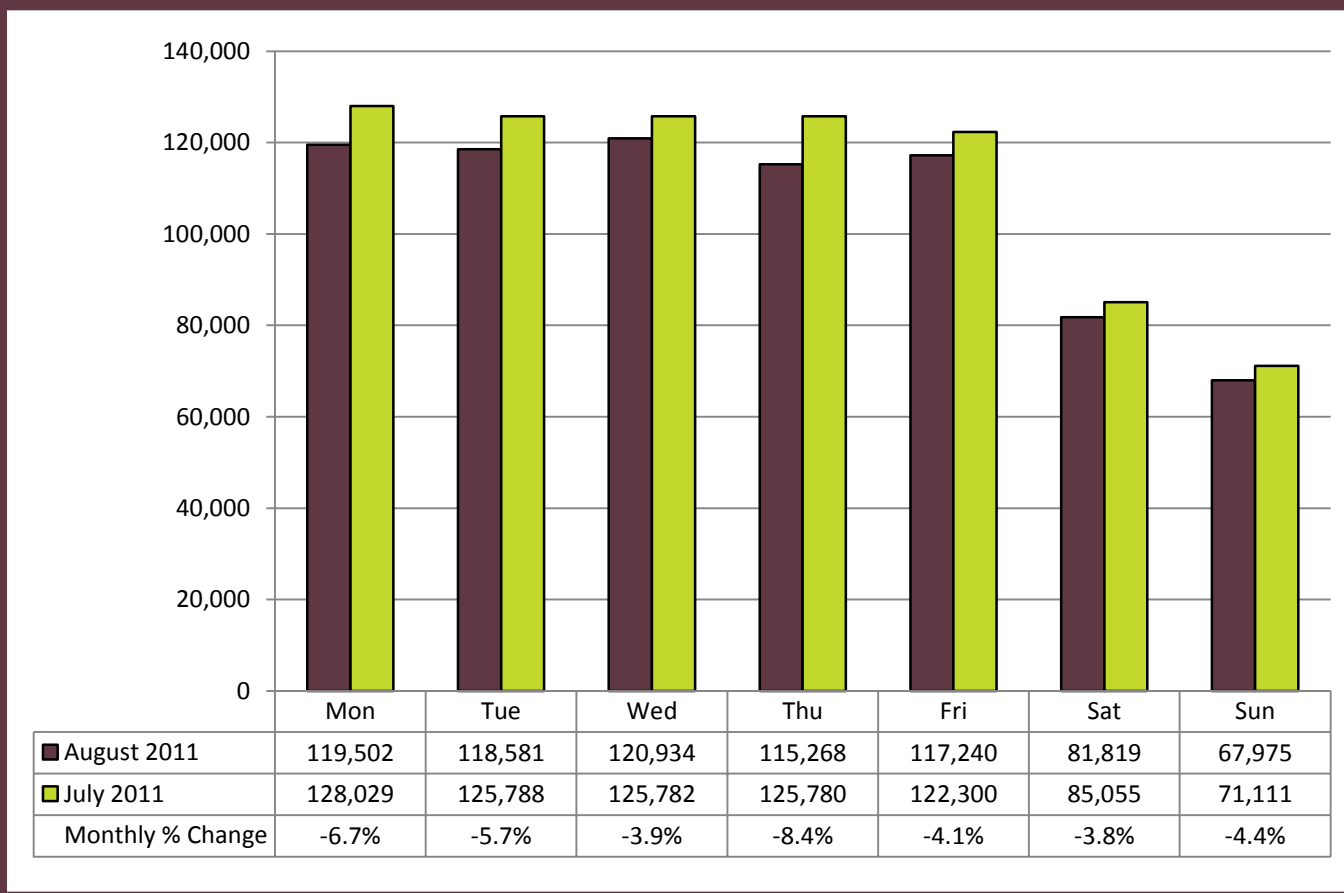
Footfall in the Victoria BID area decreased by 5.4% from July to August. This is a greater decrease than the monthly % change in footfall for UK towns and cities, according to Springboard's High Street Index footfall nationally decreased by 2.6%.

