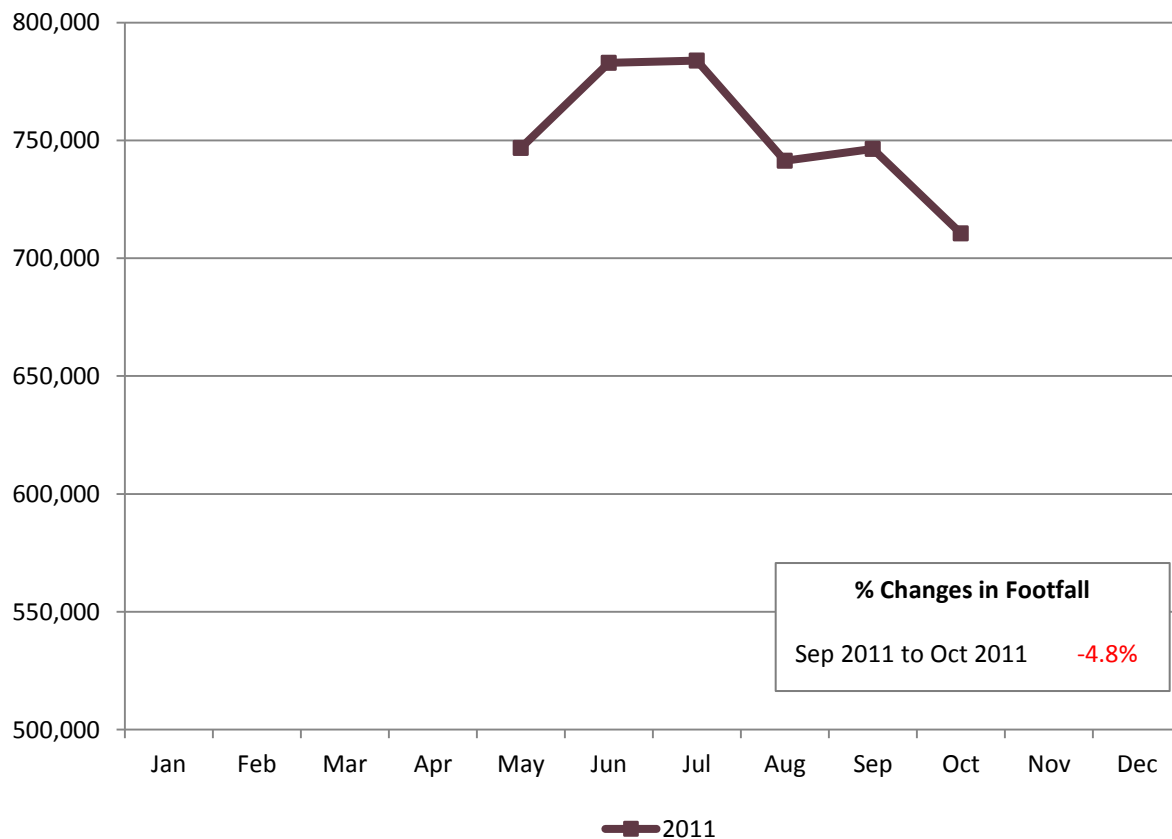
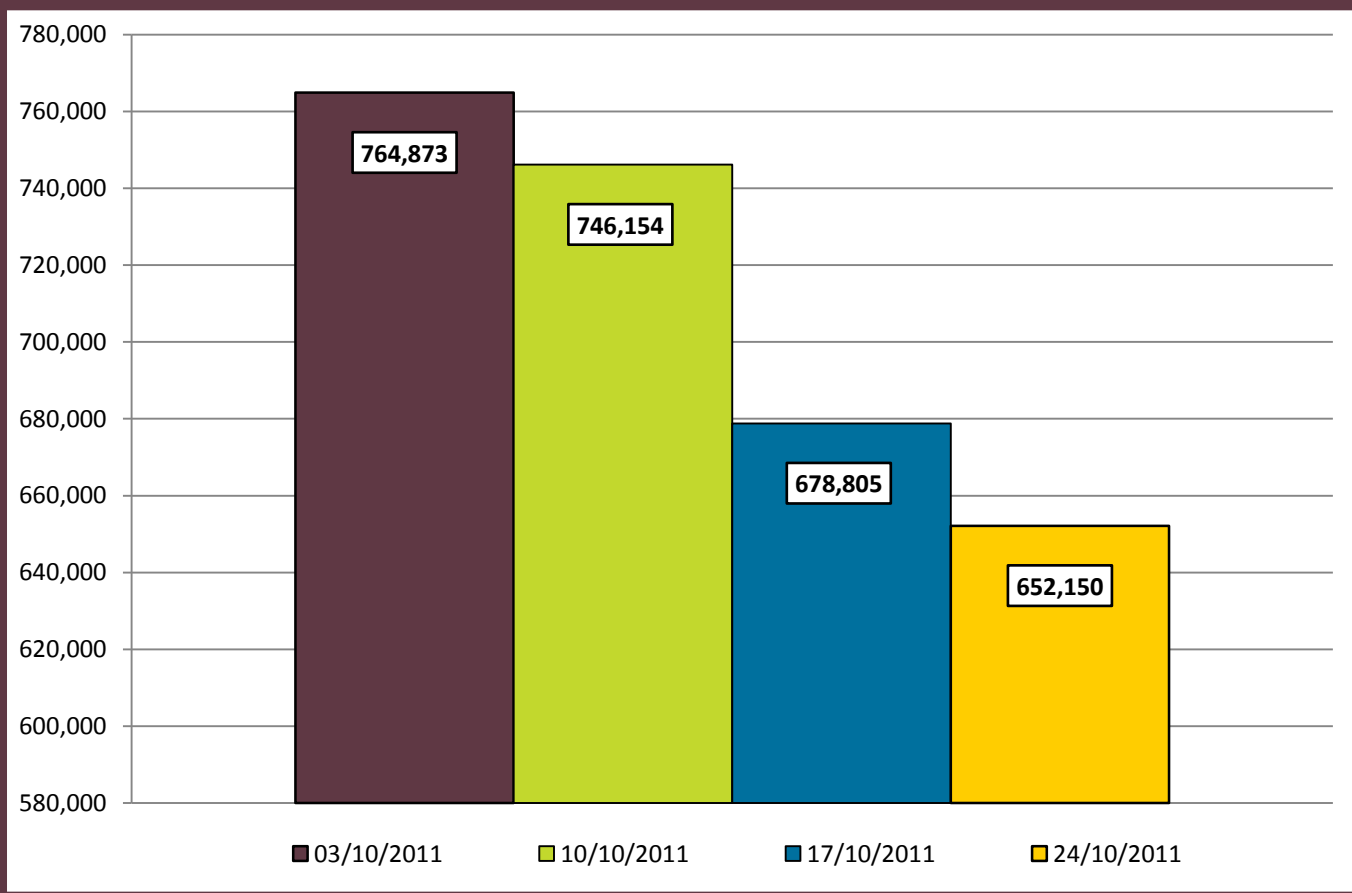


