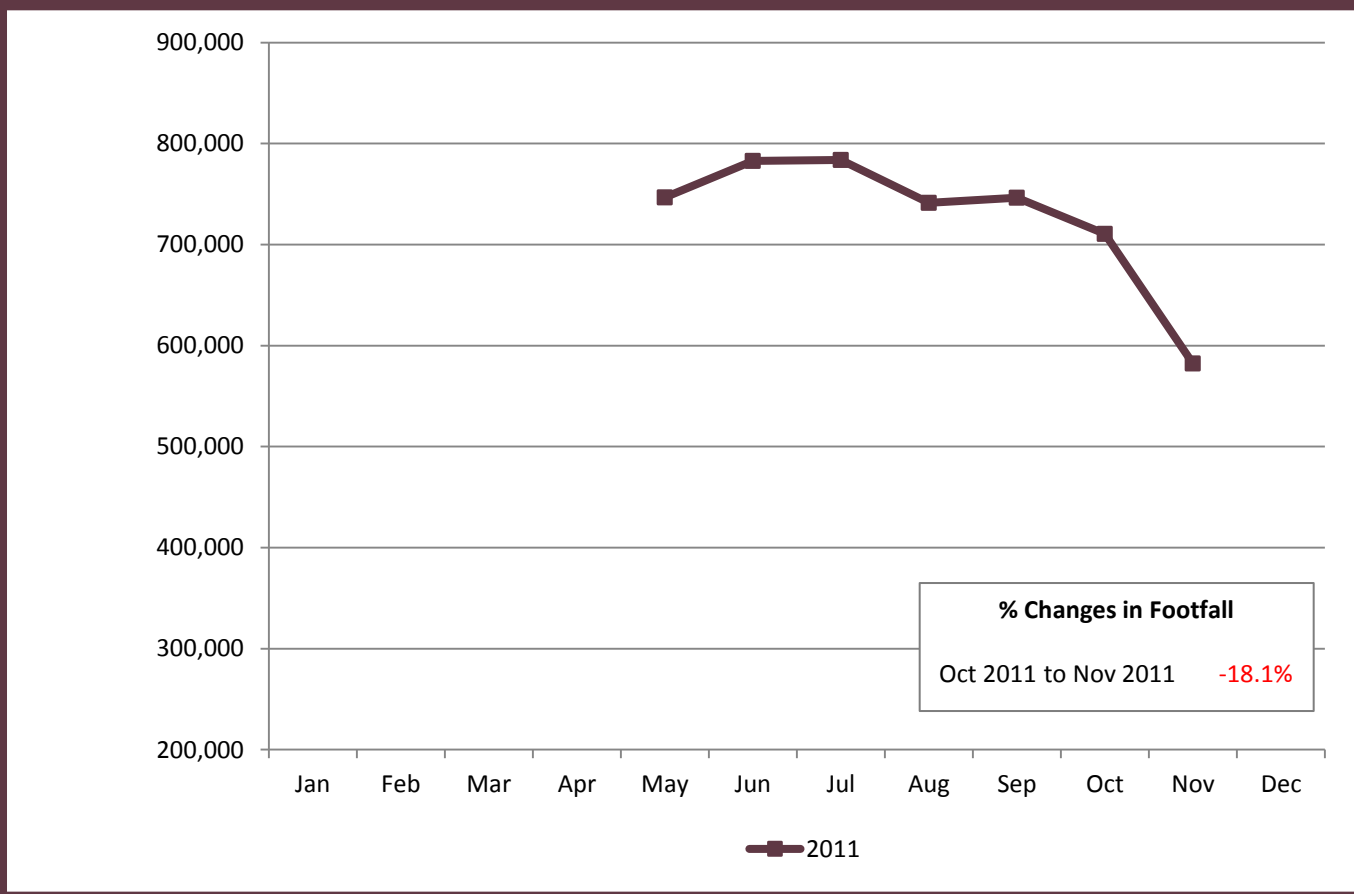
