

APPENDIX D

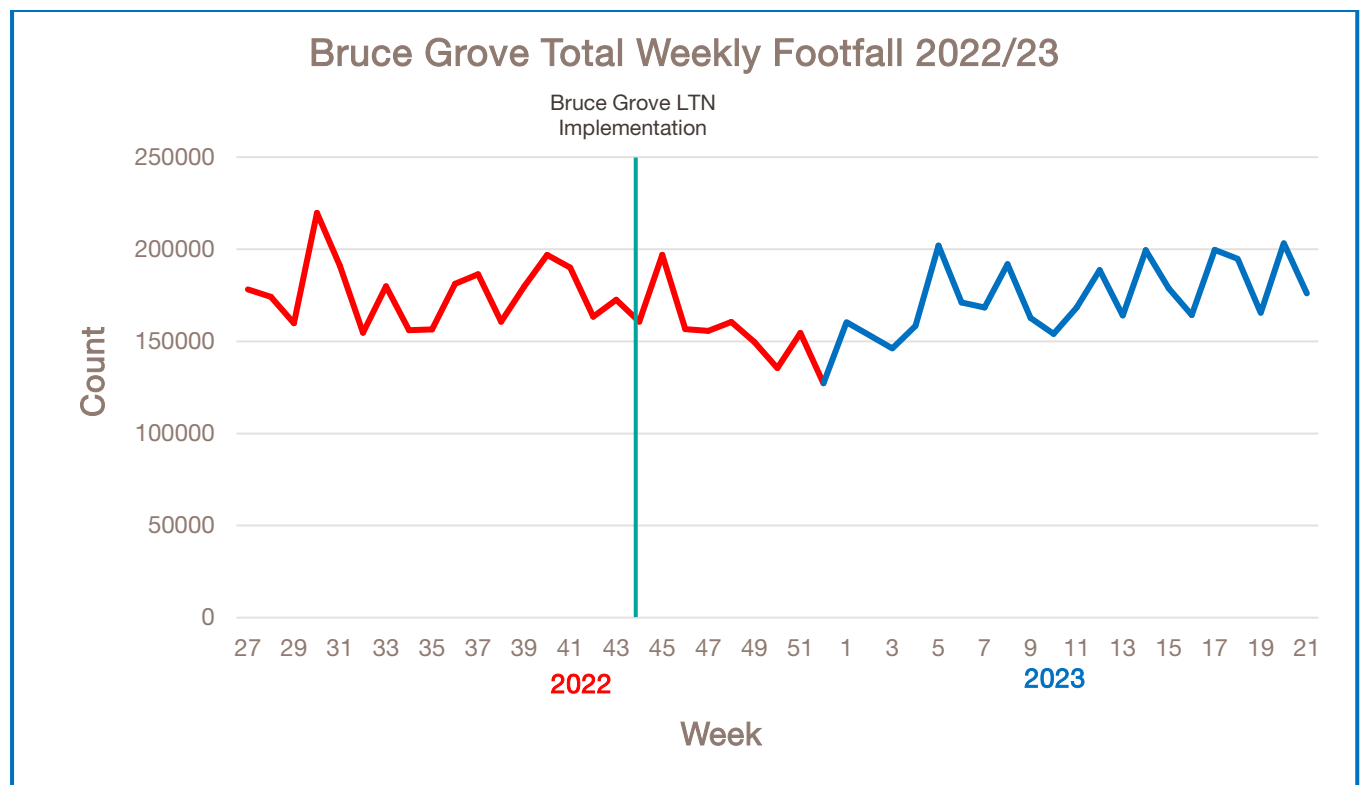
SHOPPING FOOTFALL AND SPEND DATA

1 Bruce Grove West Green LTN

FOOTFALL IN BRUCE GROVE

- The busiest week for footfall in 2022 was week in 30 where 219,744 visitors were registered
- The lowest week for footfall in 2022 when all four counters were operational was week 52 with 127,246 visitors. The lowest footfall week mirrored other high streets and town centres in the borough
- Footfall in week 21 in 2023 was 8.72% higher than week 44 in 2022 – the first week of the Bruce Grove West Green LTN
- Footfall was higher in 17 of the 30 weeks since the footfall recorded in week 44 (160,689) – the first week of the Bruce Grove West Green LTN
- It should be noted that the marked fluctuations in footfall in Bruce Grove District Centre coincide with event days at Tottenham Hotspur Stadium (Spurs home fixtures, concerts etc.).