## Weekly Average Footfall Counts by Month – October 2011



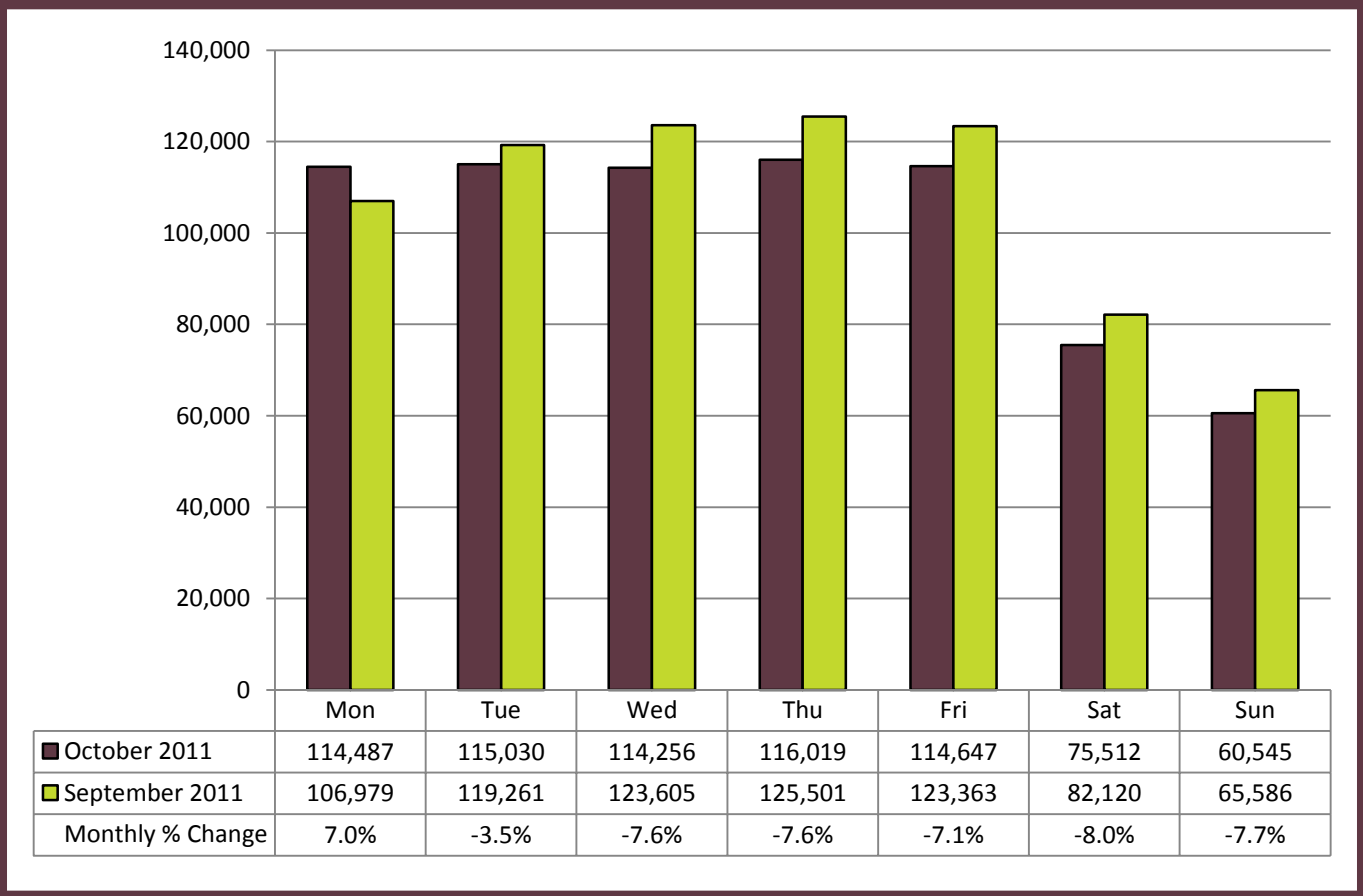
Footfall in the Victoria BID area decreased by 4.8% from September to October. All UK towns and cities also recorded a month on month decrease, according to Springboard's High Street Index footfall nationally decreased by 2.6% from September to October.