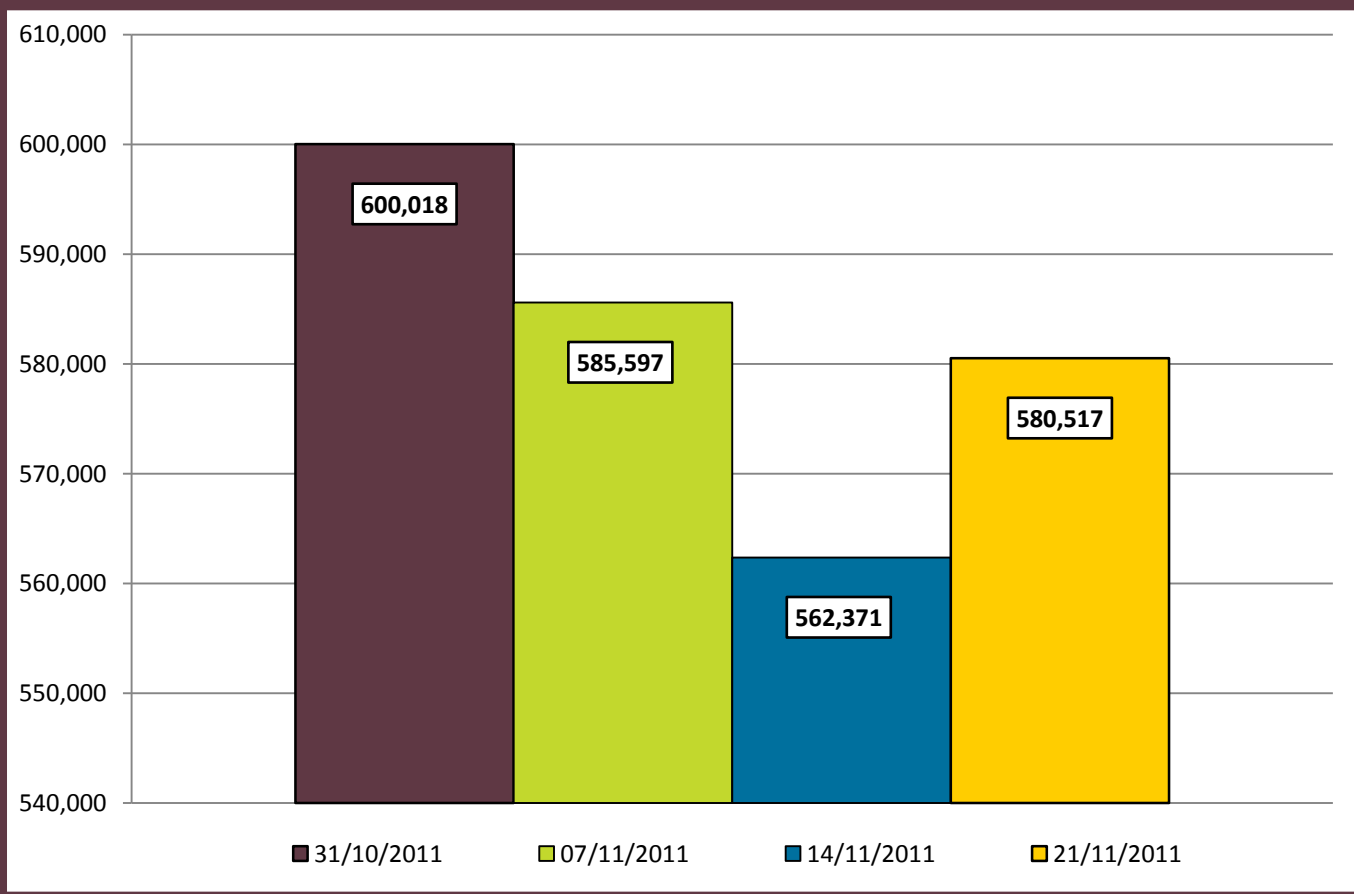


