LONDON HIGH STREETS
DATA EXPLORER

Welcome to the Data Explorer, developed as part of the High Streets Data Service.

This application helps you explore Footfall and Spend data by focusing on a particular High Street of interest, understand how it is doing now, how this compares to a pre-Covid 'normal' year (2019) and how this year compares to the current period.

As well as exploring your focus High Street, you can also compare it with other High Streets of your choice or with a shortlist of suggested High Streets from across London that have similar footfall patterns.

Start Exploring The Data

To find out about updates (including vacancy and context data) and how colleagues are using the tool, please join the discussion here.

Select a Time Period and Focus Area (High Street, BID, Town Centre)

Select a date range, and a primary "Focus Area". You can select up to 2 years of data.

A default date range and area has been pre-selected for you...

Select a Date Range

Select Start Date: 05 Jun 2021   Select End Date (Max 2 years from start): 05 Jun 2023

Choose a Focus Area to explore

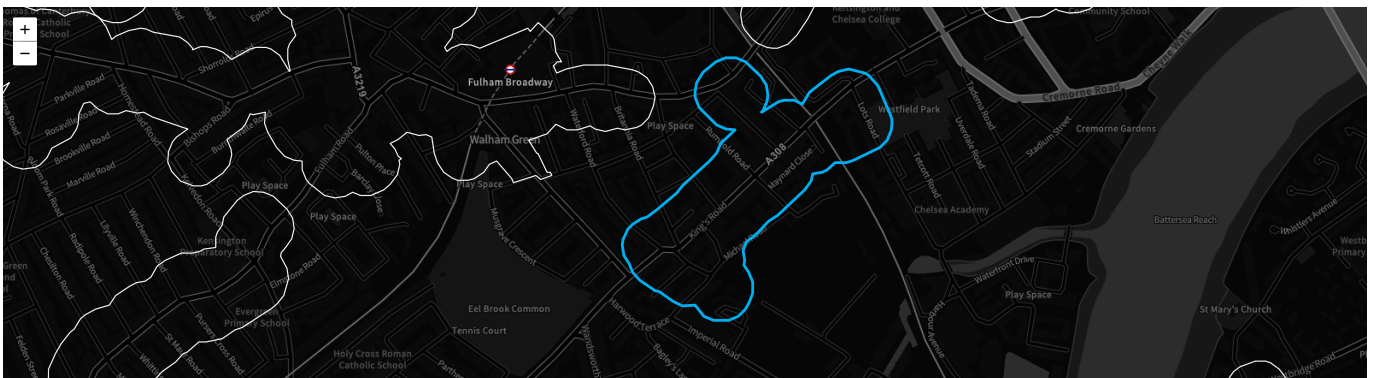You can select specific High Streets, Bespoke Areas, Business Improvement Districts (BIDs) or Town Centres ...
Note: Some deeper area profiling analysis is only available for High Streets.

Select Area Type: highstreets

Focus Area: New King's Road, Fulham.

Explore consumer spend in the Focus Area

Select the type of transactions you would like to compare in your Focus Area

For your selected focus area, you can compare different types of spend (using Mastercard data) on the same chart.
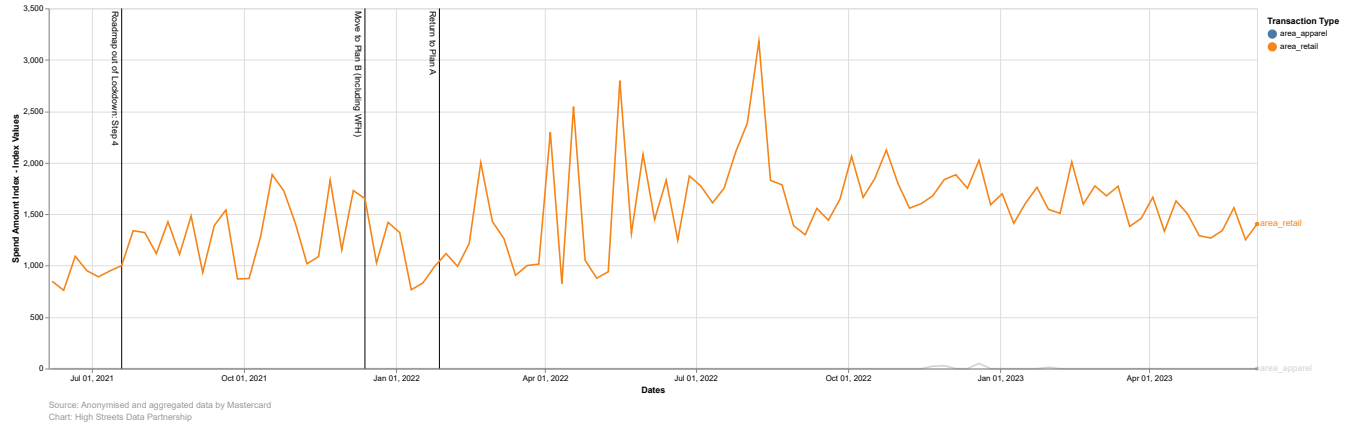
Note: When viewing "% of Normal", the baseline at 1 (100% of Normal) is based on the Mastercard spend in the same week in 2019.