## Footfall Totals by Week of the Month – October 2011



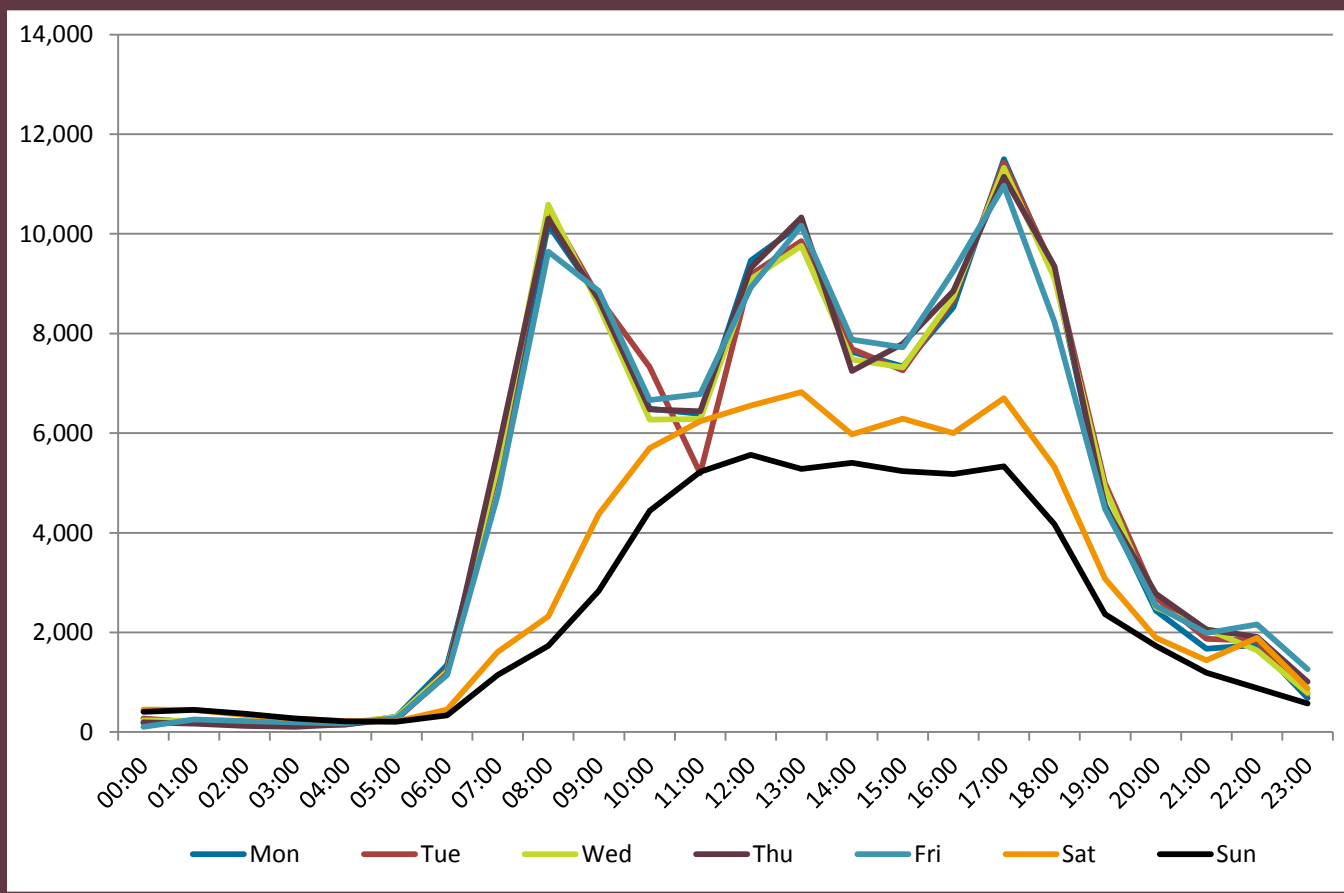
Footfall counts in the Victoria BID area decreased throughout October, after peaking in the first week of the month with a total of 764,873.