# Weekly Average Footfall Counts by Month – November 2011



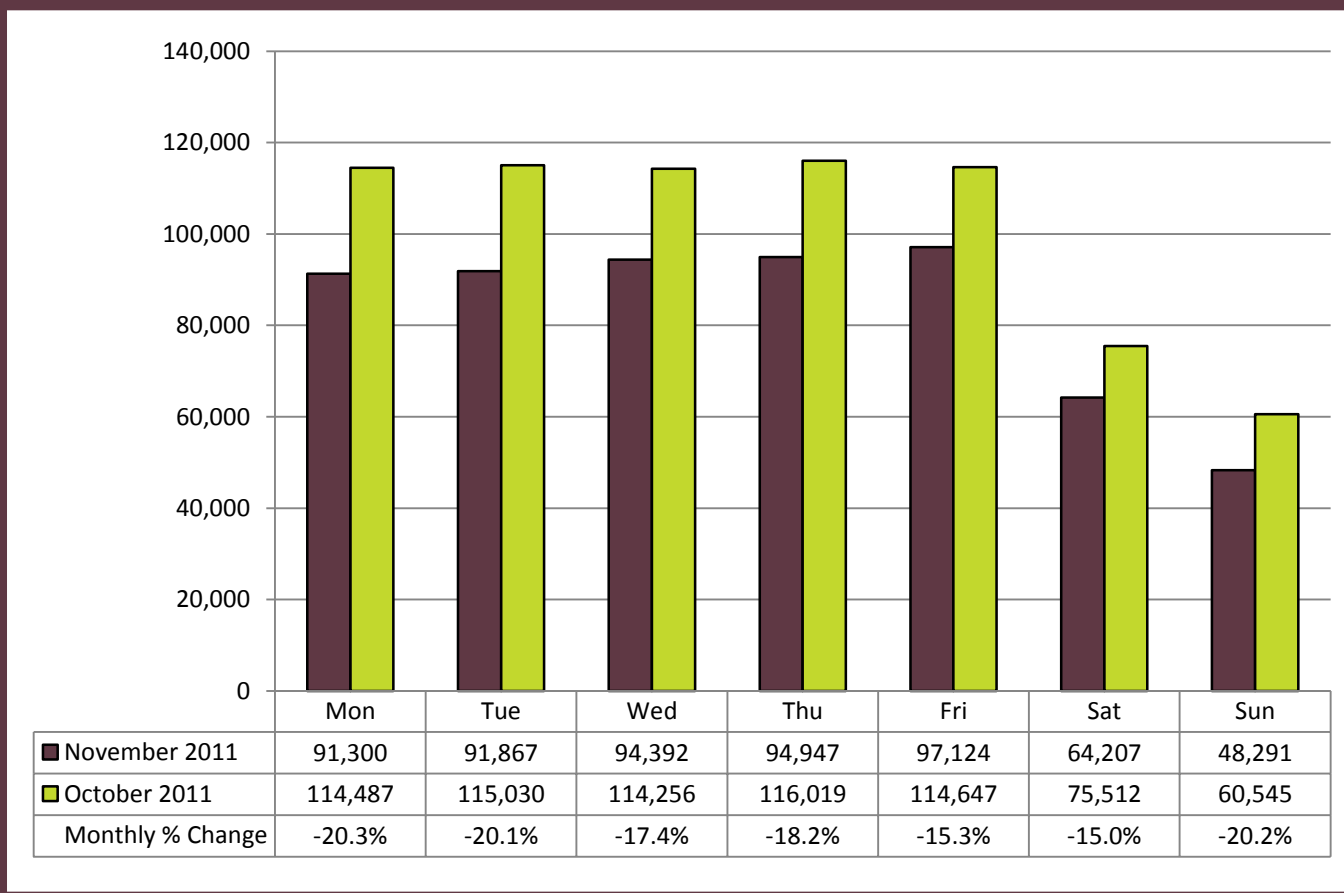
Footfall in the Victoria BID area decreased by 18.1% from October to November. All UK towns and cities also recorded a month on month decrease, according to Springboard's High Street Index footfall nationally decreased by 1.1% from October to November.

