



St Helier, King Street

June 2017

29/05/2017 to 02/07/2017



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

| | Year to Date % Change | | Year on Year % Change | | Month on Month % Change | |
|------------------------|-----------------------|----------|-----------------------|----------|-------------------------|----------|
| | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 |
| St Helier, King Street | ▼ -1.2 % | ▼ -3.3 % | ▼ -5.9 % | ▼ -5.0 % | ▲ 7.7 % | ▲ 9.6 % |
| South West | ▲ 1.5 % | ▼ -1.0 % | ▲ 0.1 % | ▼ -3.6 % | ▲ 7.2 % | ▲ 4.8 % |
| UK | ▲ 0.6 % | ▼ -2.4 % | ▲ 1.0 % | ▼ -4.1 % | ▲ 2.6 % | ▼ -0.7 % |

Headlines

Footfall for the year to date is 1.2% down on the previous year.

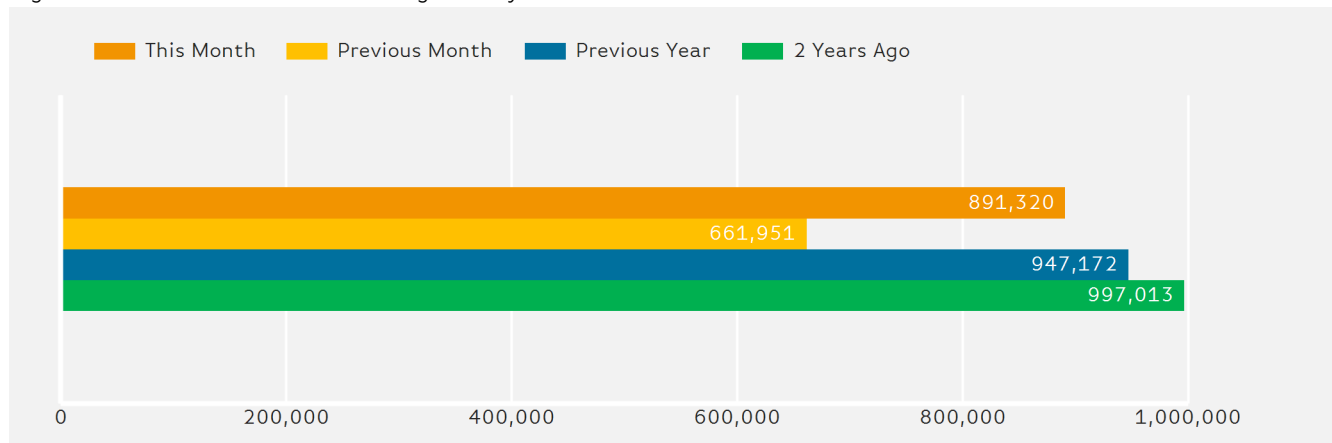
The number of visitors counted for month commencing 29 May 2017 was 891,320.

The busiest day in month commencing 29 May 2017 was Friday 16 June with 33,694 visitors.

The peak hour of the month was 13:00 on Friday with footfall of 4,898

Footfall Totals by Month

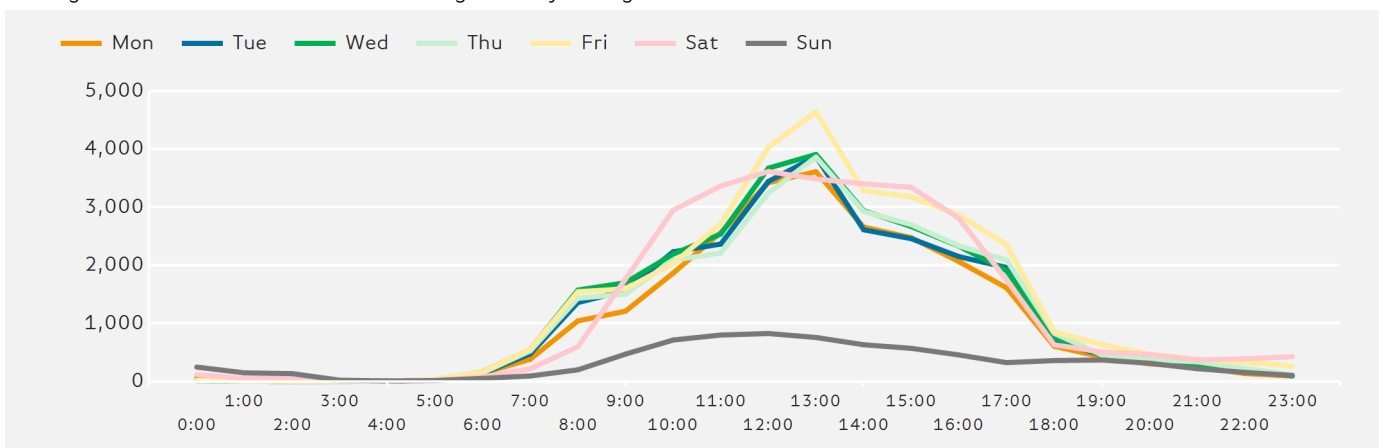
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