# Footfall Totals by Day of the Week – October 2011



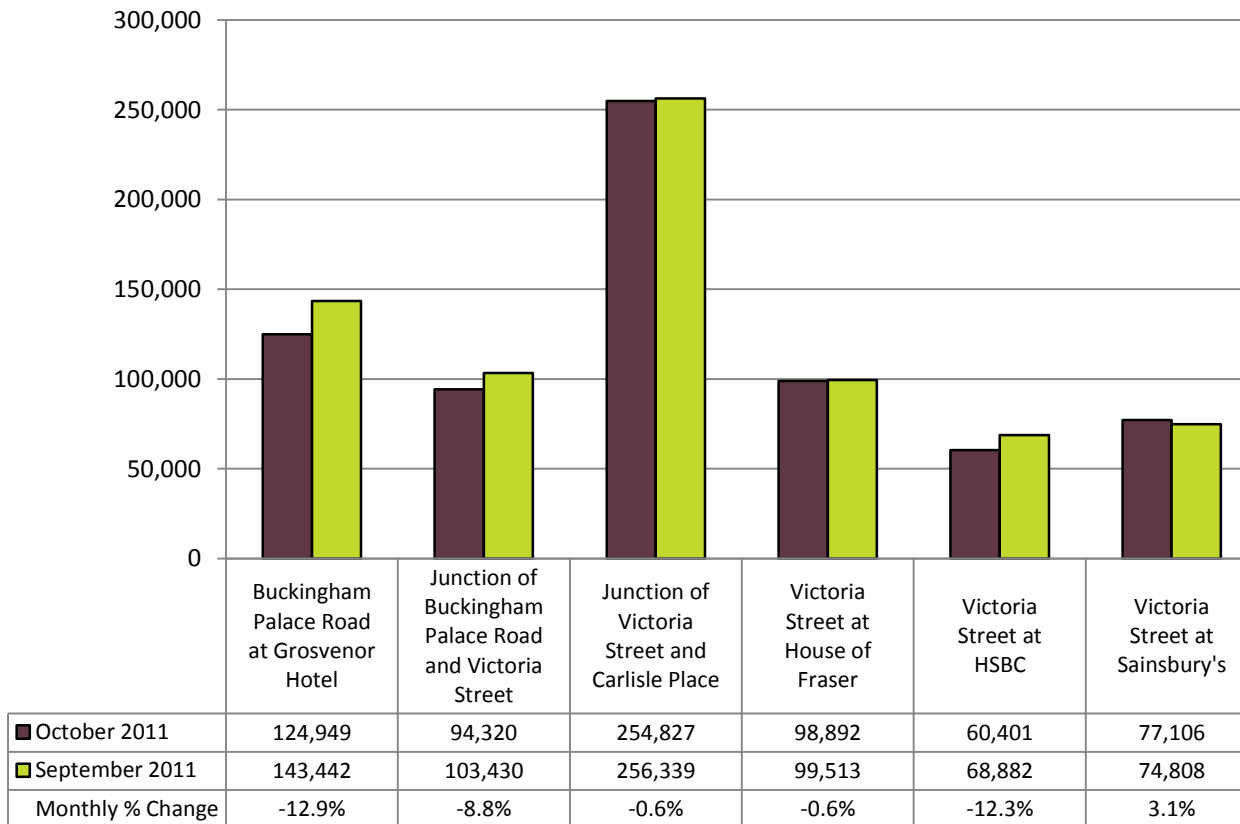
Footfall counts in the Victoria BID area peaked on a Thursday in the month of October. Each weekday except Monday recorded a month on month decrease in footfall counts, with Saturday recording the worst (-8.0%).