Footfall Totals by Week of the Month – August 2011



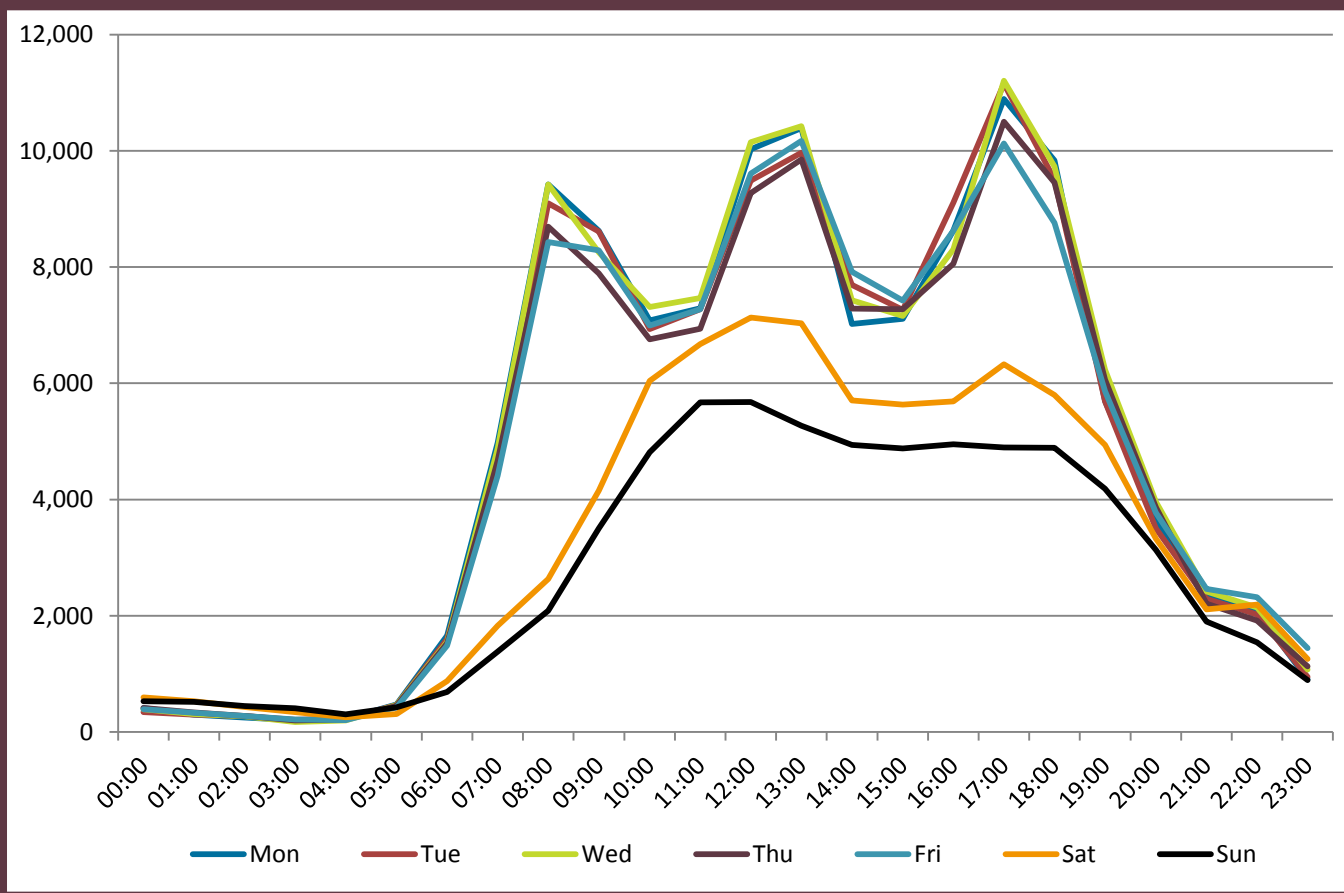
Footfall counts in the Victoria BID area peaked in the first week of August 2011 with a total of 779,266, and footfall counts decreased each week from this point.

