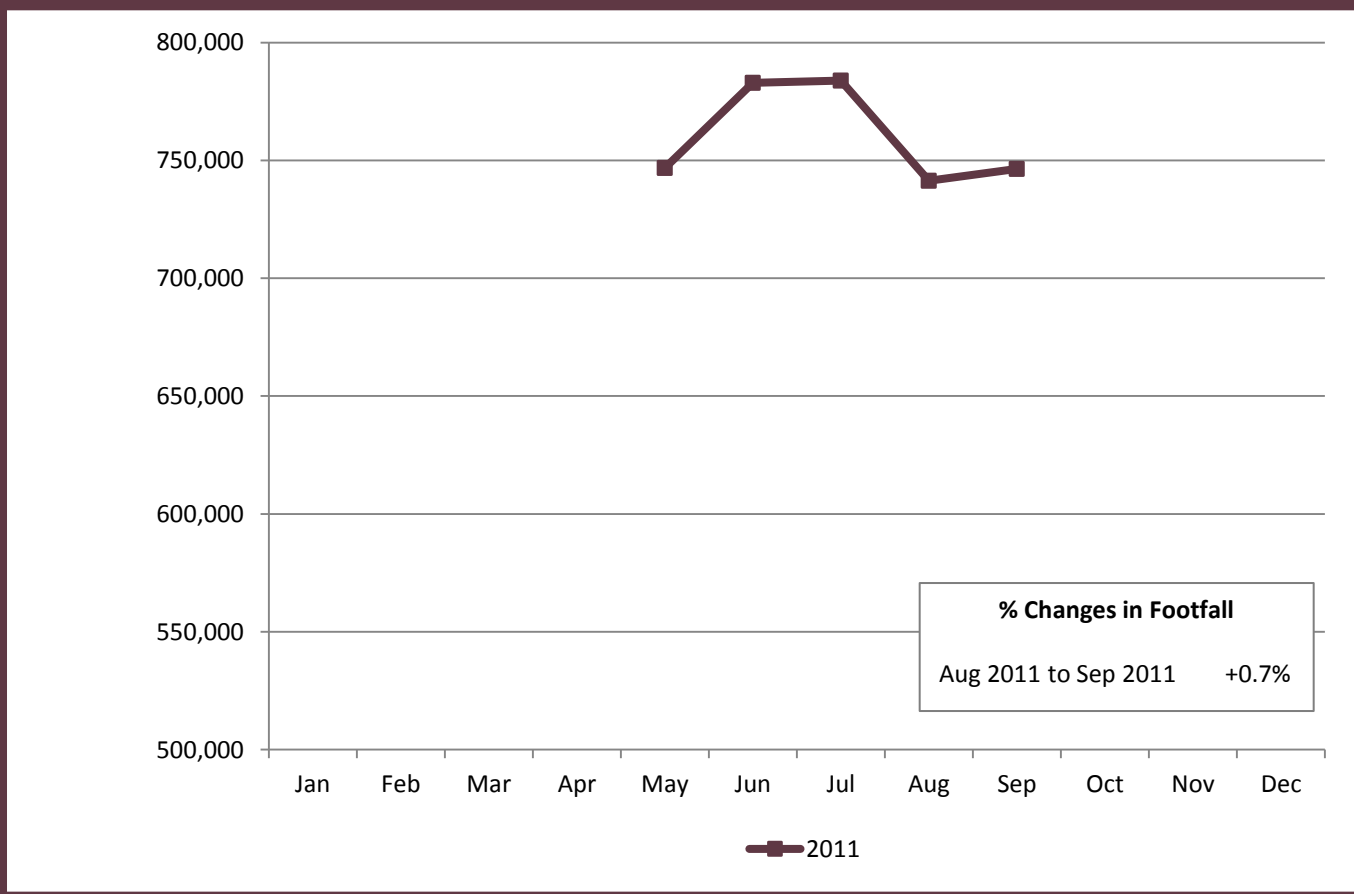