# Footfall Totals by Week of the Month – November 2011



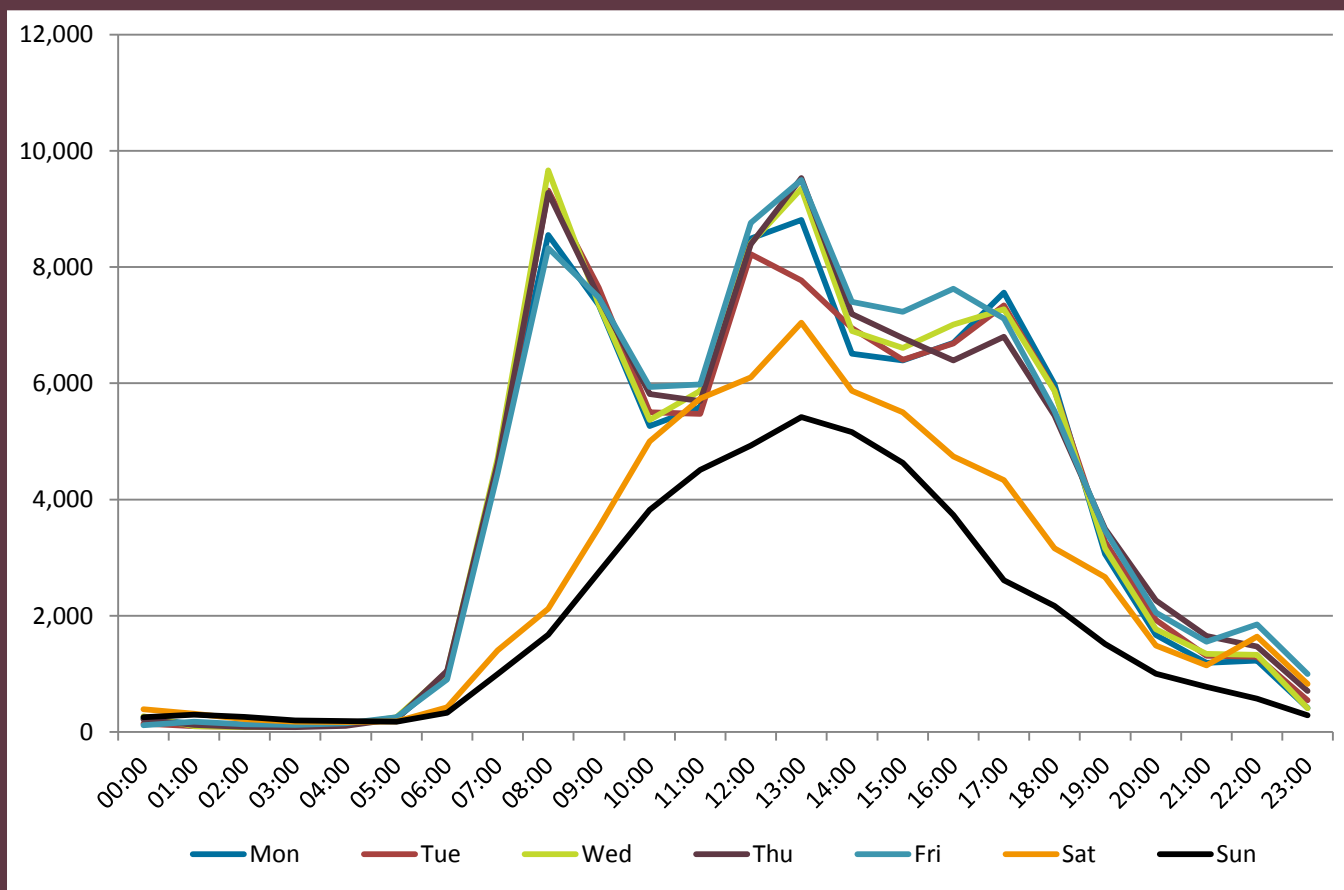
Footfall counts in the Victoria BID area peaked in the first week of November 2011 with a total of 600,018.