Footfall Totals by Day of the Week – August 2011



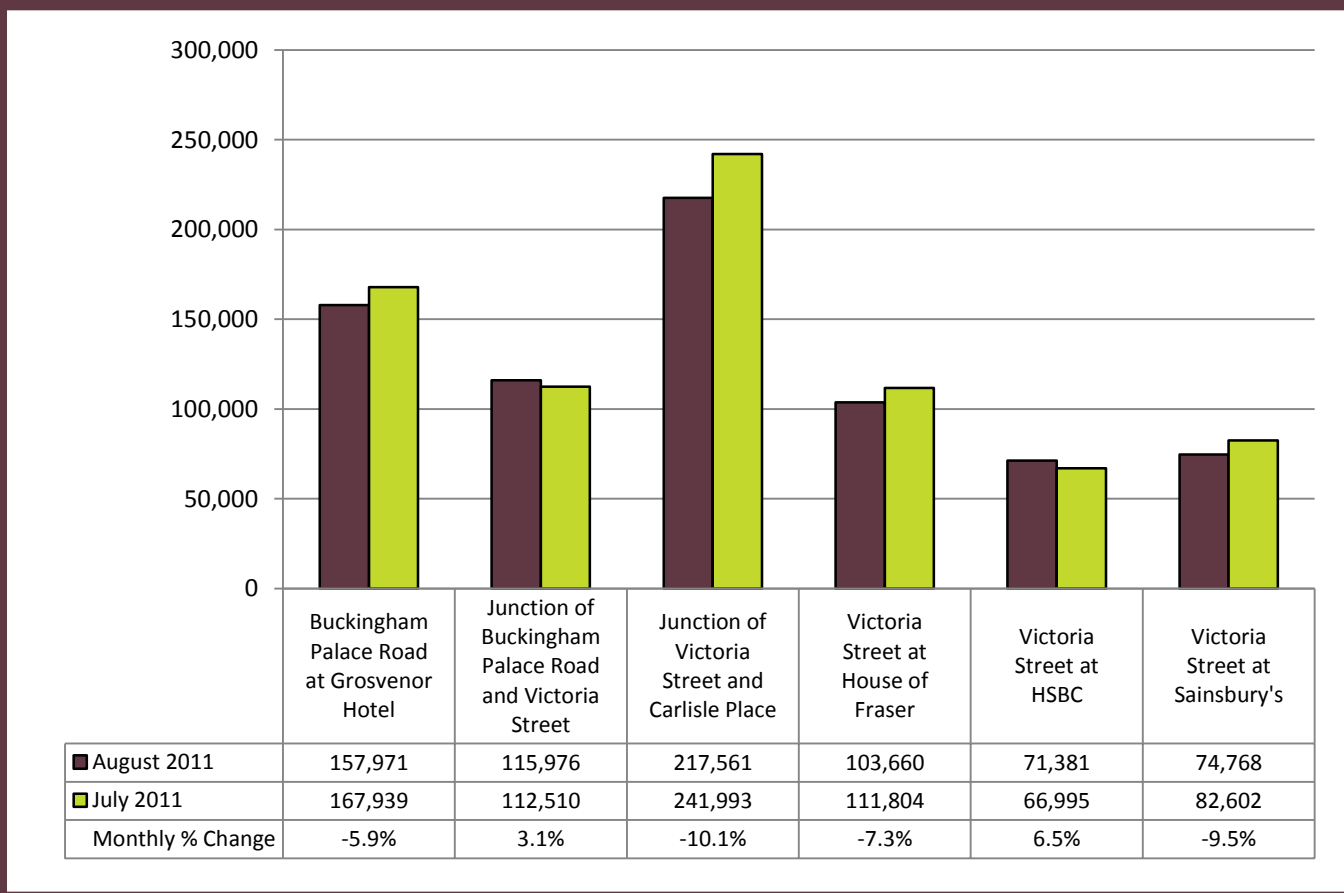
Footfall counts in the Victoria BID area peaked on a Wednesday in the month of August 2011 and each day of the week recorded a month on month decrease. Thursday recorded the greatest month on month decrease with -8.4%.