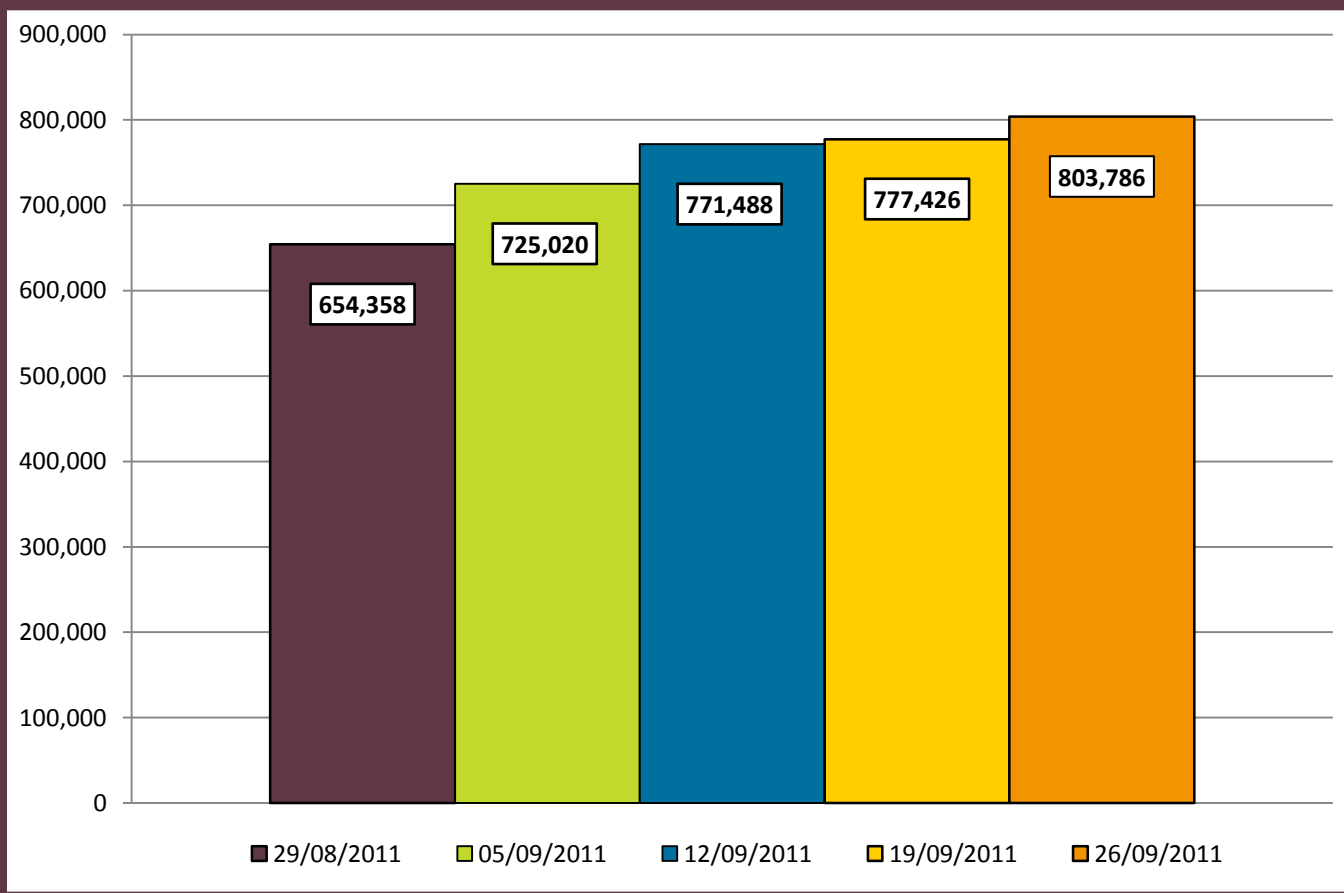