## Footfall Totals by Day of the Week – November 2011



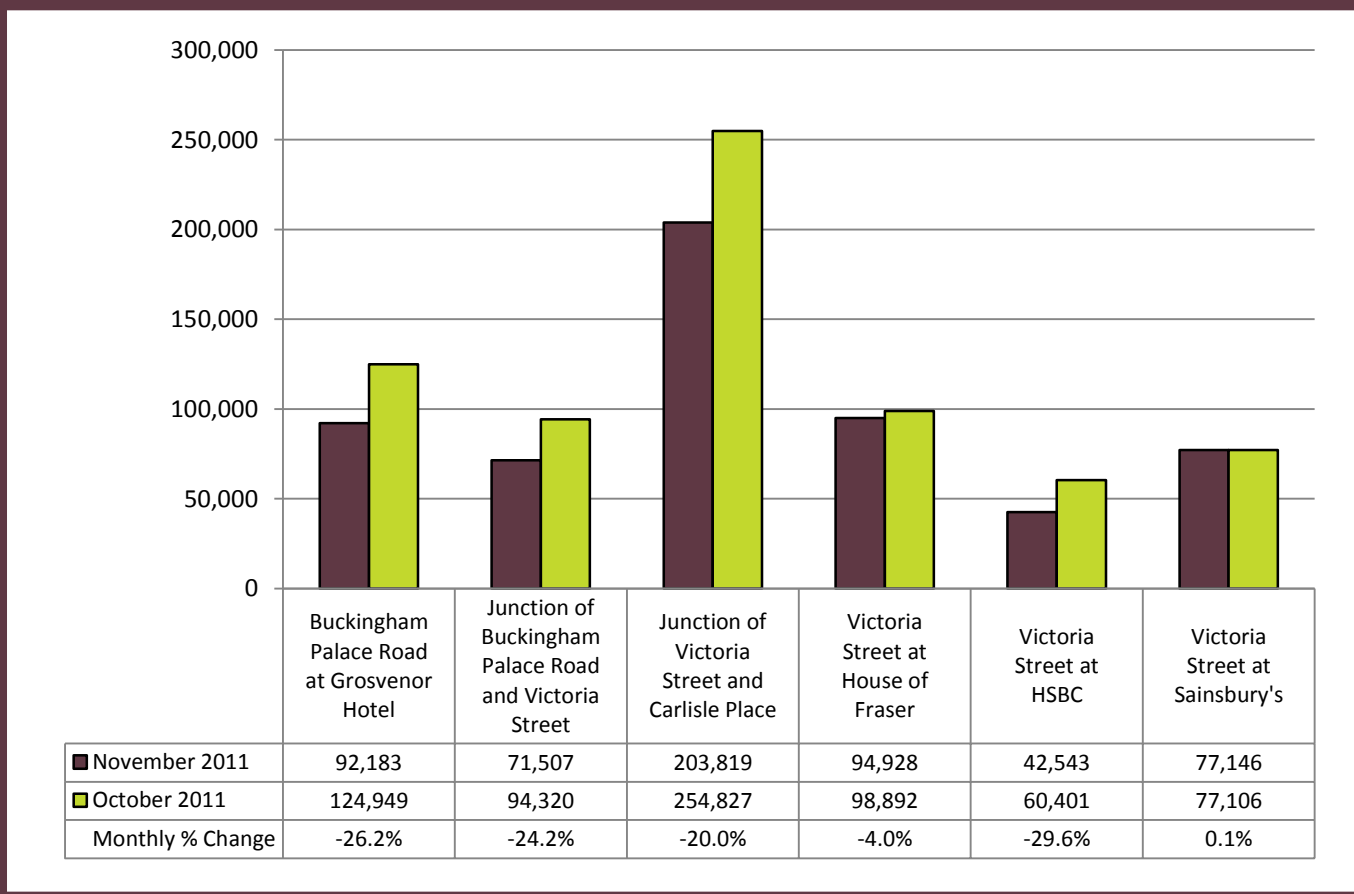
Footfall counts in the Victoria BID area peaked on a Friday in the month of November 2011. Each weekday recorded a month on month decrease in footfall counts, with Monday recording the worst (-20.3%).