Footfall Totals by Hour of the Day – August 2011



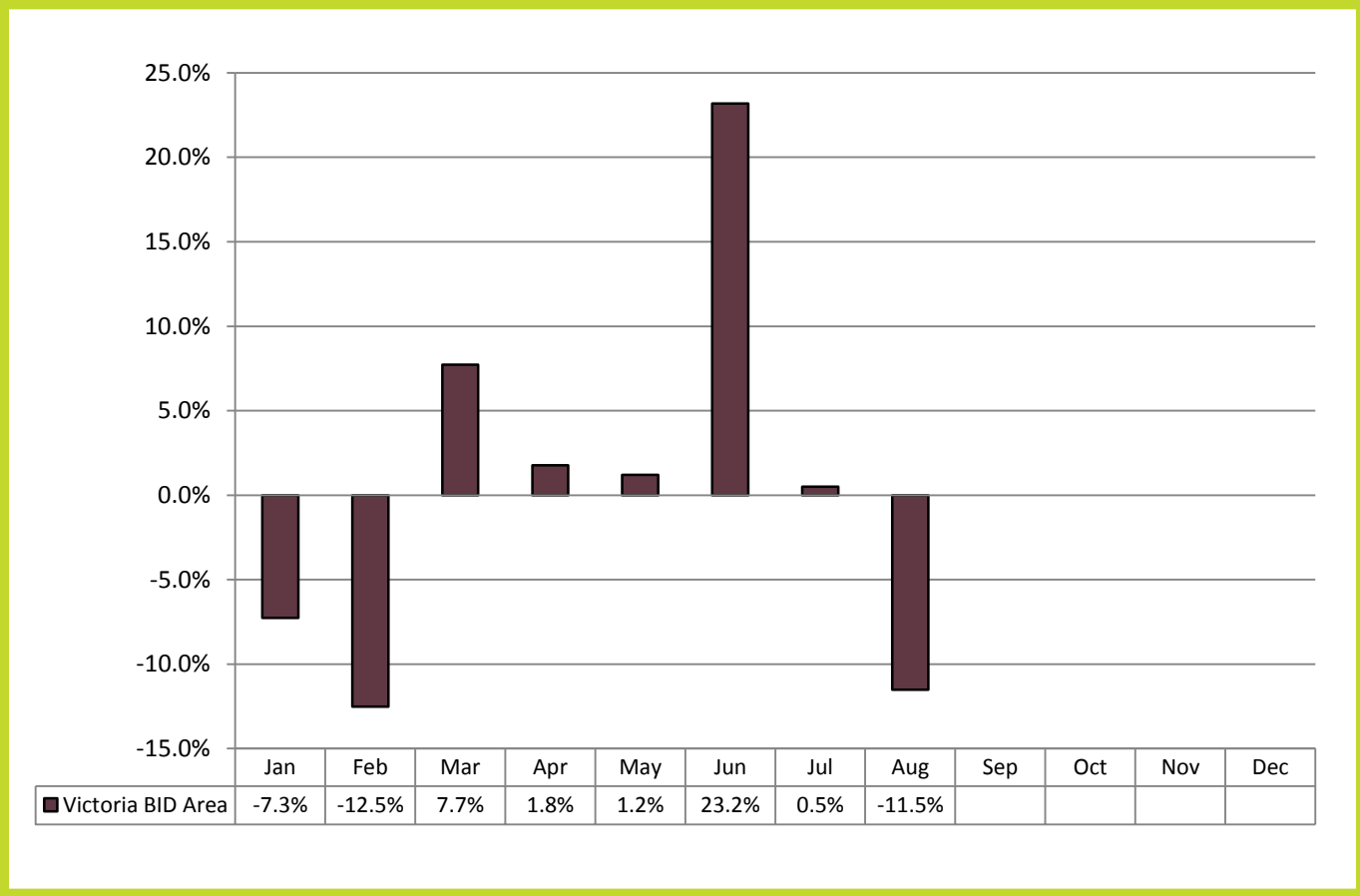
Footfall counts in the Victoria BID area peaked at 17:00 on a Monday to Thursday inclusive, and at 13:00 on a Friday. Footfall counts on a Sunday remained consistent between 11:00 and 19:00.