Bruce Grove Weekly Footfall

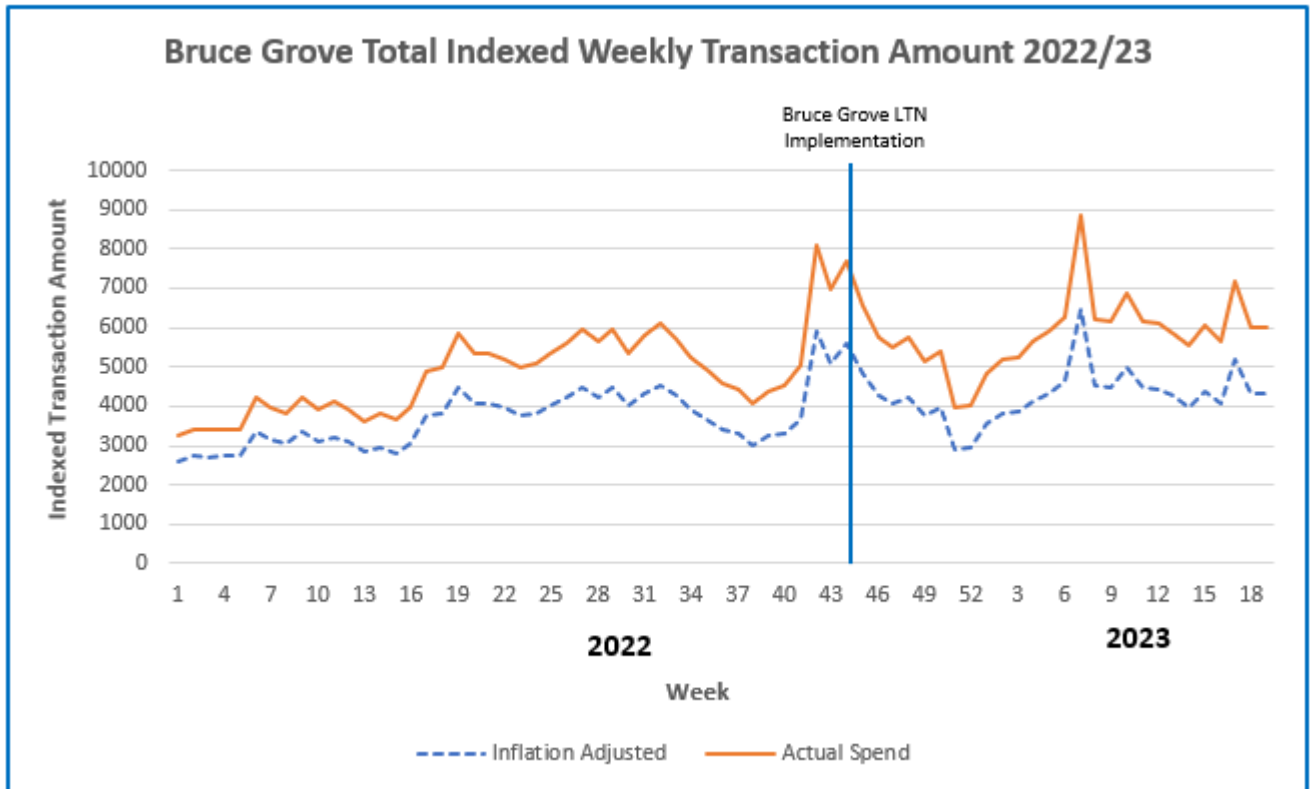


INDEXED INSTORE CARD SPEND IN BRUCE GROVE 2022/23

- Instore indexed card spend in weeks 51 and 52 in 2022, and week 1 in 2023 dipped lower than week 34 in 2022 as these weeks coincided with Christmas and New Year holidays.

