

Month Commencing **03-Apr-2016**

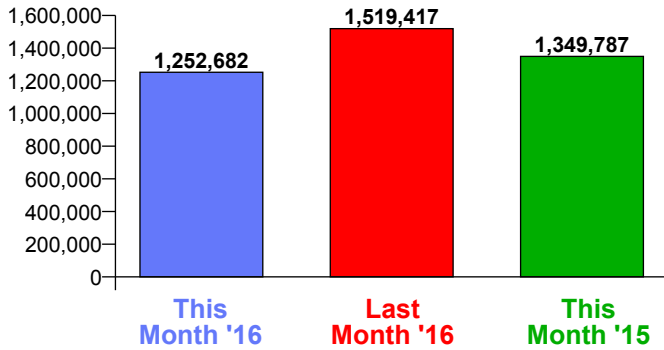
No of Wks This Mth	4
No of Wks Last Mth	5

Month

April 2016

Monthly Visitors

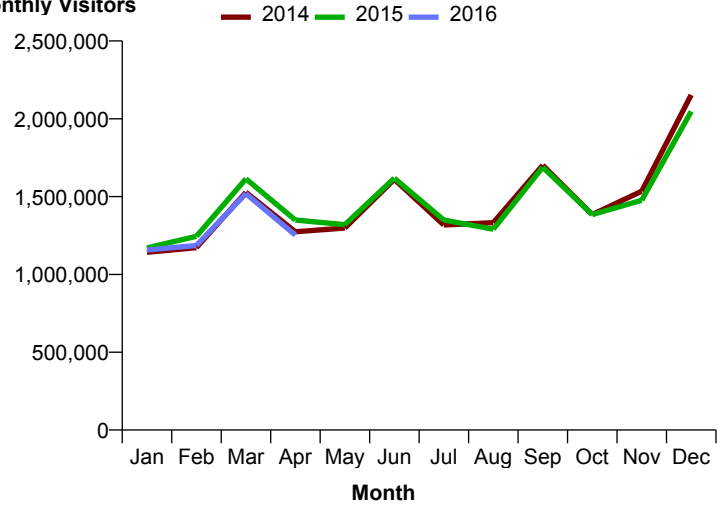
Monthly Visitors



National Benchmark		Monthly Centre Change		Yearly Centre Change
M-O-M	Y-O-Y			
-22.7 %	↓	-17.6 %	↓	-7.2 %
				↓