FOG

Number of days this month

21

1

12

1

Number of days same month last year

13

16

5

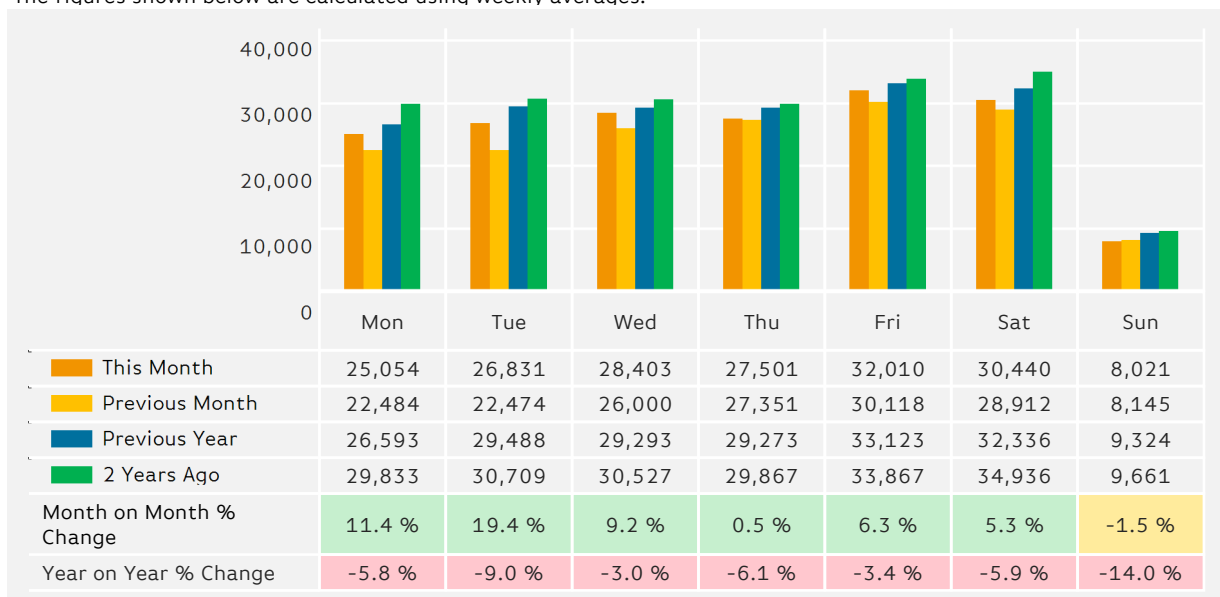
1

Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2017 | 19.4 | 13.5 |
| 2016 | 17.4 | 12.4 |

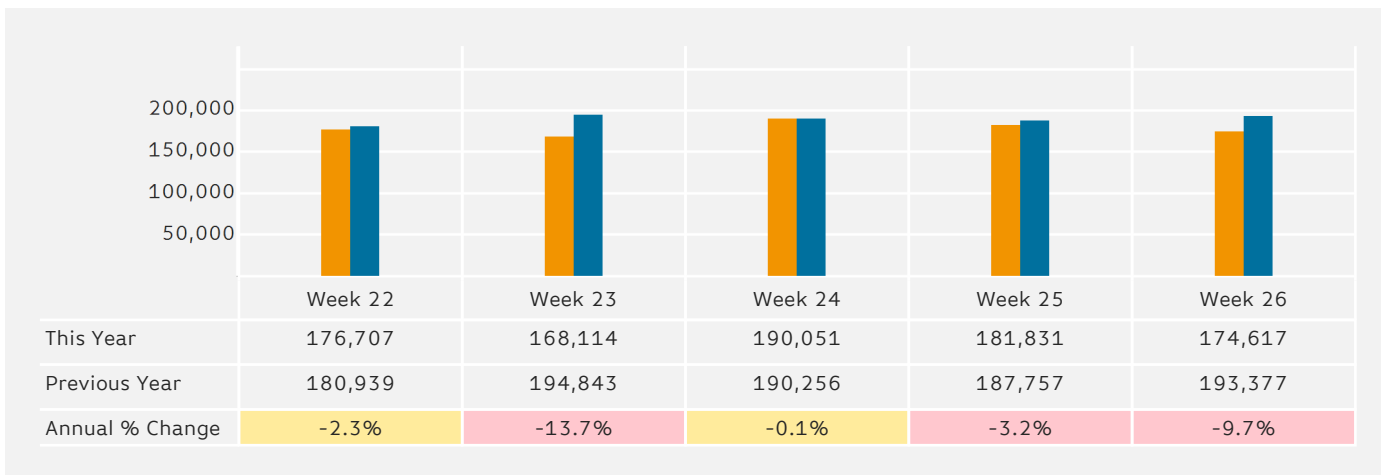
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