- Instore indexed card spend was lower in all the weeks from week 44 in 2022 – the first week of the Bruce Grove West Green LTN implementation to week 6 in 2023. Week 7 in 2023 is the only week since week 44 in 2022 that indexed card spend has been higher, with spend returning to lower than week 44 in 2022 levels from week 8 in 2023

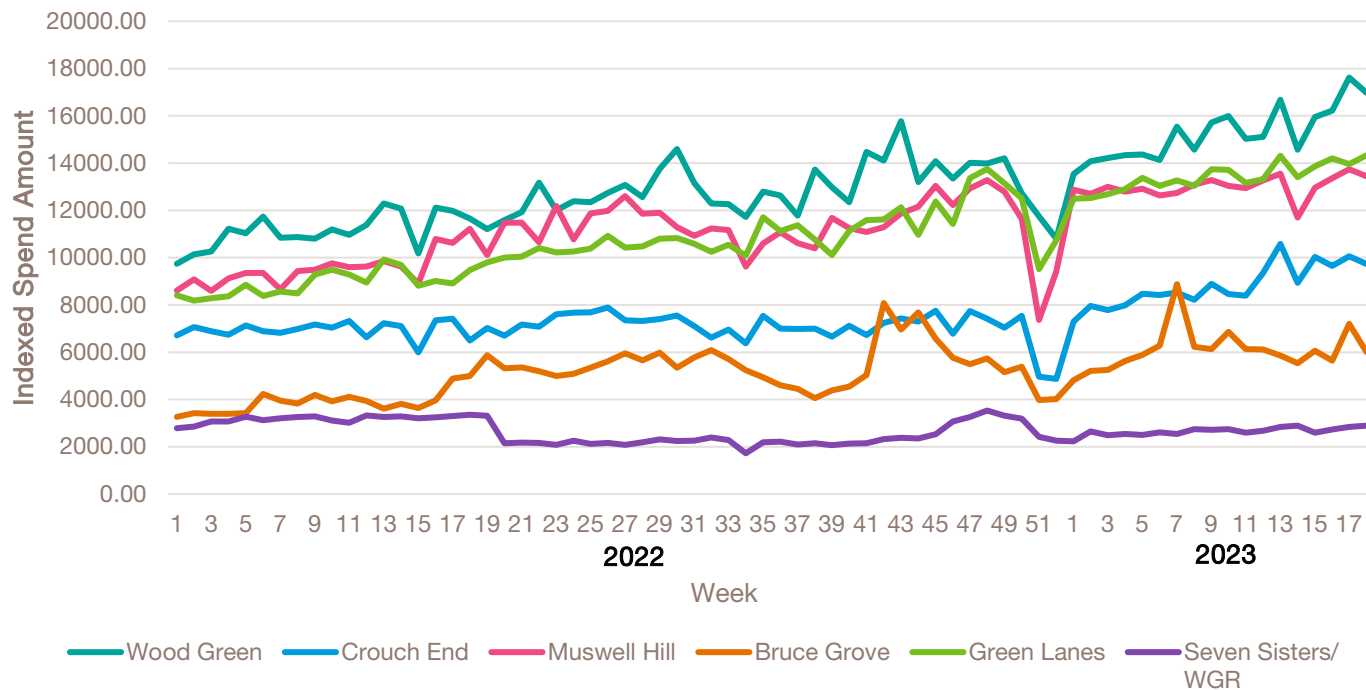
Bruce Grove District Centre Indexed Instore Card Spend 2022/23



- NB: It should be noted that there may be wider impacts on spend; the cost of living, inflation and the energy crisis. Also, pre-pandemic numbers of transactions are historically lower than post pandemic due to the increased number of people now using card as the preferred payment method
- Instore card spend in 2022 was between 30% - 63% higher than 2021
- 2022 instore card spend when adjusted for inflation was higher than 2021 actual spend between 10% and 50%
- Indexed instore actual card spend is higher in all the 19 weeks to date in 2023 than in 2022. However, when adjusted for inflation, indexed card spend is higher in 17 of the 19 weeks to date in 2023
- NB: It should be noted that there may be wider impacts on spend; cost of living, inflation and the energy crisis. Also, pre-pandemic numbers of transactions are historically lower than post pandemic due to the increased number of people now using card as the preferred payment method