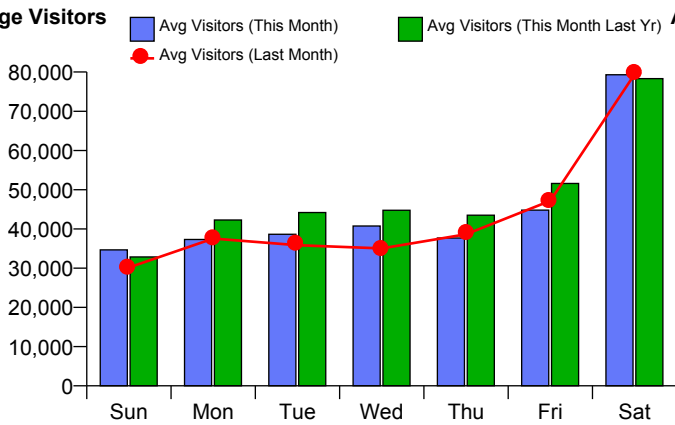
Annual Performance

Monthly Visitors



Average Daily Distribution

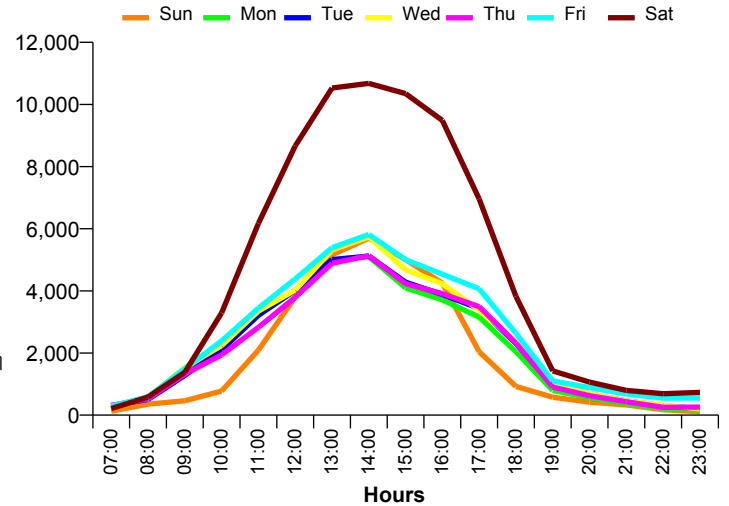
Average Visitors



This Month '16	34,649	37,327	38,627	40,746	37,701	44,810	79,312
This Month '15	32,849	42,270	44,189	44,749	43,487	51,588	78,315
Last Month '16	30,181	37,560	35,838	35,026	38,632	47,191	79,455
Y-O-Y % Change	5.5%	-11.7%	-12.6%	-8.9%	-13.3%	-13.1%	1.3%

Average Hourly Distribution

Average Visitors



Zone Comparison

No Zone Comparison Available

Internal Flow Comparison

No Flow Comparison Available

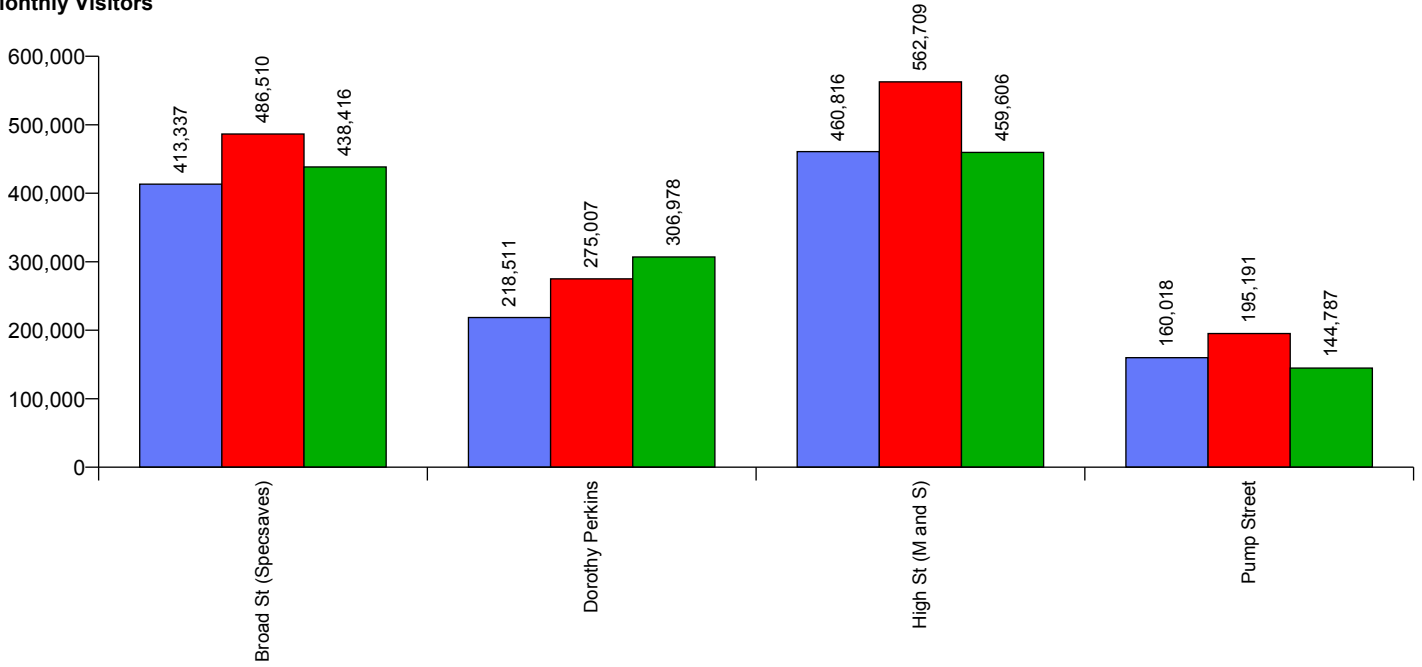
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Month	April 2016
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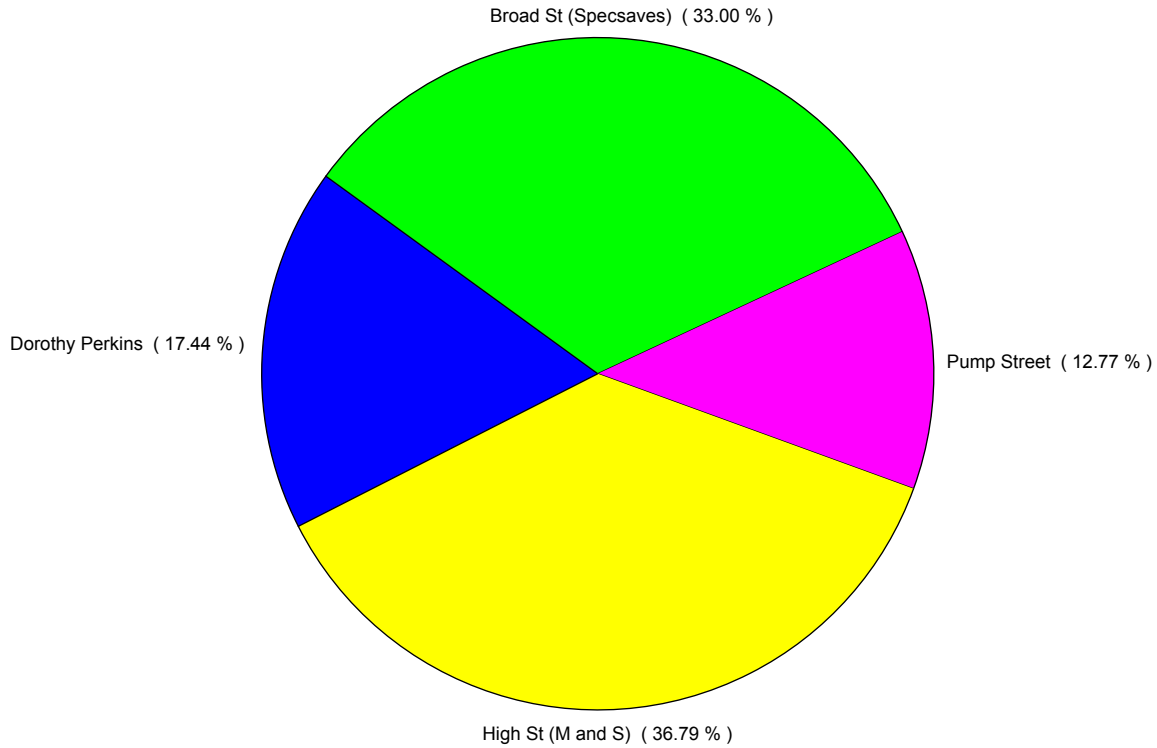
External Location Comparison