Weekly Average Footfall Totals by Individual Counting Location – August 2011



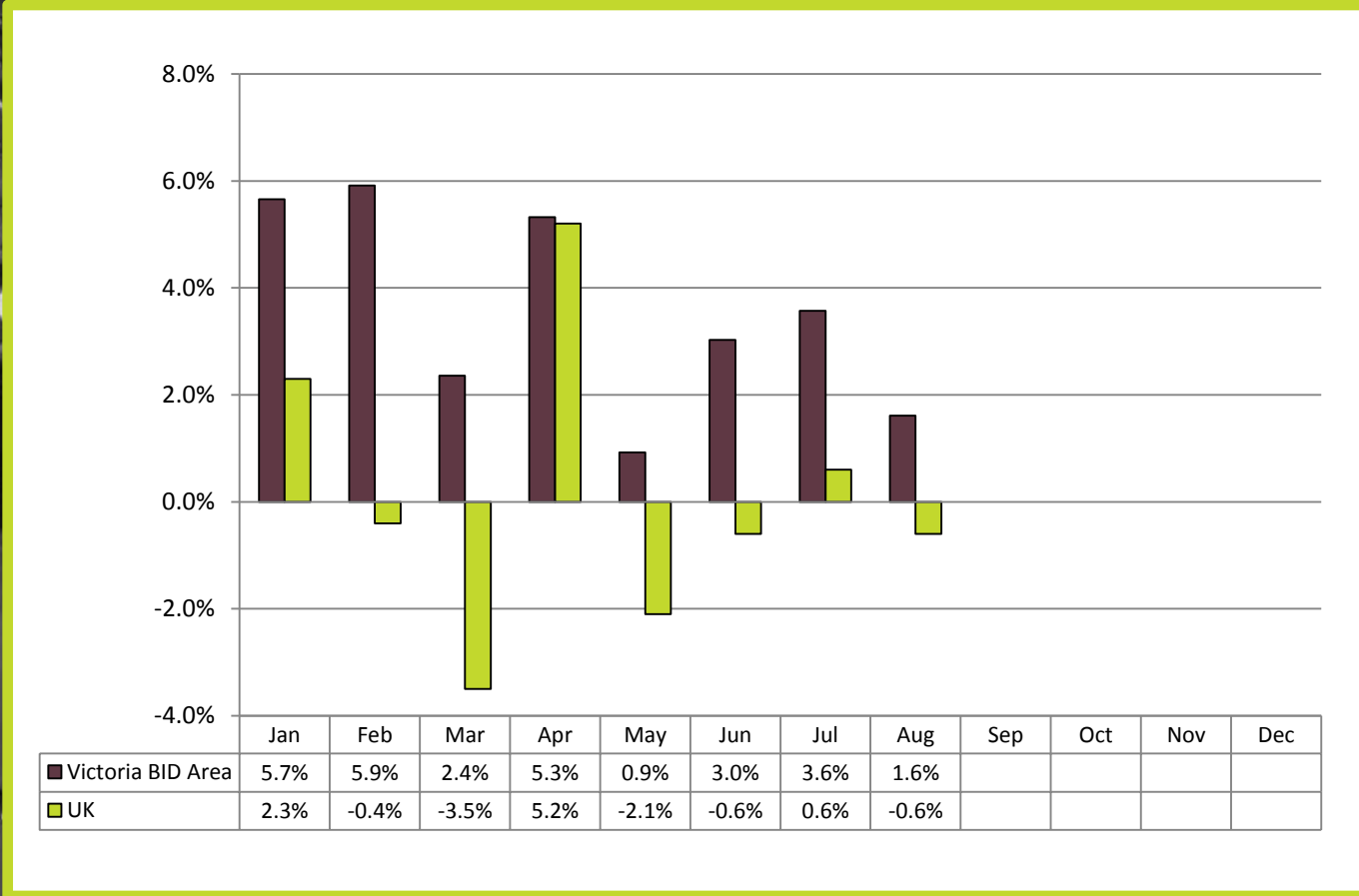
The 'Junction of Buckingham Palace Road and Victoria Street' and 'Victoria Street at HSBC' counting locations recorded a month on month increase in footfall despite the negative monthly % change for the Victoria BID area as a whole.