Comparison - Bruce Grove District Centre Indexed Instore Card Spend 2022/23

District Centre Indexed Instore Card Spend Amount Comparison 2022/23



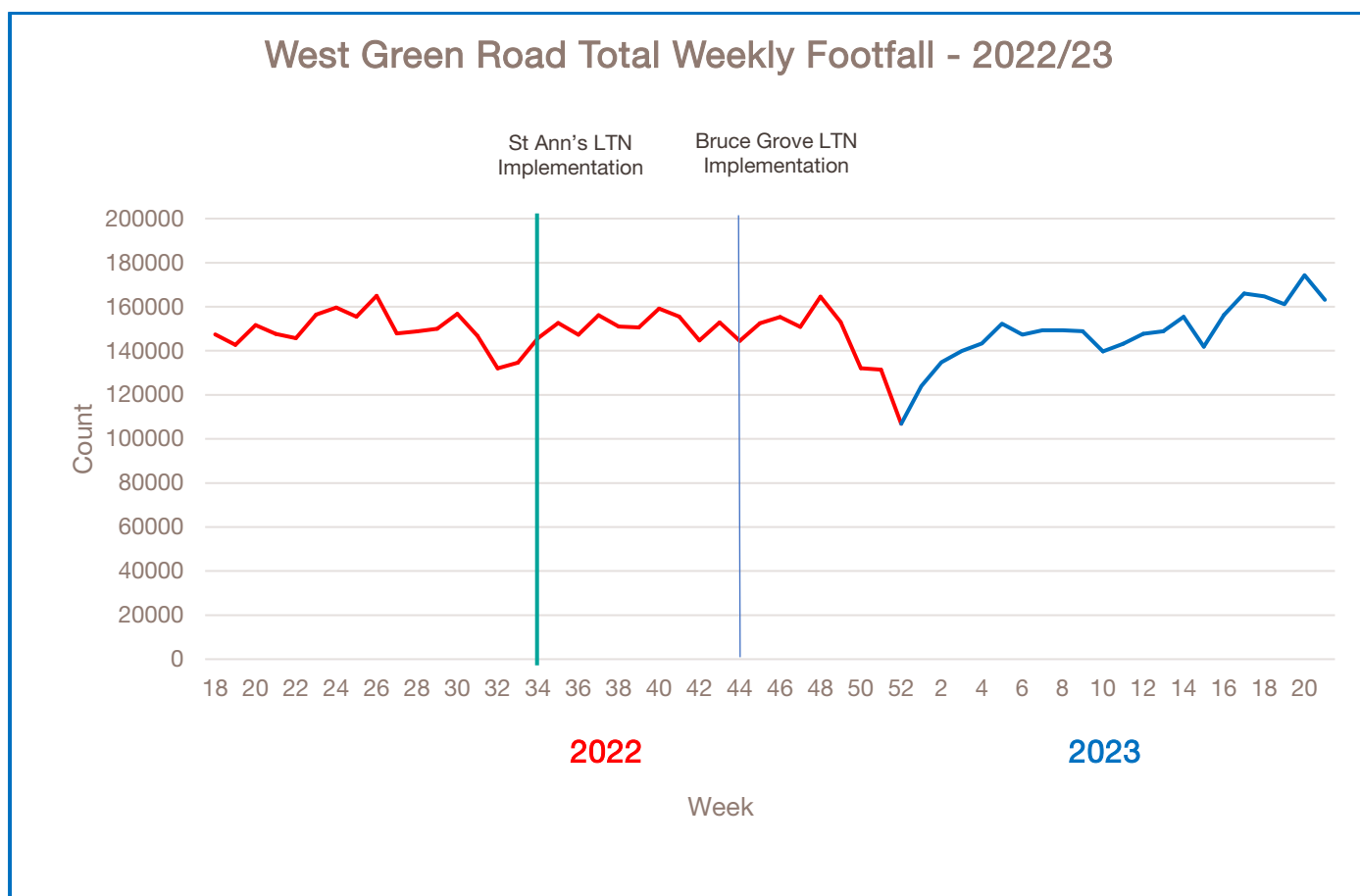
- Instore indexed card spend in Bruce Grove shows lower levels to Crouch End, Green Lanes and Muswell Hill and shows a variation in trends of spend from Comparable District Centres
- NB: Whilst the local centres are of similar size, it is difficult to compare like for like across local centres and high streets due to varying demography's. The fluctuations of spend show the individuality of each local centre.