# Footfall Totals by Hour of the Day – October 2011



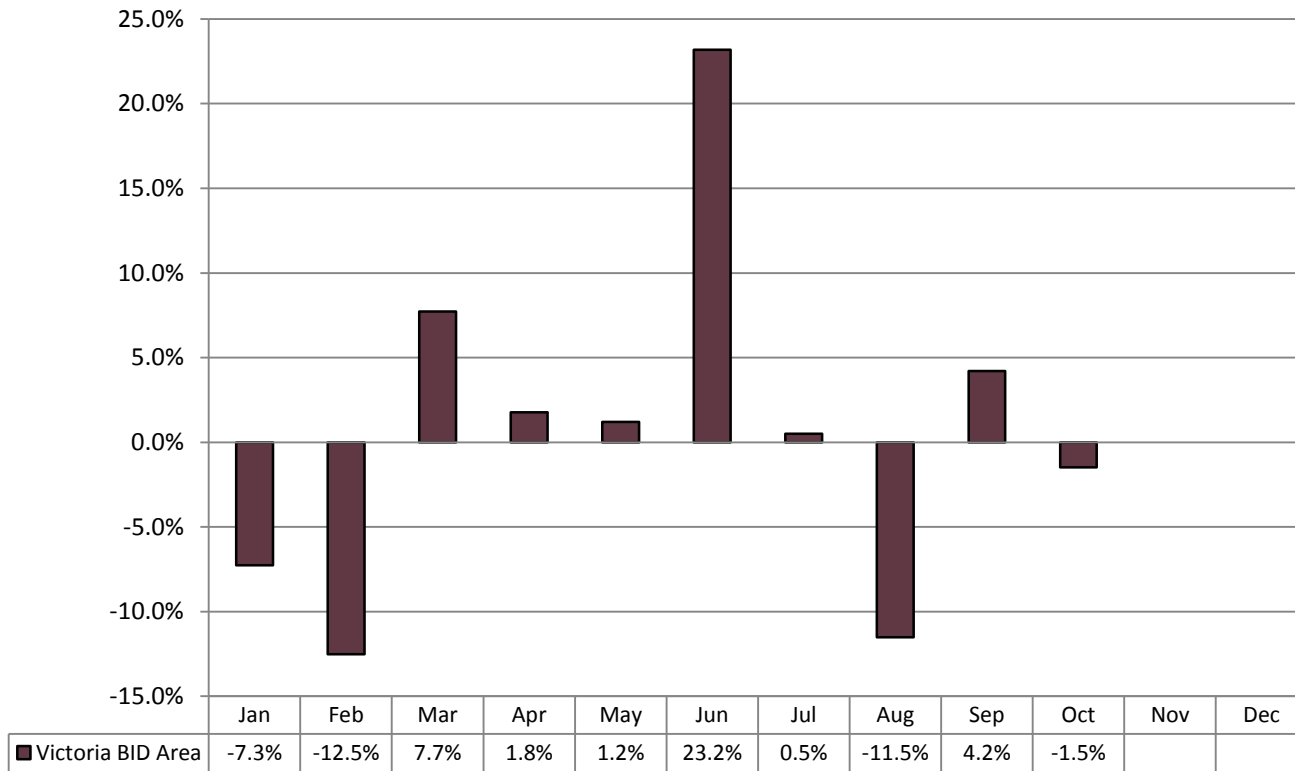
Footfall counts in the Victoria BID area peaked at 17:00 on a Monday to Friday inclusive. Footfall counts on a Saturday remained constant between the hours of 10:00 and 18:00, and on Sunday between the hours of 11:00 and 17:00

