

Hoxton analytics reports, looking at footfall from October 2020 to the end of May 2021, immediately before the NSSG started operating and compared to the period from June 2021 to today. These are labelled initiative performances 4 and 5 and are attached. This shows that the footfall trend has moved during this time and that footfall has migrated from earlier in the week to later in the week, with the biggest migrations being on Thursday, Friday and Sunday, days when activities typically take place in the NSSG. These curves also show that there are more people about using the Stamford Quarter later in the day, driven by early evening events. Initiative performance 7 shows this even clearer, this is isolating the NSSG entrance from the rest of the data and shows data from June. The preceding period is pre NSSG and this is the blue line comparative on the chart.

Initiative Performance 4

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Site
Stamford Quarter

Footfall Type
Visits (1 = in & out)

Gender
All

Select Period Start
(Mondays only)
28/09/2020

Period Length (Weeks)
35

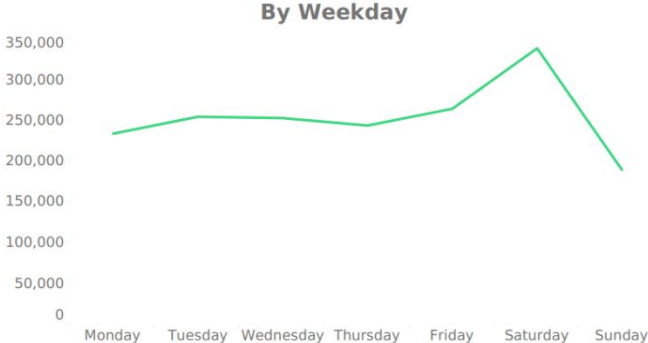
Time of Day (From-To)
0 24

Compare to:
Same period last year

Selection Level
 Total Site
 Zone/Area
 Single Location

Data Selection
 Stamford Quarter Total Si..

Period Type
 Selected Period



Impact

	Footfall	% Change (vs. Comparison Period)
Monday	233,107	
Tuesday	253,855	
Wednesday	252,179	
Thursday	243,054	
Friday	263,598	
Saturday	337,782	
Sunday	188,821	
Grand Total	1,772,394	



- Weekday**
- Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday

Initiative Performance 5

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Site
Stamford Quarter

Footfall Type
Visits (1 = in & out)

Gender
All

Select Period Start
(Mondays only)
31/05/2021

Period Length (Weeks)
35

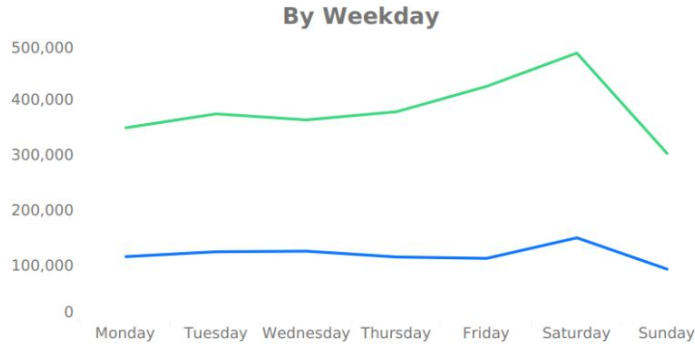
Time of Day (From-To)
0 24

Compare to:
Same period last year

Selection Level
 Total Site
 Zone/Area
 Single Location

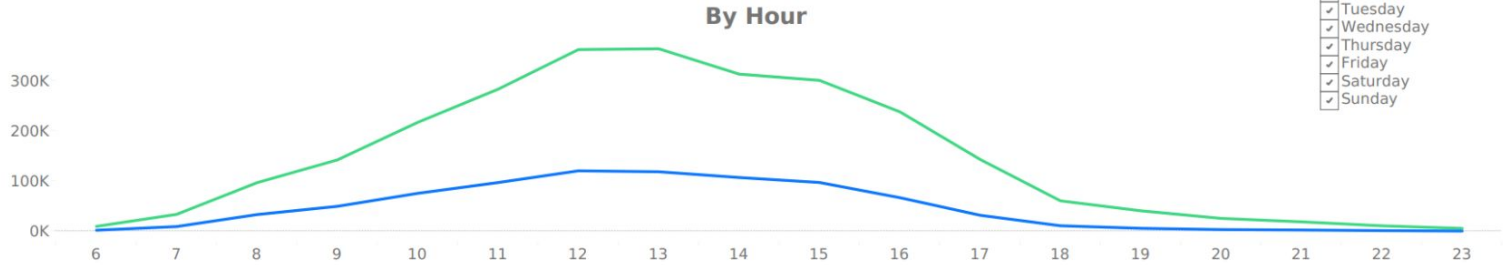
Data Selection
 Stamford Quarter Total Si..