If spending was unchanged compared to 2019, the line would be at 1, if it's above 1, spending has increased, and if it's below 1, it's decreased.

The "Retail" category includes all retail spending, including 'apparel,' 'eating places,' and other categories of retail spend.

Select Weekdays or Weekend:	● Weekdays (Mon-Fri) ○ Weekend (Sat-Sun)
Select Transaction Measure:	● Spend Amount Index ○ Transaction Counts Index
Select Transaction Display Type:	● Index Values ○ % of Normal
Compare Transaction Types:	☐ Eating ☑ Apparel ☑ Retail ☐ Retail (GLA Adjusted)
Timeline Annotations:	☐ Show timeline annotations on time series charts

New King's Road, Fulham. - Compare Mastercard Transaction Types: Retail, Apparel
05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

NEW! Three Hourly Spend

The time series below shows consumer spend amount index, each day, in each 3-hr time period, for Focus Area that you have chosen. It is the sum of the individual small grids that cover each High Street, Town Centre or BID. This can be used to show variation at different times of the day or trends over time.

Caution: If the time series shows no (or infrequent) values, the underlying data is likely suppressed due to low levels of activity in that area for that time. Information how these values are calculated are included in this explanatory report.

Date Range: Start:	01 Mar 2022	End:	31 Mar 2023
7 Day Rolling Average or Raw Values:	● 7 Day Rolling Average ○ Raw Values		
Timeline Annotations:	☐ Show timeline annotations on time series charts		
Select Comparison View:	● Compare Hours (Focus Area) ○ Compare Areas (Single Hour)		

Choosing multiple 'Time(s) of day', allows you to compare how your focus area is performing at different times of day.

Time(s) of Day (Hours):	09-12 ✕ 12-15 ✕ 15-18 ✕	∨

New King's Road, Fulham. - Retail Spend By Hour
7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 31/03/2023)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

"Londoners are more active at night and have later bedtimes than anyone else in the UK. Two-thirds of us regularly do everyday activities at night … one-third of London's workforce also work at night."

NEW! Three Hourly Footfall

The time series below shows counts of people, each day, in each 3-hr time period, for the Focus Area that you have chosen. It is the sum of the individual small hex grids that cover each High Street, Town Centre or BID. Can be used to show variation at different times of the day or trends over time.

Footfall Person Type:	● Visitors ○ Residents ○ Workers		
Date Range: Start:	01 May 2022	End:	21 Jun 2023
Time(s) of Day (Hours):	09-12 ✕ 12-15 ✕ 15-18 ✕		∨
7 Day Rolling Average or Raw Counts:	● 7 Day Rolling Average ○ Raw Counts		
Timeline Annotations:	☐ Show timeline annotations on time series charts		

New King's Road, Fulham. - Visitors Footfall By Hour
7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 21/06/2023)

Source: Anonymised and aggregated data by BT
Chart: High Streets Data Partnership

"In 2020, local High Streets outside Town Centres recovered better after restrictions were lifted than the larger Metropolitan Town Centres."

Compare spend in Focus Area with other Areas of my choice

By choosing a number of alternative areas of interest, you can compare how each area is performing for a given (Mastercard) transaction type.

Only Areas in Borough:	All Boroughs
Select Area(s) to Compare:	
Select Weekdays or Weekend:	● Weekdays (Mon-Fri) ○ Weekend (Sat-Sun)
Select Transaction Measure: ⓘ	● Spend Amount Index ○ Transaction Counts Index
Select Transaction Display Type: ⓘ	● Index Values ○ % of Normal
Select Transaction Type: ⓘ	○ Eating ○ Apparel ● Retail ○ Retail (GLA Adjusted)
Timeline Annotations:	☐ Show timeline annotations on time series charts

New King's Road, Fulham. - Mastercard Transactions, Retail
05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

Areas for comparison
● New King's Road, Fulham.

Source: Anonymised and aggregated data by Mastercard
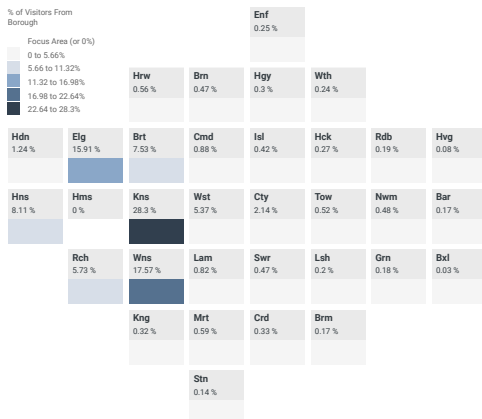Chart: High Streets Data Partnership

Where do Visitors & Workers in my Focus Area come from?