# Footfall Totals by Hour of the Day – November 2011



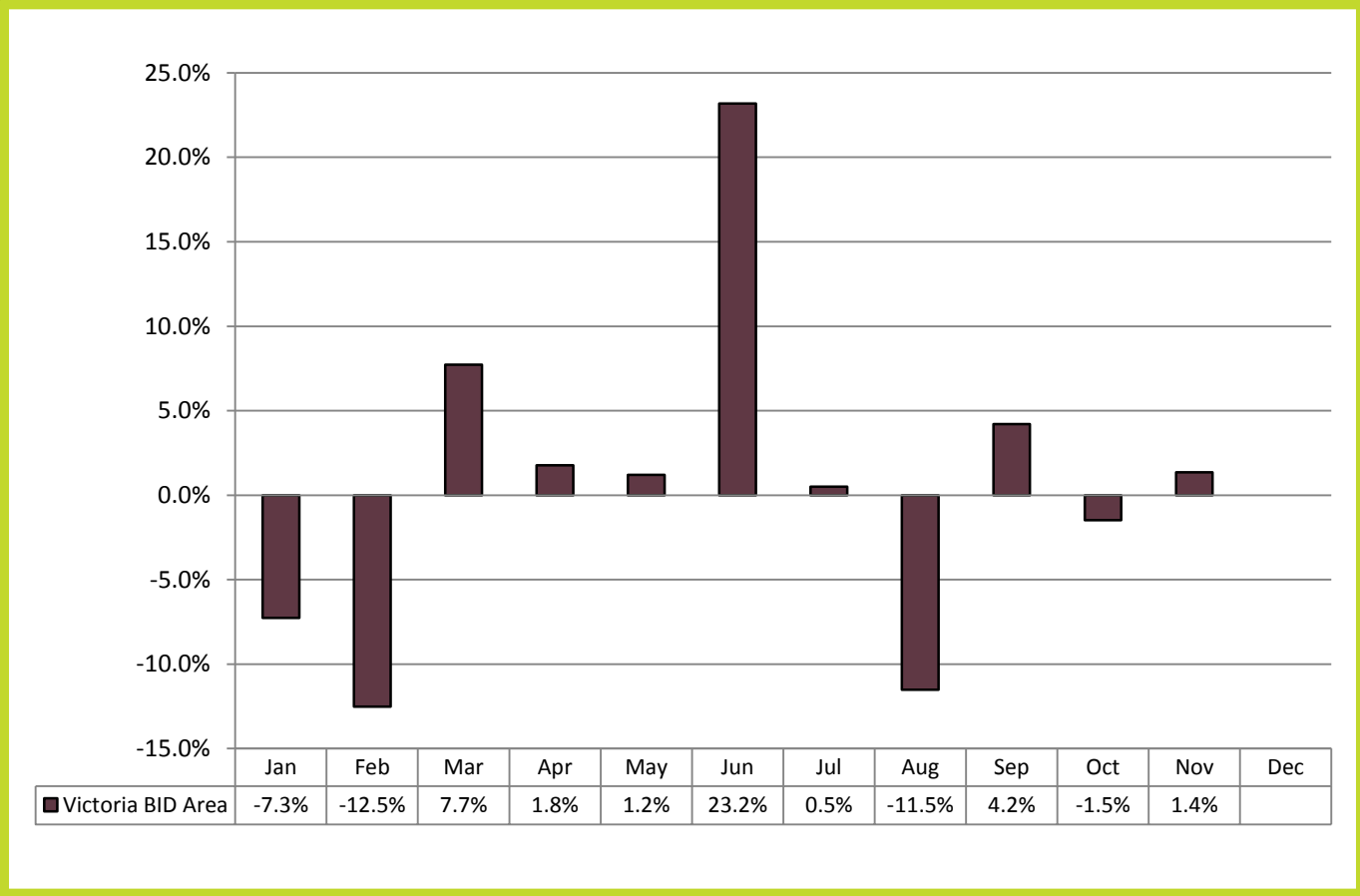
Footfall counts in the Victoria BID area peaked at 13:00 on each weekday except for Tuesday and Wednesday where footfall counts peaked at 08:00.