Period Type
 Selected Period
 Comparison Period



Impact

	Footfall	% Change (vs. Comparison Period)
Monday	348,915	200.0%
Tuesday	373,954	199.0%
Wednesday	363,099	187.9%
Thursday	377,837	226.6%
Friday	423,681	274.3%
Saturday	483,750	221.7%
Sunday	302,639	222.7%
Grand Total	2,673,873	218.1%



- Weekday**
- Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday

Initiative Performance 7

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Site
Stamford Quarter

Footfall Type
Visits (1 = in & out)

Gender
All

Select Period Start
(Mondays only)
31/05/2021

Period Length (Weeks)
1

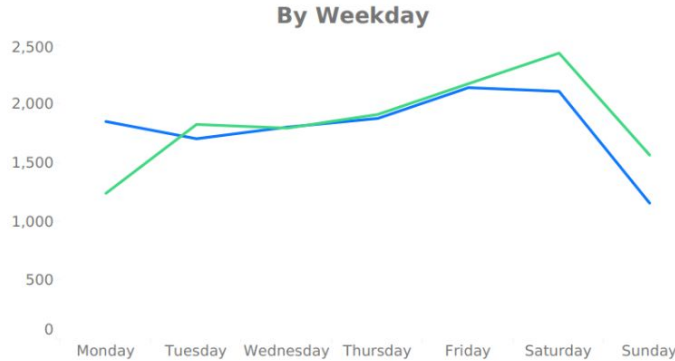
Time of Day (From-To)
0 24

Compare to:
Immediately preceding peri..

Selection Level
 Total Site
 Zone/Area
 Single Location

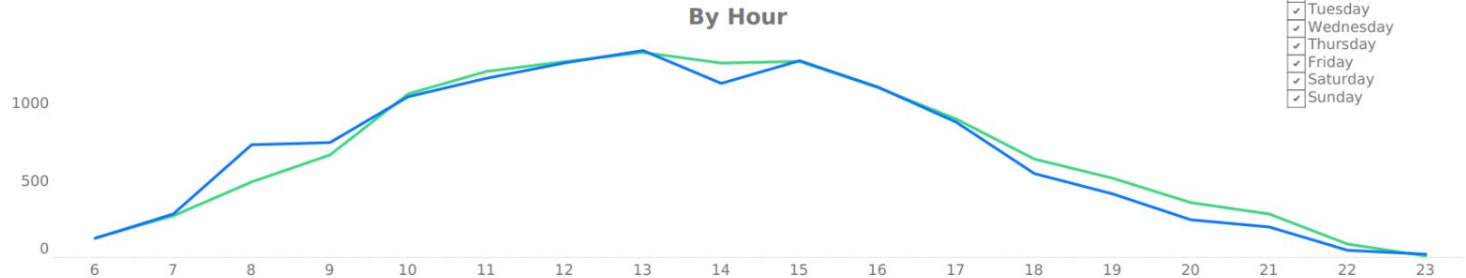
Data Selection
 Alleyway - Unit 4
 George Street
 Interchange
 Lifts Tower 1

Period Type
 Selected Period
 Comparison Period



Impact

	Footfall	% Change (vs. Comparison Period)
Monday	1,239	-33.1%
Tuesday	1,827	7.2%
Wednesday	1,795	-0.5%
Thursday	1,912	1.8%
Friday	2,174	1.6%
Saturday	2,434	15.5%
Sunday	1,565	35.5%
Grand Total	12,945	2.4%



- Weekday**
- Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday