

Monthly Performance Report

Watford

July 2023





Town Monthly Footfall: July 2023

-2%

Jun 23 1,005,484 Jul 23

Variance

Mth on Mth Growth

986,320 -19,164 -2%

Month on Month

Jul 23 Ave

 $\label{thm:control} \textbf{Average Footfall Per Hour} \quad \textbf{Average Footfall Per Day}$

2,651

31,817

Place Informatics





Unique Visitors to Towns

-17%

Jun 23 249,641 Jul 23

Variance

Growth

206,485

-43,155

-17%

Month on Month

Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall

Where unique visitors originate from by catchment area % Unique Visitors Nº Unique Visitors % Mthly Catchment Area Postcodes change Core 82,981 40% -24% 10 District 34% -17% 69,254 34 Region -6% 21% 43,466 108

Postcode catchment Area Categories are calculated based on the % of the postcode population visiting the retail site e.g a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.

Core: 15%+ District: 3% to 14.9% Region: 0.5% to 2.9%



Place Informatics



Catchment

+2%

Variance Month on Month

Un 23 Jul 23 Variance % Mth on Mth change % Yr on Yr change 1,605,250 1,290,783 -314,467 -19% -9%

% of Catchment Population Visiting 16% 16% 0% +2% -17%

Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the retail site





% of Visits by Dwell Time

+0%

6 - 12 Minutes Most Improved **Dwell Time**

Dwell Time (minutes)	% Visits Jun 23	% Visits Jul 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Jun 23	% Visits Jul 23	Variance Mth on Mth
6 - 12	7%	8%	+1%	40 - 60	24%	24%	0%
12 - 20	10%	10%	0%	60 - 90	35%	35%	0%
20 - 40	24%	24%	0%				

Demographics

0.8%

AB Month on Month

Core	
District	
Core+District	
Mth on Mth Variance	

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 $C_{1} + 0.2\%$

C2 -0.1%

DE 19%

^{DE} 17%

DE 19%

DE -0.9%



Average Dwell

-0.6%

Jun 23 01:29:14 Jul 23 01:28:43 Variance

-00:00:31

Growth -0.6%

Month on Month

Average Visit Frequency

-8.1%

Jun 23 2 Jul 23 2 Variance O Growth -8.1%

Month on Month





Glossary

Postcodes

Unique Visitor	A person can only be a unique visitor once in a defined time period e.g. once in a month.
Footfall	Total number of unique visits made to a location by a unique visitor.
Core, District, Region	Postcode catchment area categories are calculated based on the % of the postcode popula

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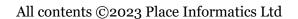
<u>Category</u> <u>Percentage of postcode population visiting the town centre</u>

Core: 15%

District: 3% to 14.9% Region: 0.5% to 2.9%

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Postcode Catchment Population	Aggregated postcode populations for all Core and District postcodes in your location catchment area e.g. WA15: 30,000 population, M33: 25,000 population. Total catchment population 55,000.				
Postcode Catchment Conversion	% of the aggregated postcode population for all Core and District postcodes visiting your location.				
% Visitors By Dwell Time	% of visitors who dwell by time period e.g. 7% of all visitors dwell 6 -12 minutes.				
% Visitors By Social Demographics	% of visitors from Core and District who are classified as social grade AB,C1, C2, DE. Social grade classifications are published by Office for National Statistics (ONS) and are based on occupation, employment status, qualification and full/part time not working.				
	Social Grade	<u>Description</u>	% Population		
	AB:	Higher & Intermediate Manager	22		
	C1:	Supervisory, Junior Managerial, Administrative	31		
	C2:	Skilled Manual Occupations	21		
	DE:	Semi-skilled, Unskilled, Unemployed	26		





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Our behaviour insight platforms include:

TownandPlace.Al - 3,500+ Town Centres

RetailSites.Al - 3,000+ Retail, Leisure, Outlet and Shopping Centres

To request your login details please contact:

clive@placeinformatics.com

PlaceInformatics.com

Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

Providing local government, business improvement districts and retail real estate clients access to online dashboards, Place Informatics provides valuable performance measurement data and insight which supports investment decisions.