Select Visitor Type: ○ Workers ● Other

Proportion (%) of Visitors (Other) from each Borough
Arriving in Focus Area's Primary Borough - Hammersmith and Fulham

% of Visitors From Borough

Focus Area (or 0%)
- 0 to 5.66%
- 5.66 to 11.32%
- 11.32 to 16.98%
- 16.98 to 22.64%
- 22.64 to 28.3%

Source: Vodafone | Note: Focus area's primary borough will always show 0%, as no internal trips are displayed.
Graphic by GLA City Intelligence

This map shows which London Boroughs 'Workers' or 'Other Visitors' are originating from when they arrive in your focus area's primary borough.

The data is based on 2019 anonymised and aggregated mobility data obtained from Vodafone and may not reflect current trends.

"Knowing a town's place in the activity hierarchy should provide the basis for the development of more effective and appropriate town centre visions, strategies and action plans."

– National High Streets Task Force

Signature for the Focus Area in a 'normal' year (2019)

The National High Streets Task Force classifies high streets into different "signatures" based on footfall. Thinking about an Area based on how busy it is at different times of the day, across the week, seasonally and its overall size, your focus area (**New King's Road, Fulham.**) can be characterised as: **"Midday Peak, Monday through Saturday Steady, Quieter":**
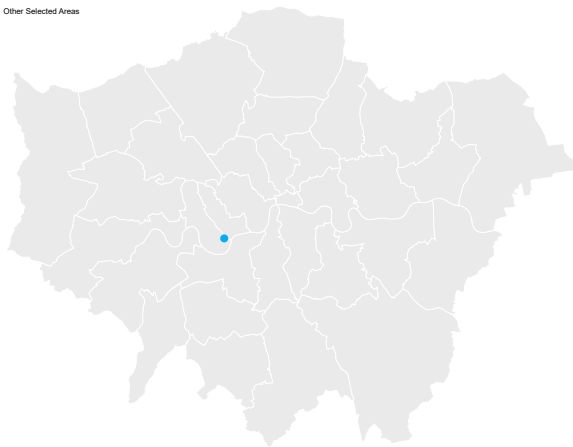
Hourly Profile	Daily Profile	Size / Density Profile

| All-Day Steady | **Midday Peak** | Atypical Day | **Mon - Sat Steady** | Saturday Peak | Busier | **Quieter** |

New King's Road, Fulham. and Selected Areas
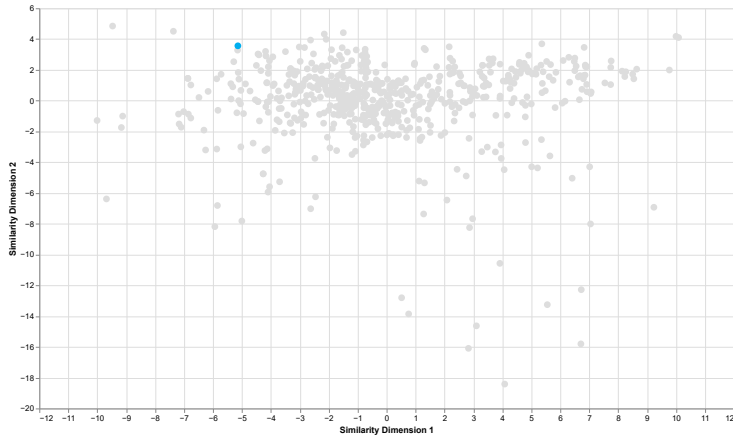Spatial proximity of your focus area and your other selected areas in London

● Focus Area ● Other Selected Areas

New King's Road, Fulham. and Selected Areas
Similarity proximity of your focus area and your other selected areas in London

● Focus Area ● Other Selected Areas ● All Other Areas
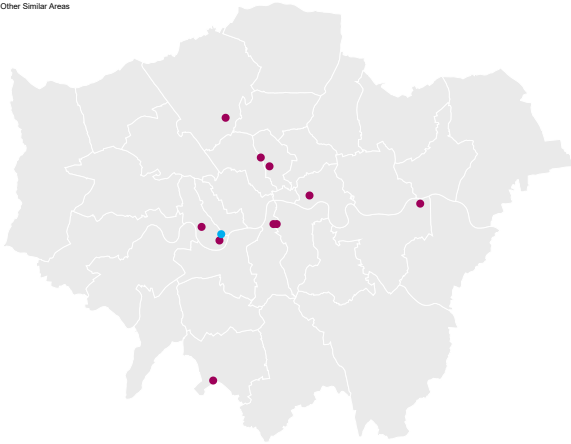

Characteristically Similar Areas in 2019

Below are areas which have a similar "signature" to the area you have selected. While not necessarily geographically near your selected area, they are statistically similar, and so may be a better comparison than those nearby.