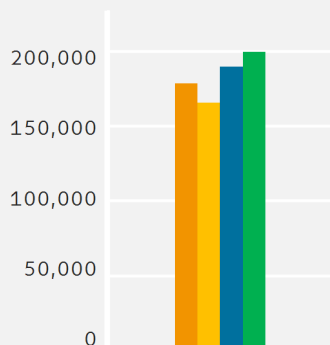
The figures shown below are calculated using weekly totals.



Footfall Totals

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago



King Street

This Month 178,264

Previous Month 165,488

Previous Year 189,434

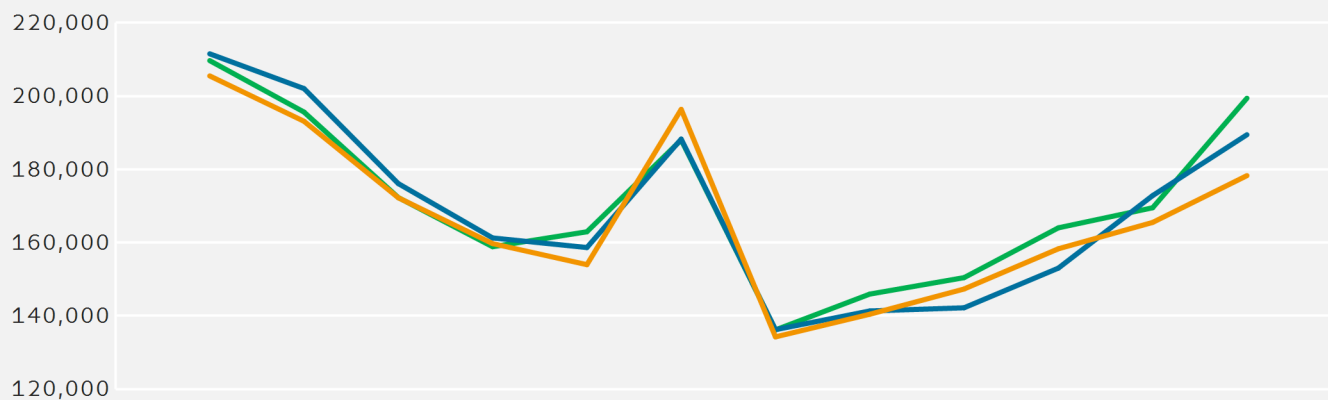
2 Years Ago 199,403

Year on Year % Change -5.9 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

— 2015-2014
 — 2016-2015
 — 2017-2016



| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 2017-2016 | 205,489 | 193,098 | 172,221 | 159,705 | 153,955 | 196,355 | 134,235 | 140,420 | 147,306 | 158,286 | 165,487 | 178,264 |
| 2016-2015 | 211,524 | 202,029 | 176,088 | 161,250 | 158,634 | 188,247 | 136,202 | 141,314 | 142,175 | 153,010 | 172,811 | 189,434 |
| 2015-2014 | 209,666 | 195,621 | 172,272 | 158,851 | 162,937 | 188,004 | 136,141 | 145,919 | 150,411 | 164,010 | 169,488 | 199,402 |
| Annual % change | -2.9% | -4.4% | -2.2% | -1.0% | -2.9% | 4.3% | -1.4% | -0.6% | 3.6% | 3.4% | -4.2% | -5.9% |

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.

Week on Week % Change is the % change in footfall for this week from the previous week.