Monthly % Changes in Sales for the Victoria BID Area – August 2011



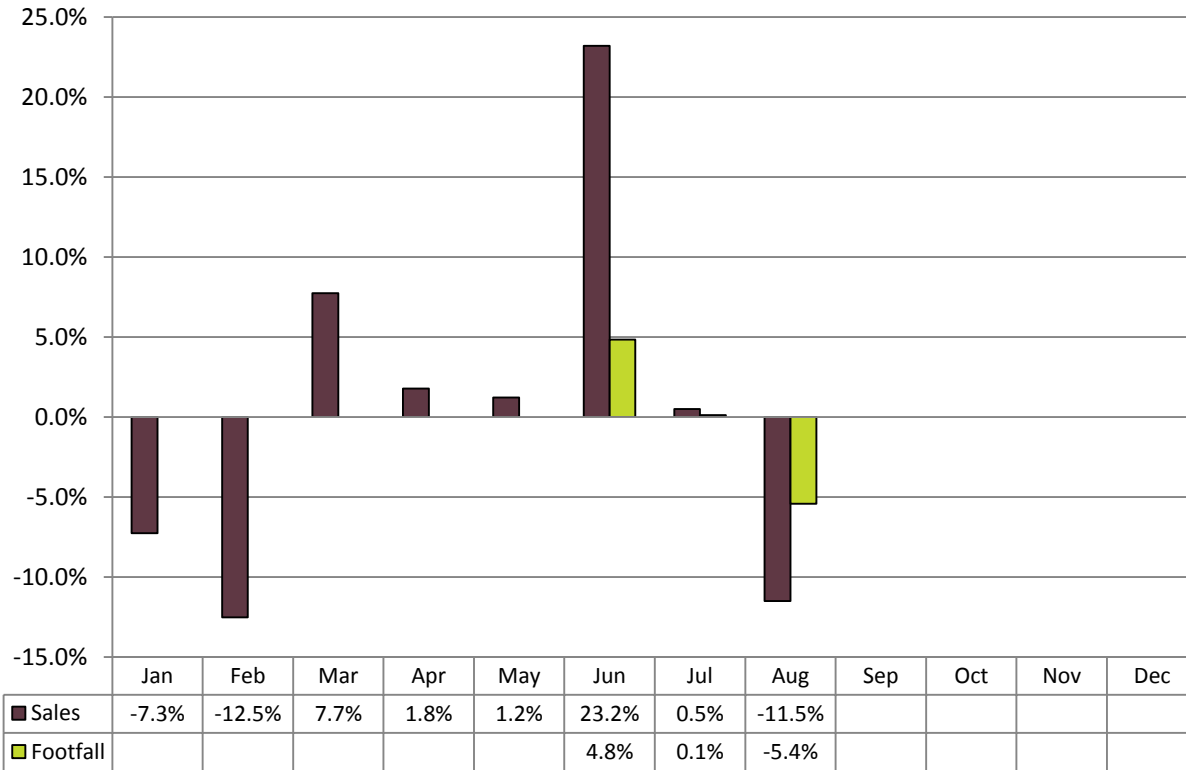
Sales in the Victoria BID area decreased by 11.5% from July to August, which is the first month on month decrease in sales since February 2011.

Annual % Changes in Sales for the Victoria BID Area – August 2011



Sales in the Victoria BID area increased by 1.6% from August last year, which was better than the national average of -0.6%.

Sales vs. Footfall – Monthly % Changes for the Victoria BID Area – August 2011



Both sales and footfall recorded a month on month decrease in August 2011 – sales decreased by 11.5% and footfall decreased by 5.4%.