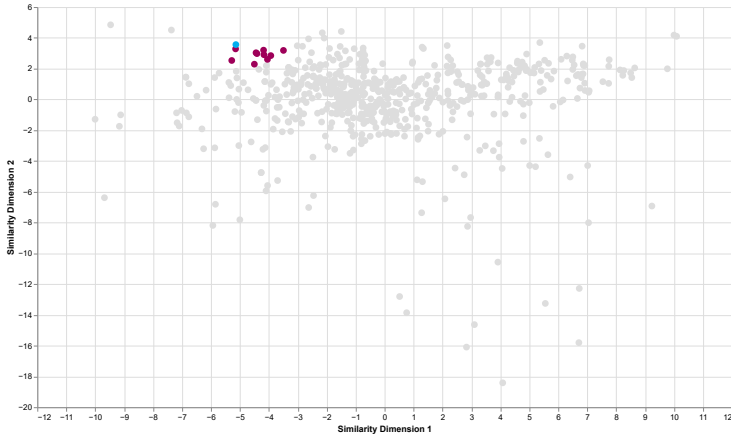You can read more about how we determined which areas are "similar", here: https://data.london.gov.uk/dataset/highstreet-clusters 🔒

New King's Road, Fulham. and Similar Areas
Spatial proximity of your focus area those found to be similar

● Focus Area ● Other Similar Areas

New King's Road, Fulham. and Similar Areas
Similarity proximity of your focus area and those found to be similar

● Focus Area ● Other Similar Areas ● All Other Areas

We have pre-selected 5 of 10 similar areas and displayed them on the chart below. You can change that selction with this dropdown menu...

Select Similar Area(s) to Compare:

| Kennington Road, Kennington. ✕ | Caledonian Road, Islington. ✕ | Brecknock Road & York Way. ✕ | Kennington Park Road, Newington ✕ |

| Fulham Palace Road & Greyhound Road, Fulham. ✕ |

Select Weekdays or Weekend: ⬤ Weekdays (Mon-Fri) ◯ Weekend (Sat-Sun)
Select Transaction Measure: ❓ ⬤ Spend Amount Index ◯ Transaction Counts Index
Select Transaction Display Type: ❓ ⬤ Index Values ◯ % of Normal
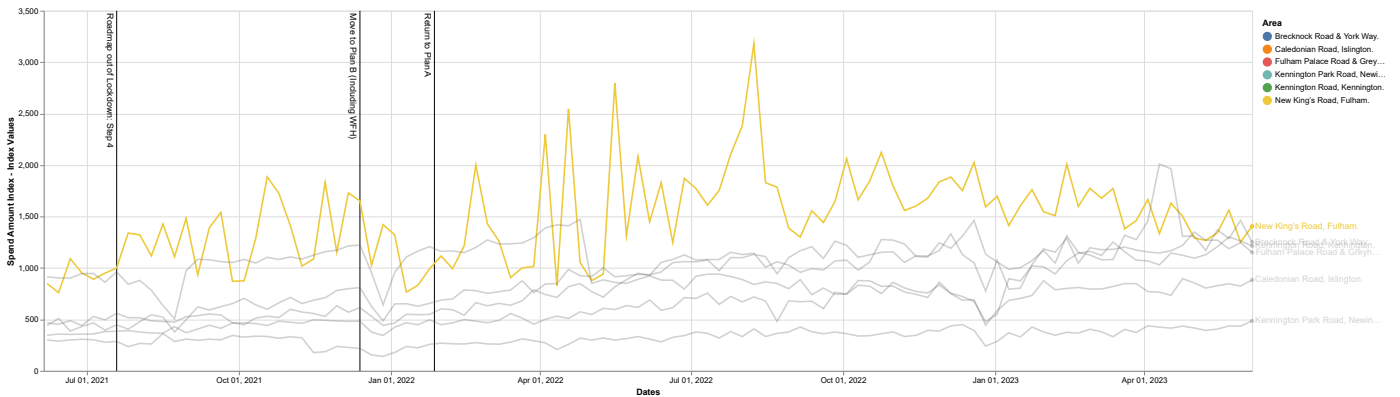**Select Transaction Type:** ❓ ◯ Eating ◯ Apparel ⬤ Retail ◯ Retail (GLA Adjusted)
Timeline Annotations: ☐ Show timeline annotations on time series charts

New King's Road, Fulham. vs Similar Areas - Mastercard Transactions, Retail
05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

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A default date range and area has been pre-selected for you...

Select a Date Range

Select Start Date: 05 Jun 2021   **Select End Date (Max 2 years from start):**   05 Jun 2023