# Weekly Average Footfall Counts by Month – September 2011



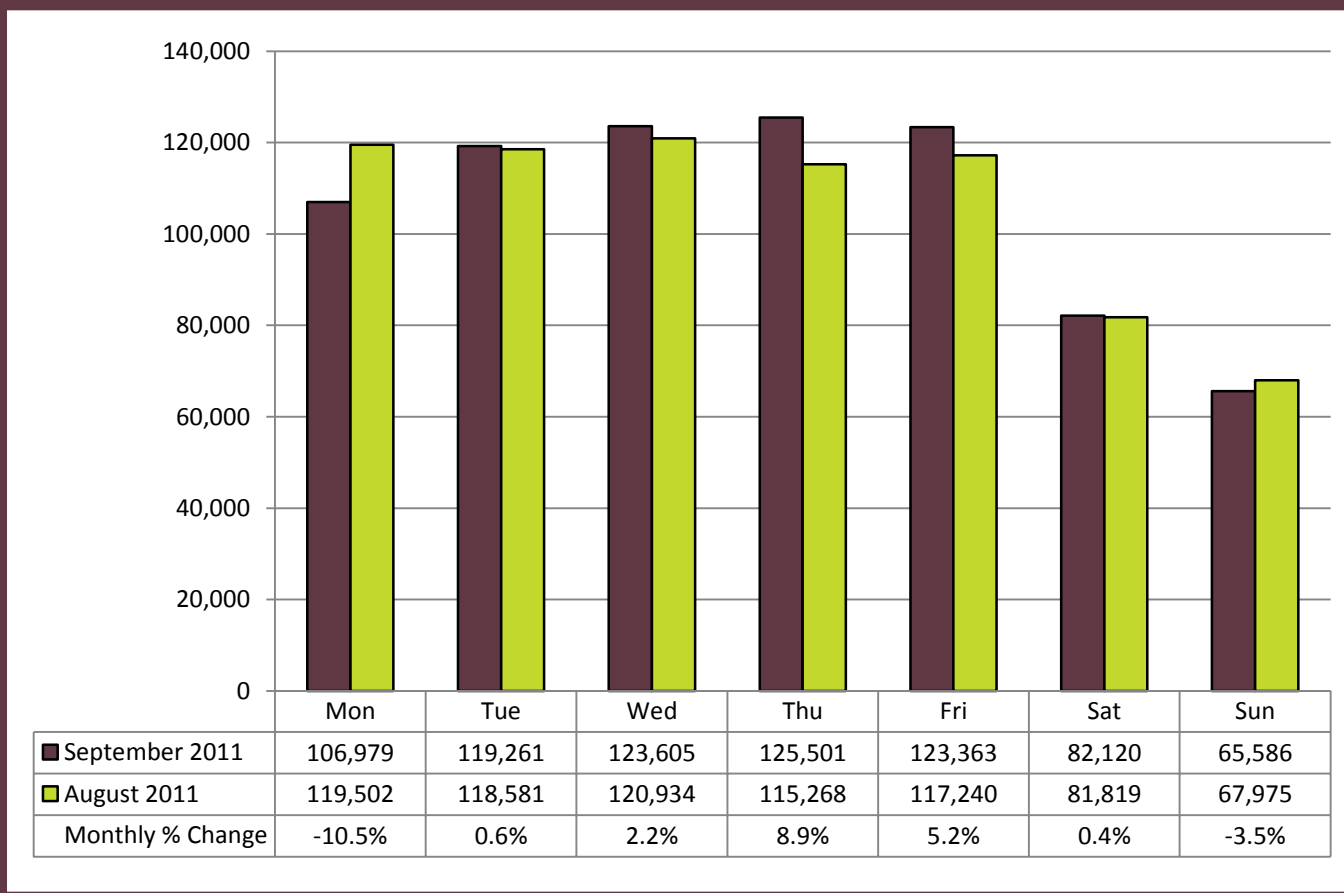
Footfall in the Victoria BID area increased by 0.7% from August to September. This is in contrast to the UK towns and cities benchmark, according to Springboard's High Street Index footfall nationally decreased by 2.6% from August to September.