2 St Ann's LTN

FOOTFALL IN WEST GREEN ROAD / SEVEN SISTERS

- The busiest week for footfall in 2022 was week 26 where 164,942 visitors were registered
- The lowest week for footfall in 2022 when both counters were operational was week 52 with 108,606 visitors. The lowest footfall week mirrored other high streets and town centres in the borough
- Footfall in week 21 in 2023 is 11.96% higher than week 34 in 2022 – the first week of the St Ann's LTN; and 12.92% higher than week 44 in 2022 – the first week of the Bruce Grove West Green LTN
- Footfall was higher in 26 of the 40 weeks since the footfall recorded in week 34 (145,744) – the first week of the St Ann's LTN; and higher in 19 of the 30 weeks since the footfall recorded in week 44 (144,501) – the first week of Bruce Grove West Green LTN
- It should be noted that although not as marked as the increase in footfall in Bruce Grove, fluctuations in footfall West Green Road/Seven Sisters District Centre coincide with events at Tottenham Hotspur Stadium. Also that after week 44 West Green Road was impacted by the combined effect of the 2 LTN's.

West Green Road Weekly Footfall

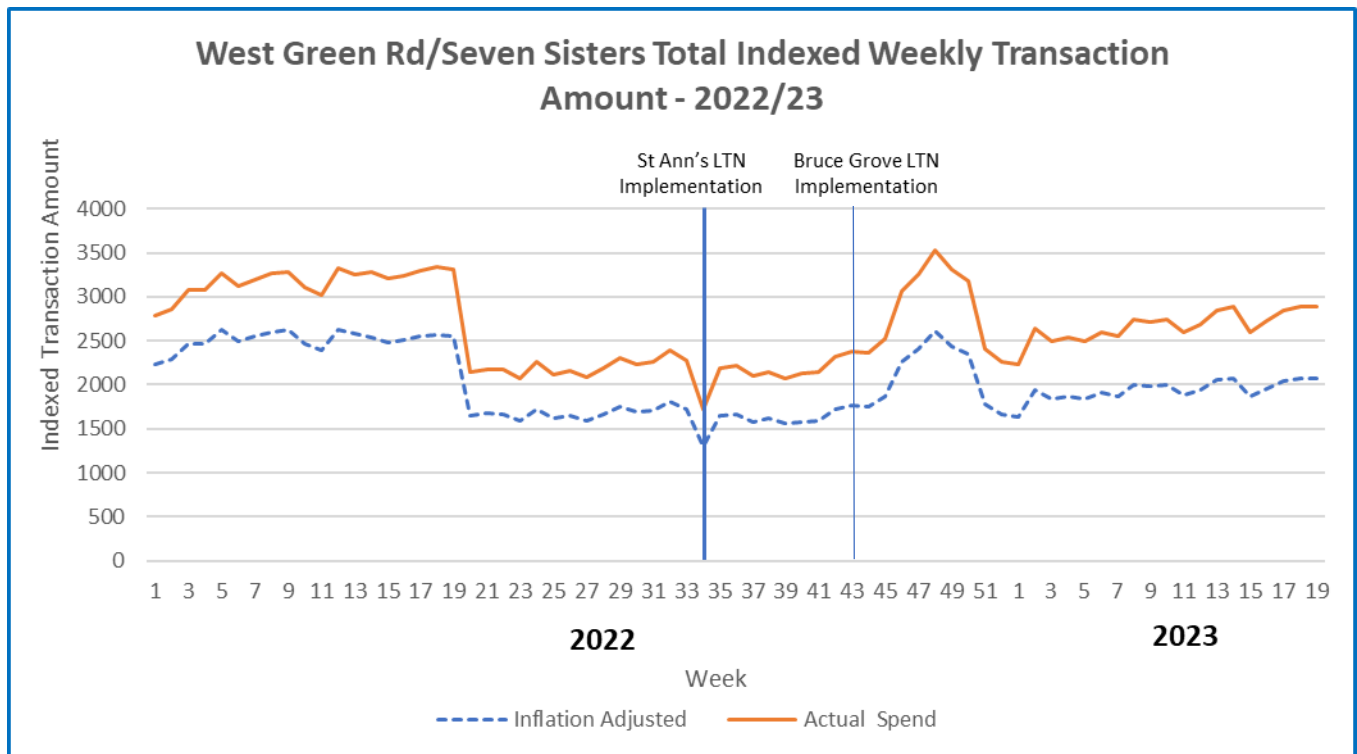


INDEXED INSTORE CARD SPEND IN WEST GREEN ROAD 2022/23

- Week 34 – the first week of the St Ann's LTN was the lowest week for instore indexed card spend in 2022. Spend was higher in all weeks from 35 2022 to week 19 in 2023
- Instore card spend was higher in all weeks from week 44 – the first week of the Bruce Grove West Green LTN, with exception of week 52 in 2022 and week 1 in 2023. This coincided with the Christmas and New Year holidays