Choose a Focus Area to explore

You can select specific High Streets, Bespoke Areas, Business Improvement Districts (BIDs) or Town Centres ...
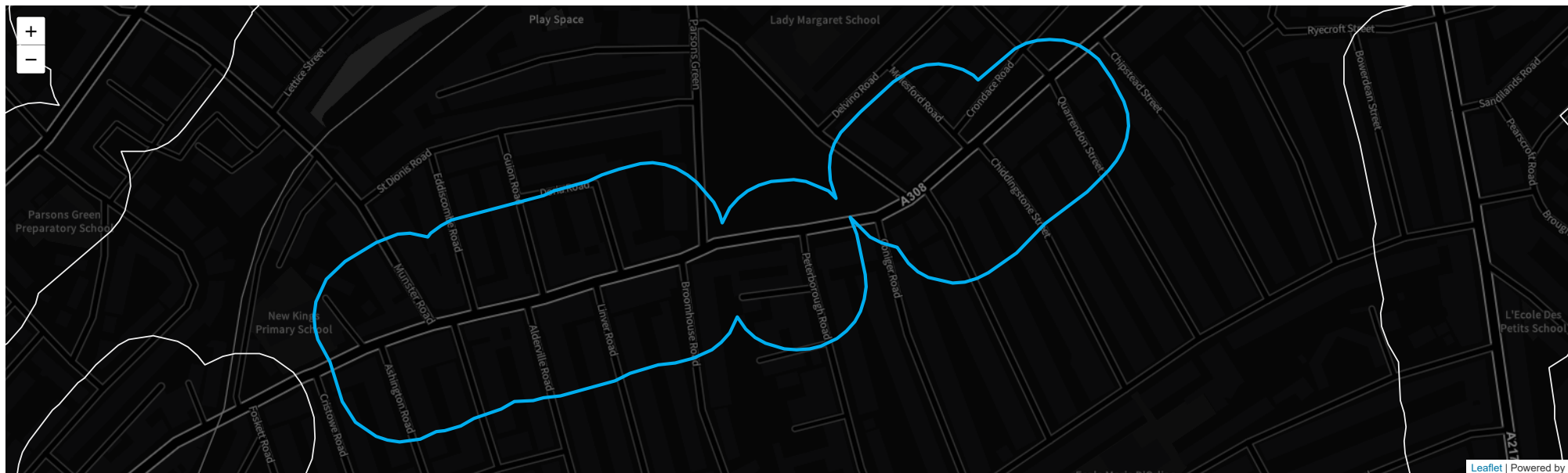**Note:** Some deeper area profiling analysis is only available for High Streets.

Select Area Type: highstreets

Focus Area: New Kings Road, Fulham.

Leaflet | Powered by Esri | Ordnance Survey

Explore consumer spend in the Focus Area

Select the type of transactions you would like to compare in your Focus Area

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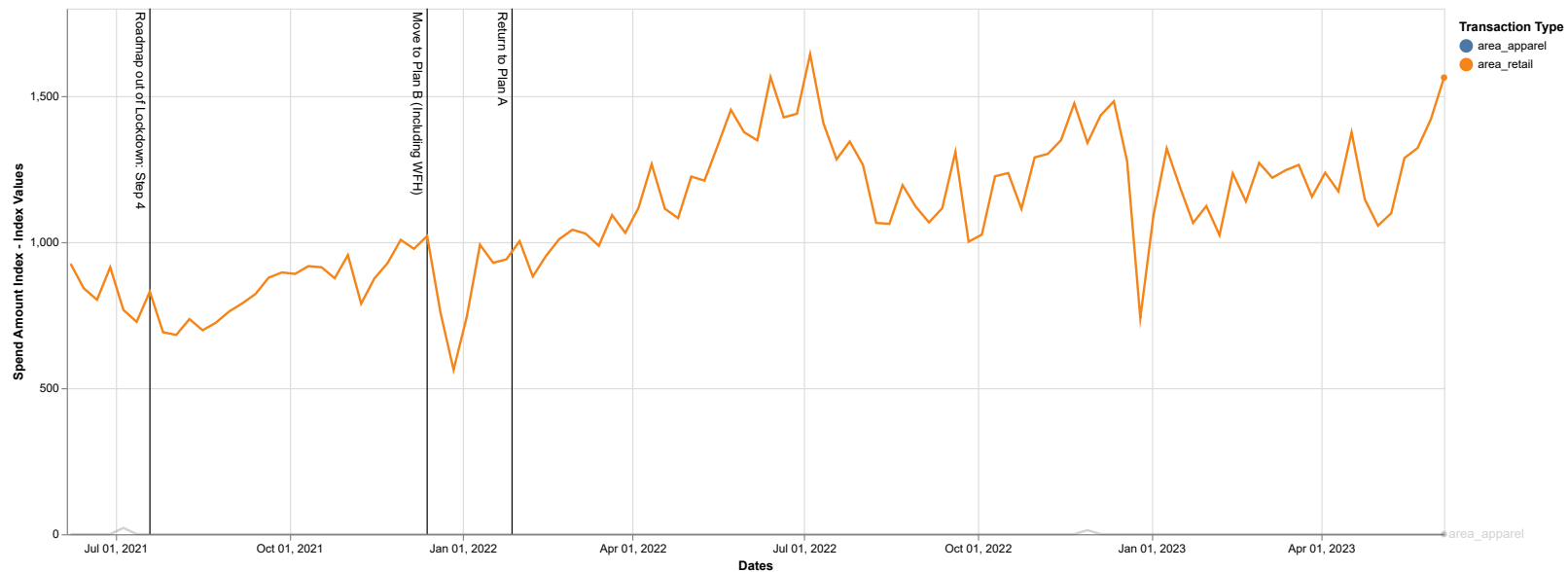**Compare Transaction Types:** ❓   ☐ Eating   ☑ Apparel   ☑ Retail   ☐ Retail (GLA Adjusted)
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New Kings Road, Fulham. - Compare Mastercard Transaction Types: Retail, Apparel