## Weekly Average Footfall Totals by Individual Counting Location – November 2011



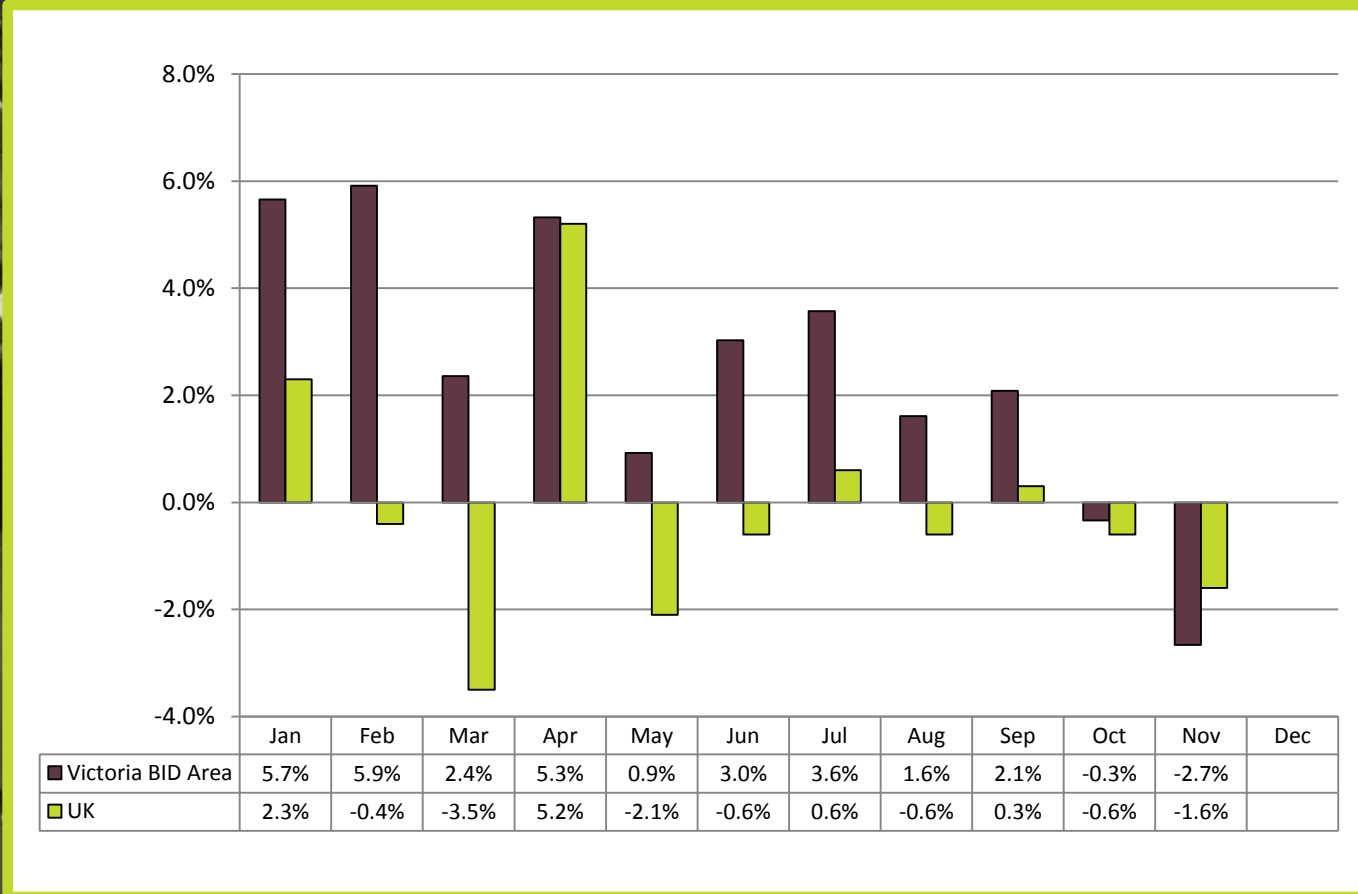
The 'Victoria Street at Sainsbury's' counting location recorded the only monthly % increase in footfall counts (+0.1%). The 'Victoria Street at HSBC' counting location recorded the worst monthly % decrease (-29.6%).