Monthly Visitors



FootFall by Entrance

Monthly Visitors



Month Commencing 03-Apr-2016

Month

April 2016

Weather

No weather information available

Management Highlights

W/C

03-Apr-2016	Sun	Ad Hoc	LSD - Sunday Up Market - High Street
		School Holidays	Public & Private
	Mon	School Holidays	Public & Private
	Tue	School Holidays	Public & Private
	Wed	School Holidays	Public & Private
	Thu	School Holidays	Public & Private
	Sat	Ad Hoc	LSD Events - Saturday Up-Market, High Street
National Sporting Event		Grand National	
10-Apr-2016	Sun	Ad Hoc	LSD Events - Sunday Up-Market, High Street
		Local Sporting Event	Worcestershire County Cricket v Kent (3 day event)
	Mon	Local Sporting Event	Worcestershire County Cricket v Kent (3 day event)
		School Holidays	Private
	Tue	Local Sporting Event	Worcestershire County Cricket v Kent (3 day event)
		School Holidays	Private
	Wed	Local Sporting Event	Worcestershire County Cricket v Kent (3 day event)
		School Holidays	Private
	Thu	School Holidays	Private
	Fri	School Holidays	Private
Sat	Ad Hoc	First Responder Event at Guildhall and Copenhagen Street	
	Ad Hoc	LSD Events - Saturday Up Market - High Street	
17-Apr-2016	Sun	Ad Hoc	LSD Events - Sunday Up Market - High Street
	Thu	Notable Dates	QE Birthday
	Sat	Ad Hoc	LSD Promotions - Saturday Up Market - High Street
24-Apr-2016	Sun	Ad Hoc	LSD Promotions - Sunday Up Market - High Street
	Fri	Ad Hoc	LSD Promotions - Saturday Up-Market