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



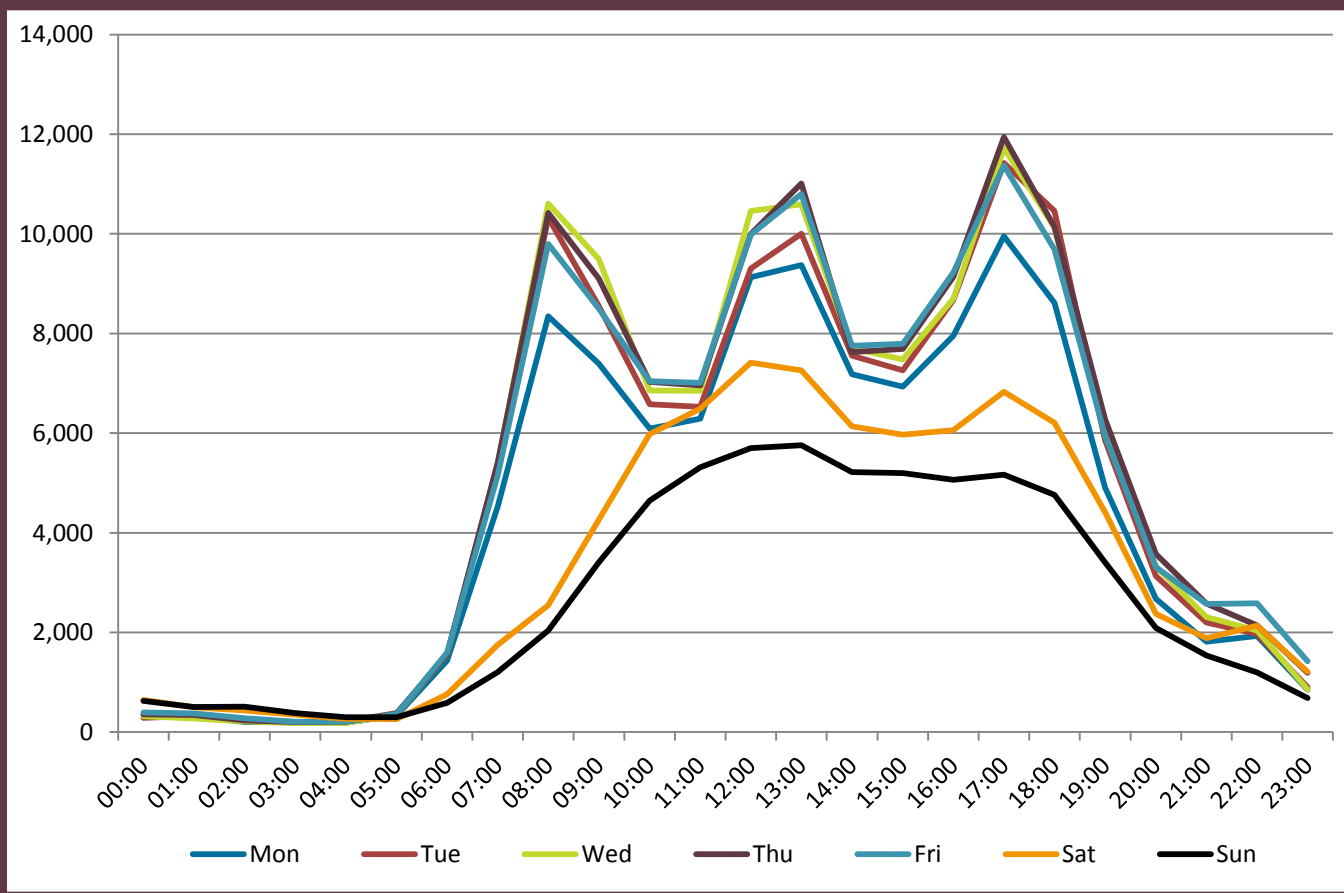
Footfall counts in the Victoria BID area increased throughout September, and peaked in the last week of the month with a total of 803,786.