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



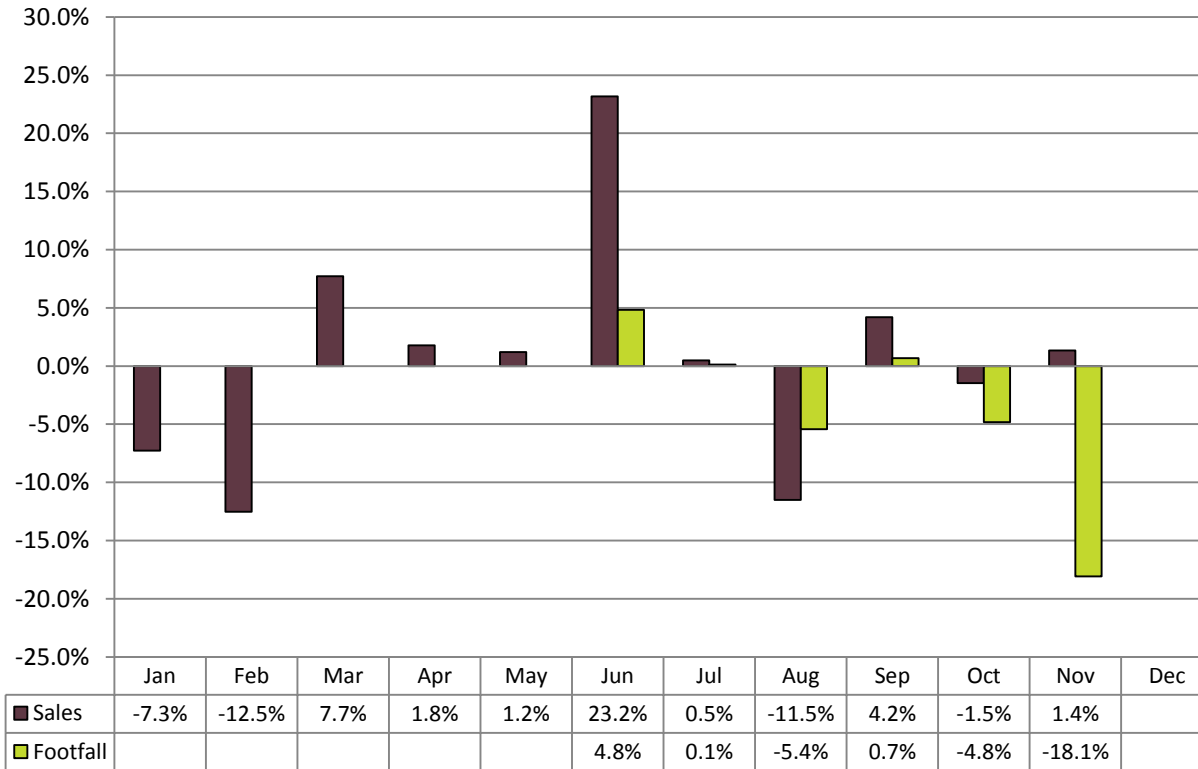
Sales in the Victoria BID area increased by 1.4% from October to November, which means that month on month sales increased but footfall decreased.

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



Sales in the Victoria BID area decreased by 2.7% from November last year, compared to national sales of -1.6% year on year (BRC-KPMG Retail Sales Monitor).

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



Sales in the Victoria BID area recorded a month on month increase of 1.4%, however footfall recorded a significant decrease of 18.1%.