05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

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Date Range: Start:	01 Mar 2022	**End:**	31 Mar 2023

7 Day Rolling Average or Raw Values: ● 7 Day Rolling Average ○ Raw Values

Timeline Annotations: ☐ Show timeline annotations on time series charts

Select Comparison View: ● Compare Hours (Focus Area) ○ Compare Areas (Single Hour)

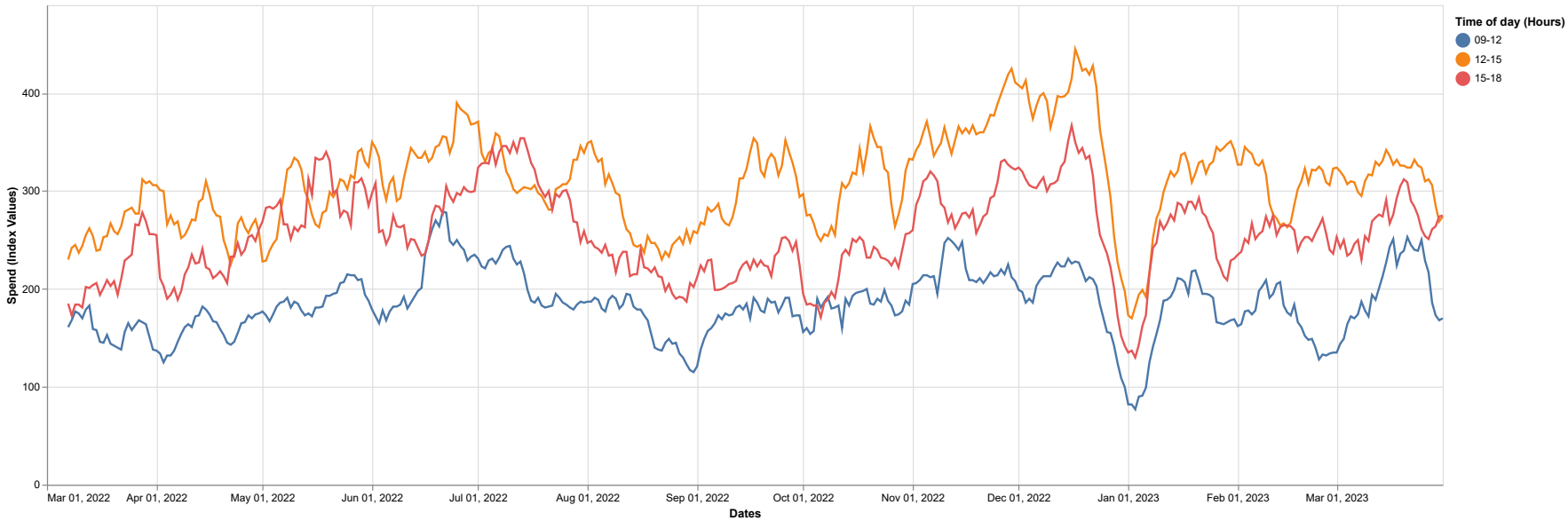Choosing multiple 'Time(s) of day', allows you to compare how your focus area is performing at different times of day.

Time(s) of Day (Hours): [09-12 ✕] [12-15 ✕] [15-18 ✕]

New Kings Road, Fulham. - Retail Spend By Hour

7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 31/03/2023)

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"Londoners are more active at night and have later bedtimes than anyone else in the UK. Two-thirds of us regularly do everyday activities at night ... one-third of London's workforce also work at night."