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



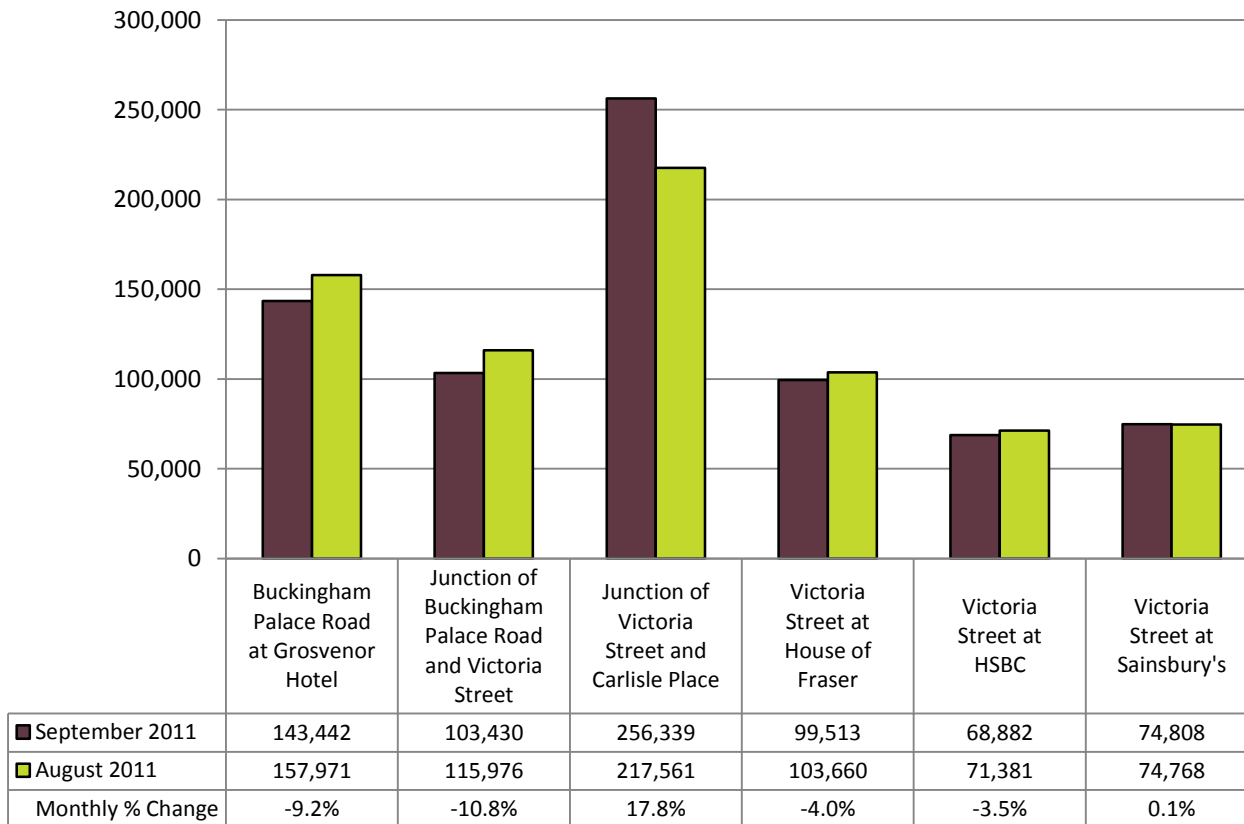
Footfall counts in the Victoria BID area peaked on a Thursday in the month of September, with Thursday also recording the highest monthly % increase. Only Monday and Sunday recorded a monthly % decrease in footfall counts.