- NB: It should be noted that there may be wider impacts on spend; the cost of living, inflation and the energy crisis
- Also, pre-pandemic numbers of transactions are statistically lower than post pandemic due to the increased number of people now using card as the preferred payment method.
- Historically, instore card spend in 2022 was between 2% - 81% higher from week 1 – week 33 and from week 46 – week 52 than in 2021; and lower than 2021 spend from week 34 – week 45 by between 11% - 27%
- 2022 instore card spend when adjusted for inflation was higher than 2021 actual spend between 30% - 77% from week 1 – week 20 but was lower than 2021 actual spend from week 21 onwards by between 5% - 36%.

- Indexed instore actual card spend is lower in all the 19 weeks to date in 2023 than in 2022 and when adjusted for inflation, indexed card spend is higher in 17 of the 19 weeks to date in 2023
- NB: It should be noted that there may be wider impacts on spend; cost of living, inflation and the energy crisis. Also, pre-pandemic numbers of transactions are statistically lower than post pandemic due to the increased number of people now using card as the preferred payment method.

West Green Road Indexed Instore Card Spend 2022/23



- The indexed number of instore transactions from week 1 2022 to week 19 in 2023 in the 6 district centres across the borough shows card spend in West Green Road / Seven Sisters district centre is historically lower than all the other district centres
- NB: Whilst the local centres are of similar size, it is difficult to compare like for like across local centres and high streets due to varying demography. The fluctuations of spend show the individuality of each local centre.