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



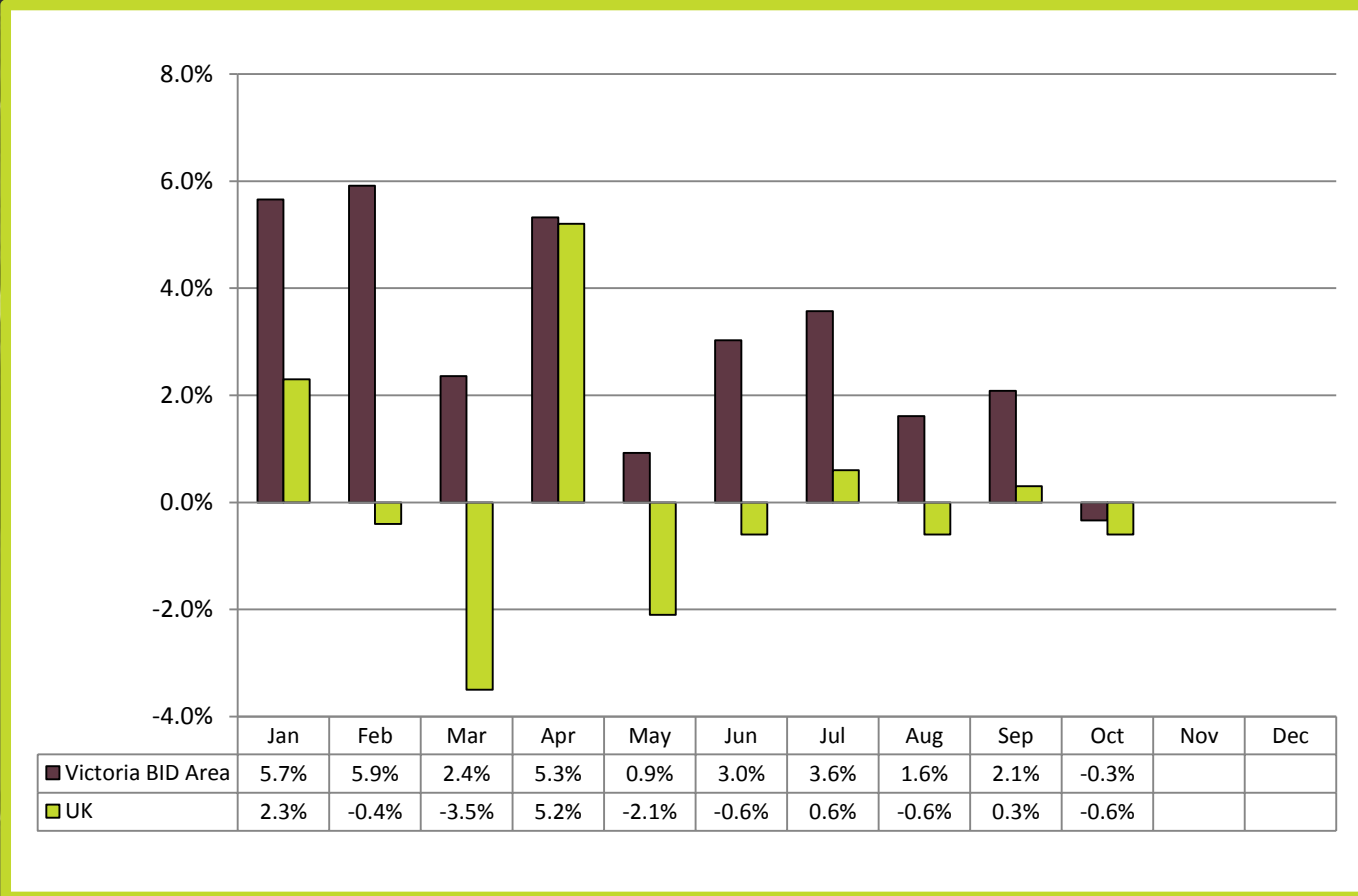
The 'Victoria Street at Sainsbury's' counting location recorded the only monthly % increase in footfall counts. The 'Buckingham Palace Road at Grosvenor Hotel' counting location recorded the worst monthly % decrease (-12.9%).