# Footfall Totals by Hour of the Day – September 2011



Footfall counts in the Victoria BID area peaked at 17:00 on a Monday to Friday inclusive. It was between the periods of 08:00 to 10:00 and 16:00 to 18:00 on a Monday that contributed to its lower daily footfall count in relation to the other weekdays.

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



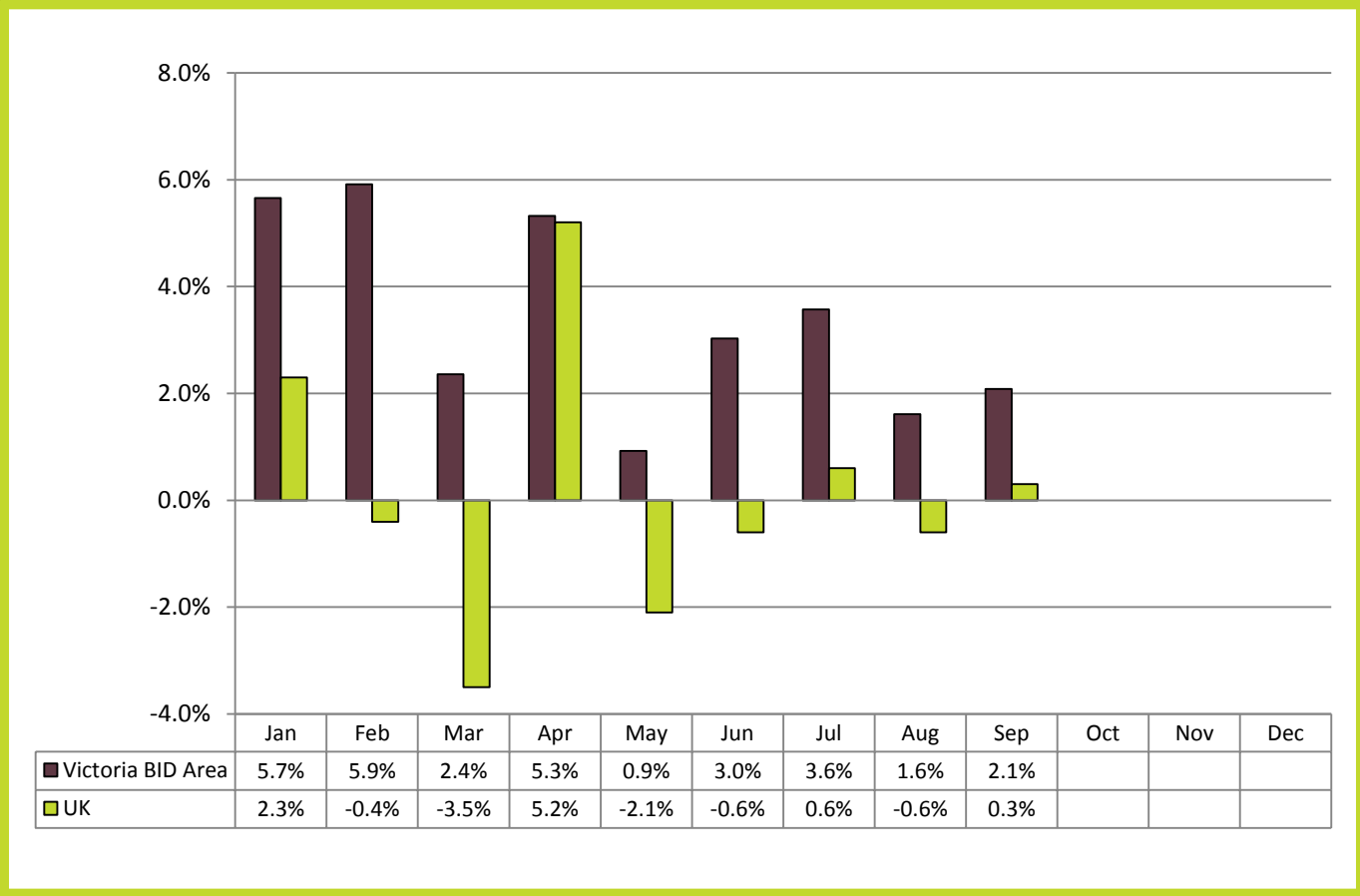
The 'Junction of Victoria Street and Carlisle Place' counting location recorded the highest monthly % increase in footfall counts. Only this counting location and 'Victoria Street at Sainsbury's' recorded a monthly % increase in footfall counts.