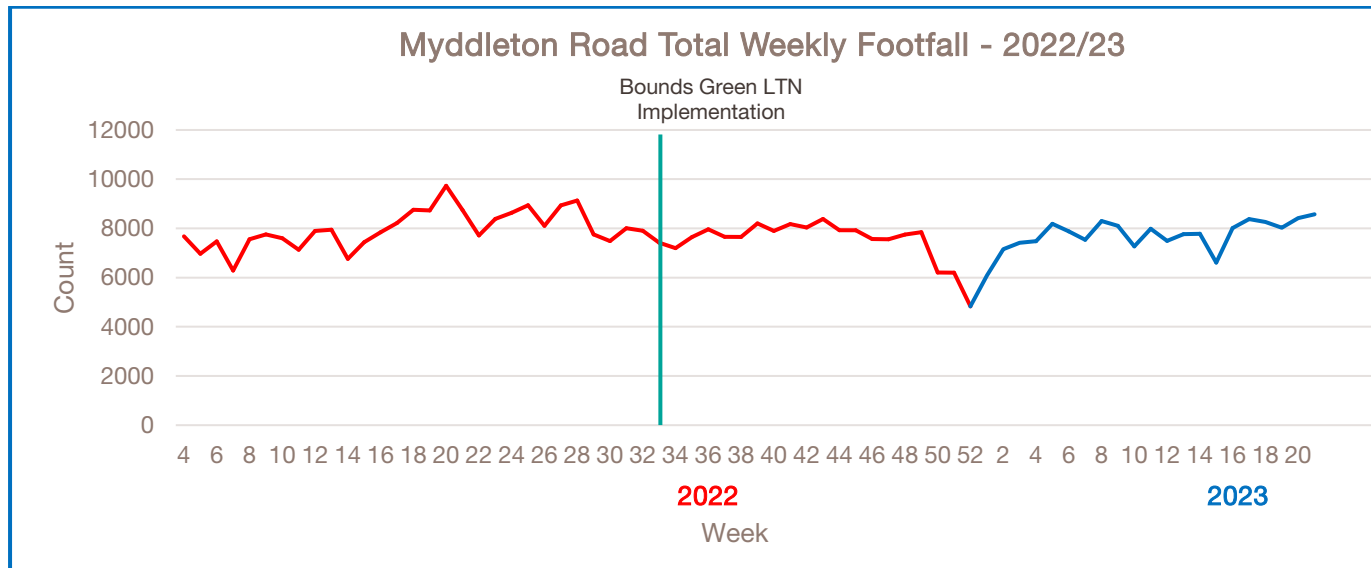
3 Bounds Green LTN

FOOTFALL IN MYDDLETON ROAD

- The busiest week for footfall in 2022 was week 20 where 9,731 visitors were registered. The lowest week for footfall in 2022 was week 52 with 4,829 visitors. This is due to week 52 being Christmas week. This matches the trends in other high streets and town centres across the borough
- Week 15 is the lowest for recorded footfall in 2023. This coincides with the Easter holiday
- Footfall in week 21 in 2023 is 13% higher than week 33 in 2022 – the first week of Bounds Green LTN implementation and a similar level to week 21 in 2022

- Footfall was higher in 33 of the 41 weeks since week 33 in 2022 – the first week of the Bounds Green LTN.