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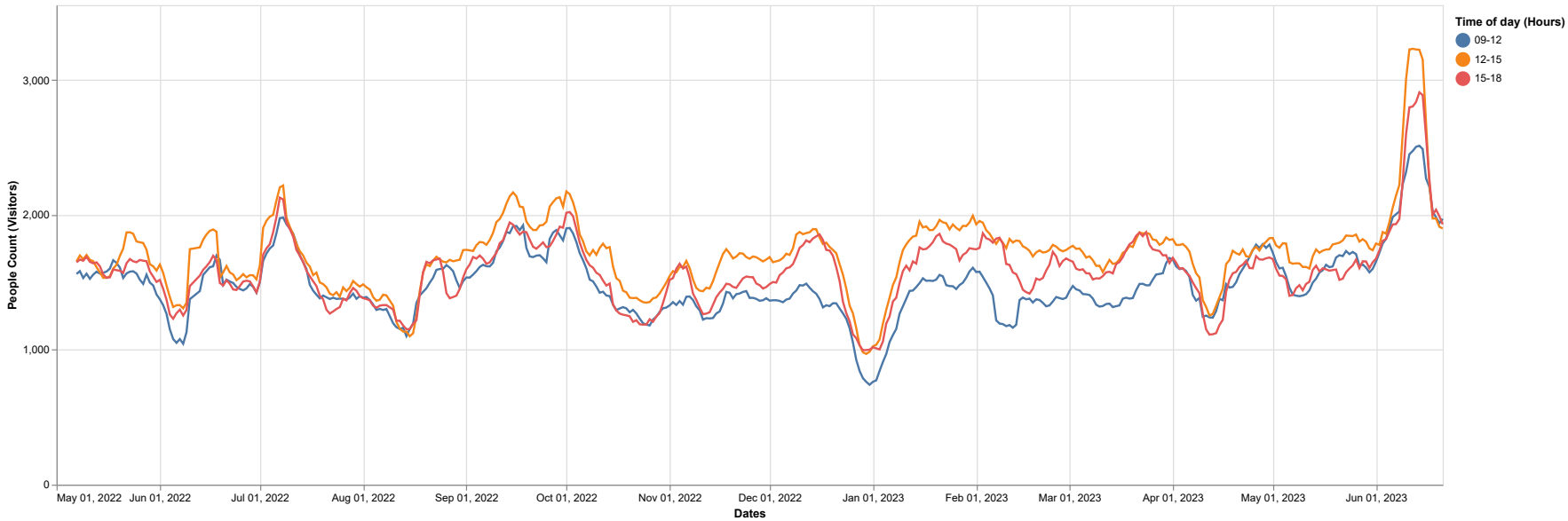| Footfall Person Type:	⦿ Visitors ◯ Residents ◯ Workers		
Date Range: Start:	01 May 2022	End:	21 Jun 2023
Time(s) of Day (Hours):	09-12 ✕ 12-15 ✕ 15-18 ✕		▾
7 Day Rolling Average or Raw Counts:	⦿ 7 Day Rolling Average ◯ Raw Counts		
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New Kings Road, Fulham. - Visitors Footfall By Hour

7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 21/06/2023)

Time of day (Hours)
- 09-12
- 12-15
- 15-18

Source: Anonymised and aggregated data by BT
Chart: High Streets Data Partnership

"In 2020, local High Streets outside Town Centres recovered better after restrictions were lifted than the larger Metropolitan Town Centres."

Compare spend in Focus Area with other Areas of my choice

By choosing a number of alternative areas of interest, you can compare how each area is perfoming for a given (Mastercard) transaction type.

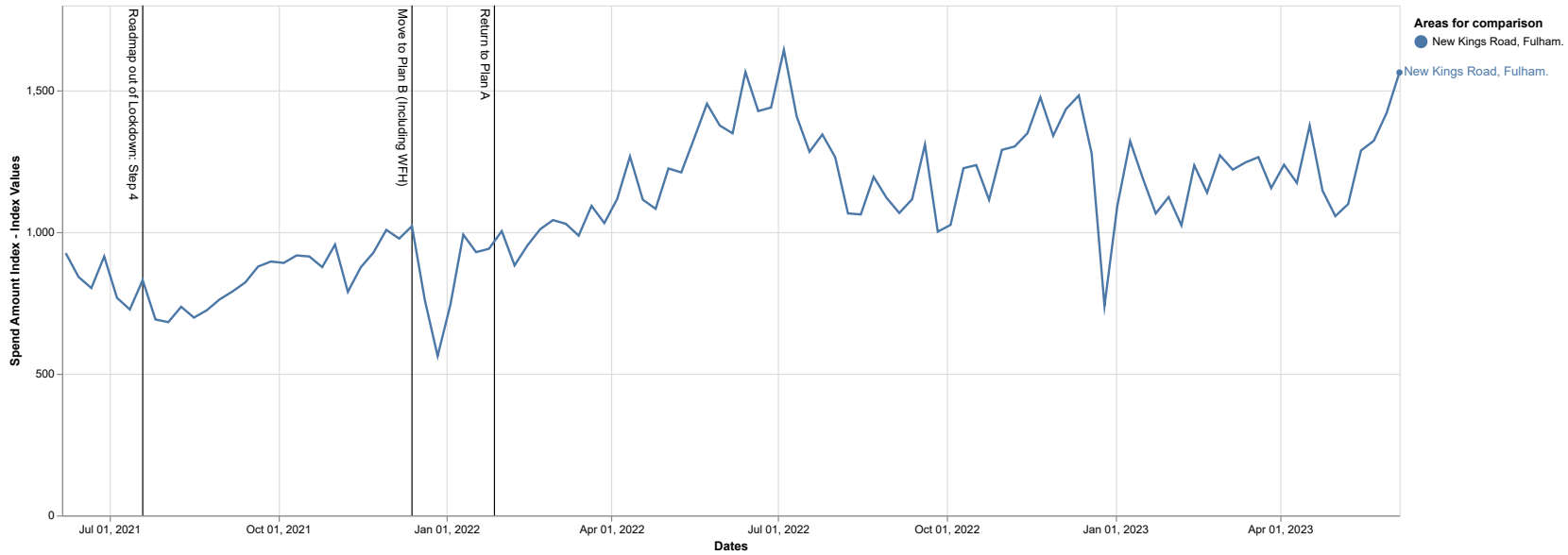|	
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New Kings Road, Fulham. - Mastercard Transactions, Retail
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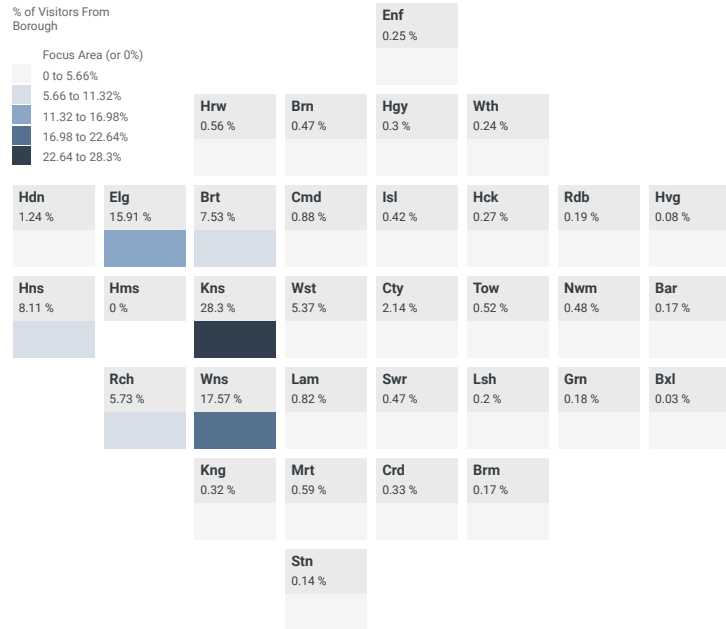Chart: High Streets Data Partnership