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



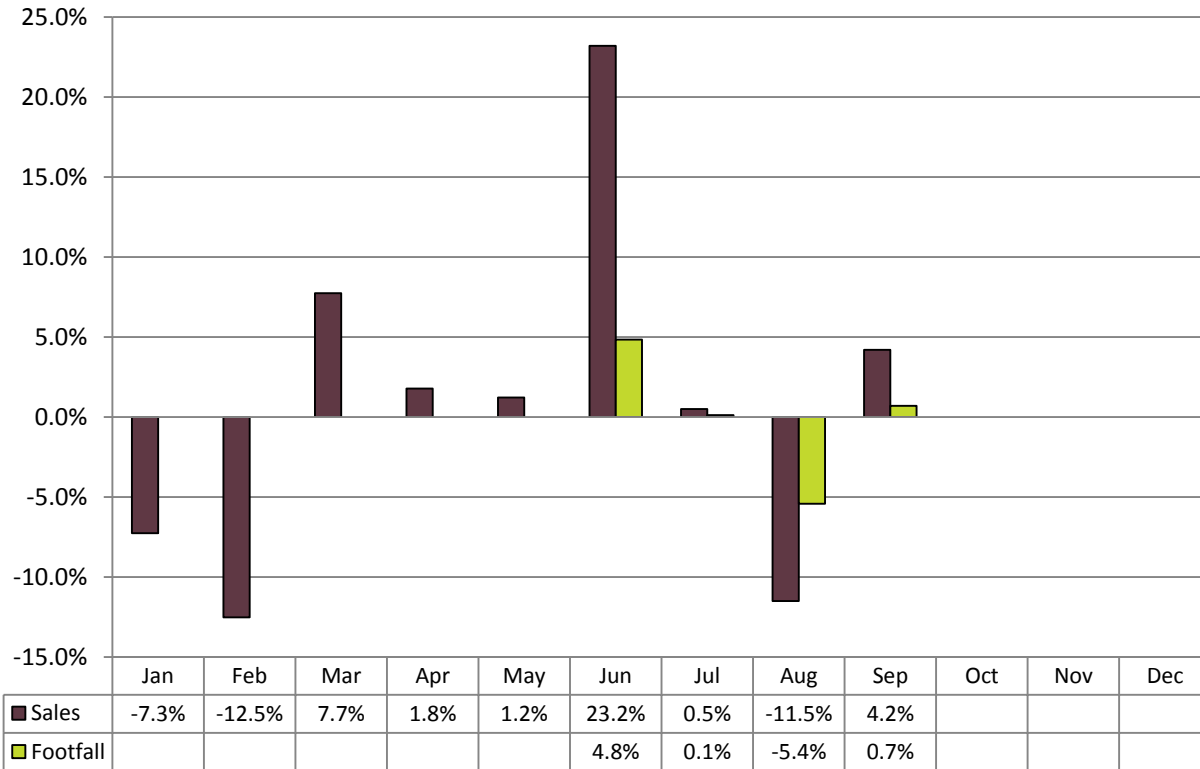
Sales in the Victoria BID area increased by 4.2% from August to September, and so far in 2011 only March and June have recorded higher monthly % increases in sales.

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



Sales in the Victoria BID area increased by 2.1% from September last year, which was better than the national average of just +0.3%.

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



Both sales and footfall recorded a month on month increase in September 2011 – sales increased by 4.2% and footfall increased by 0.7%.