Myddleton Road Weekly Footfall

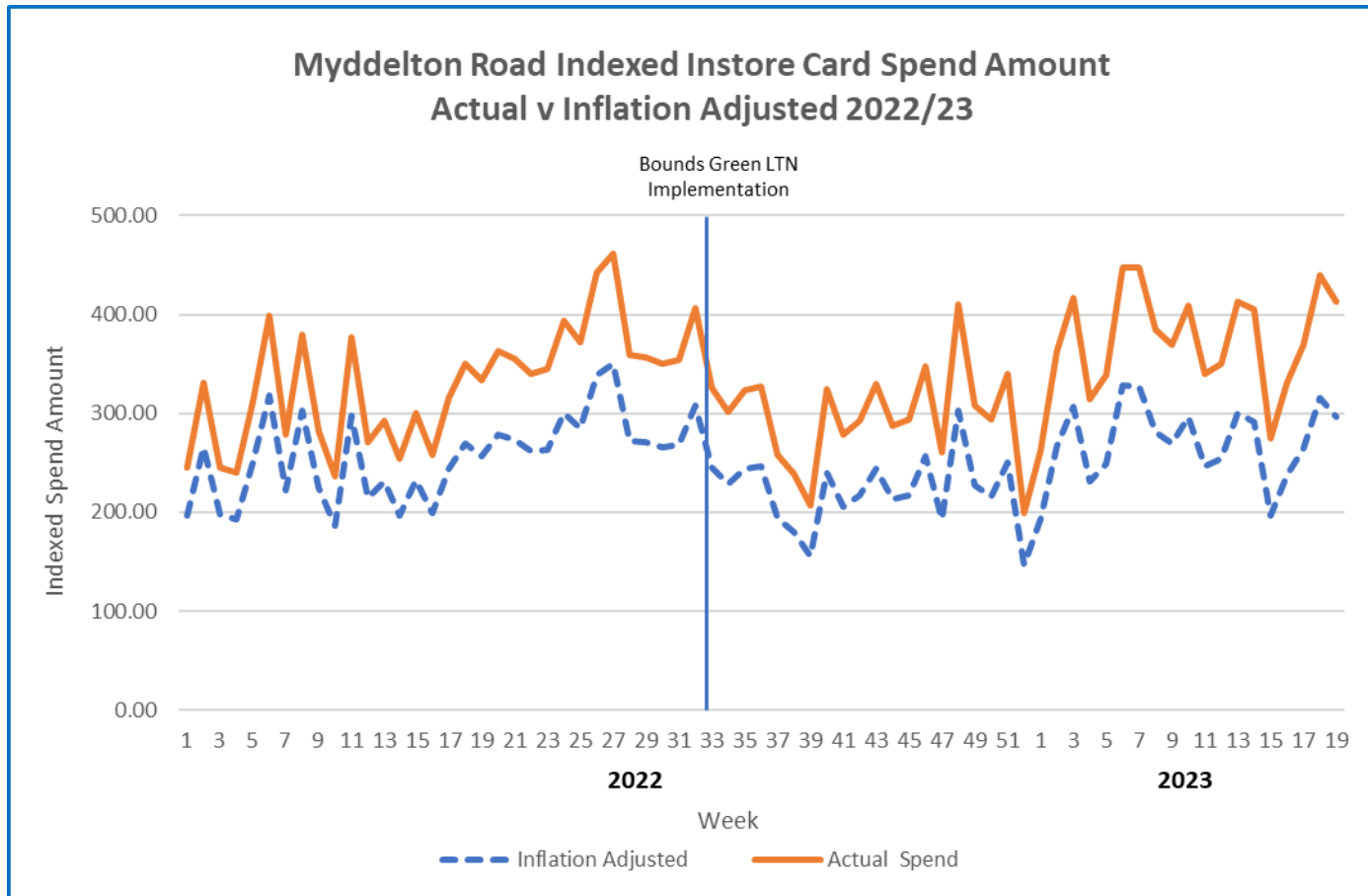


INDEXED INSTORE CARD SPEND IN MYDDLETON ROAD 2022/23

- Instore card spend trends show fluctuations in spend of up to 25% from week 1 to week 16 in 2022 and a steady increase from week 16 to week 27 in 2022 (start of the school/nursery summer holiday), with a dip in the holiday period aside from week 32 in 2022
- Instore card spend showed sharp decreases in week 52 in 2022 and week 15 in 2023. This coincided with the holidays at Christmas 2022 and Easter 2023
- Instore indexed card spend was higher in 18 of the 39 weeks since week 33 in 2022 – the first week of Bounds Green LTN
- NB: It should be noted that there may be wider impacts on spend reduction; e.g., cost of living, inflation and the energy crisis
- Also, pre-pandemic numbers of transactions are statistically lower than post pandemic due to the increased number of people now using card as the preferred payment method
- Historical data comparison indicated that from week 1 – week 36, 2022 levels of instore card spend were higher than the comparable weeks in 2021
- From week 36 - 52, 2022 instore card spend amounts were 7.8% - 56.1% lower than those from the comparable weeks in 2021, aside from week 49 where indexed spend was 31.6% higher
- Indexed instore actual card spend is higher in 17 of the 19 weeks to date in 2023 than in 2022, with spend in weeks 11 and 15 lower than the comparable weeks in 2022. However, when adjusted for inflation, indexed card spend is higher in 14 of the 19 weeks to date in 2023

- NB: It should be noted that there may be wider impacts on spend reduction; e.g., cost of living, inflation and the energy crisis
- Also, pre-pandemic numbers of transactions are statistically lower than post pandemic due to the increased number of people now using card as the preferred payment method.

Myddleton Road Indexed Instore Card Spend 2022/23



- the indexed number of instore transactions from week 1 2022 to week 19 in 2023 in 5 comparably sized local centres across the borough shows Instore card spend in Myddleton Road is historically lower than all other high streets and town centres across the borough
- NB: Whilst the local centres are of similar size, it is difficult to compare like for like across local centres and high streets due to varying demography's. The fluctuations of spend show the individuality of each local centre

Comparison – Myddleton Road Indexed Instore Card Spend 2022/23

Local Centre Indexed Instore Card Spend Amount Comparison 2022/23