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



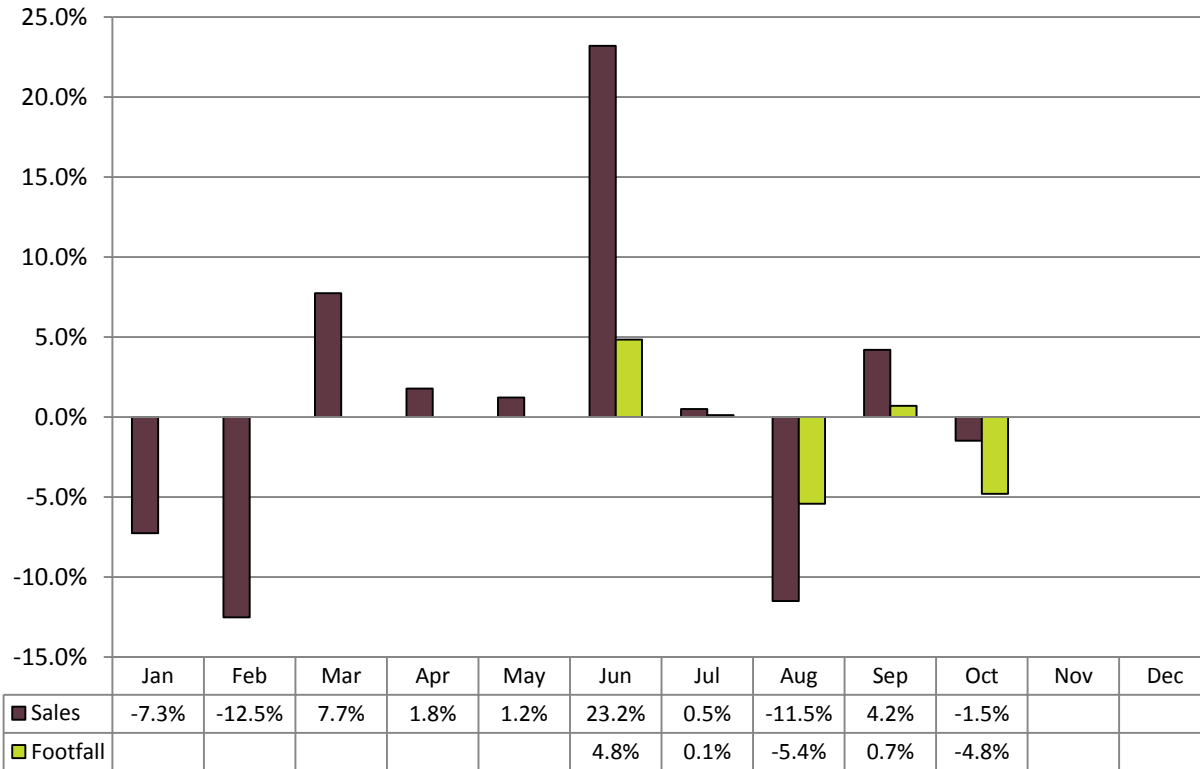
Sales in the Victoria BID area decreased by 1.5% from September to October, which means that both sales and footfall decreased month on month.

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



Sales in the Victoria BID area decreased by 0.3% from October last year, slightly outperforming national sales that decreased by 0.6% year on year.

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



Both sales and footfall recorded a month on month decrease in October 2011 – sales decreased by 1.5% and footfall decreased by 4.8%.