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Select Visitor Type: ⭕ Workers ⚫ Other

Proportion (%) of Visitors (Other) from each Borough
Arriving in Focus Area's Primary Borough - Hammersmith and Fulham

% of Visitors From Borough

Focus Area (or 0%)
0 to 5.66%
5.66 to 11.32%
11.32 to 16.98%
16.98 to 22.64%
22.64 to 28.3%

		Enf 0.25 %		
Hrw 0.56 %	Brn 0.47 %	Hgy 0.3 %	Wth 0.24 %	

Hdn 1.24 %	Elg 15.91 %	Brt 7.53 %	Cmd 0.88 %	Isl 0.42 %	Hck 0.27 %	Rdb 0.19 %	Hvg 0.08 %
Hns 8.11 %	Hms 0 %	Kns 28.3 %	Wst 5.37 %	Cty 2.14 %	Tow 0.52 %	Nwm 0.48 %	Bar 0.17 %
	Rch 5.73 %	Wns 17.57 %	Lam 0.82 %	Swr 0.47 %	Lsh 0.2 %	Grn 0.18 %	Bxl 0.03 %
		Kng 0.32 %	Mrt 0.59 %	Crd 0.33 %	Brm 0.17 %		
			Stn 0.14 %				

Source: Vodafone | Note: Focus area's primary borough will always show 0%, as no internal trips are displayed.
Graphic by GLA City Intelligence

This map shows which London Boroughs 'Workers' or 'Other Visitors' are originating from when they arrive in your focus area's primary borough.

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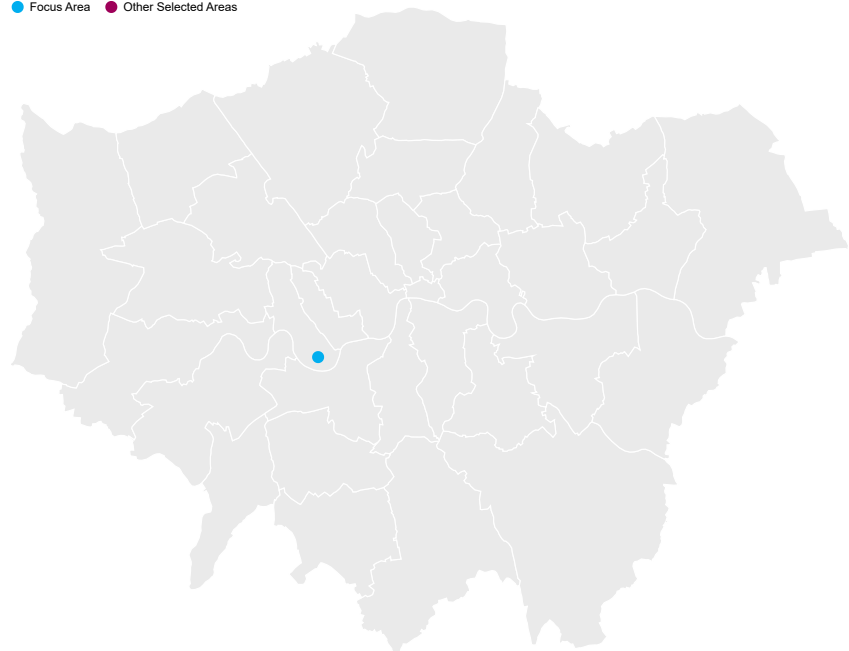
Hourly Profile

Daily Profile

Size / Density Profile

New Kings Road, Fulham. and Selected Areas

Spatial proximity of your focus area and your other selected areas in London
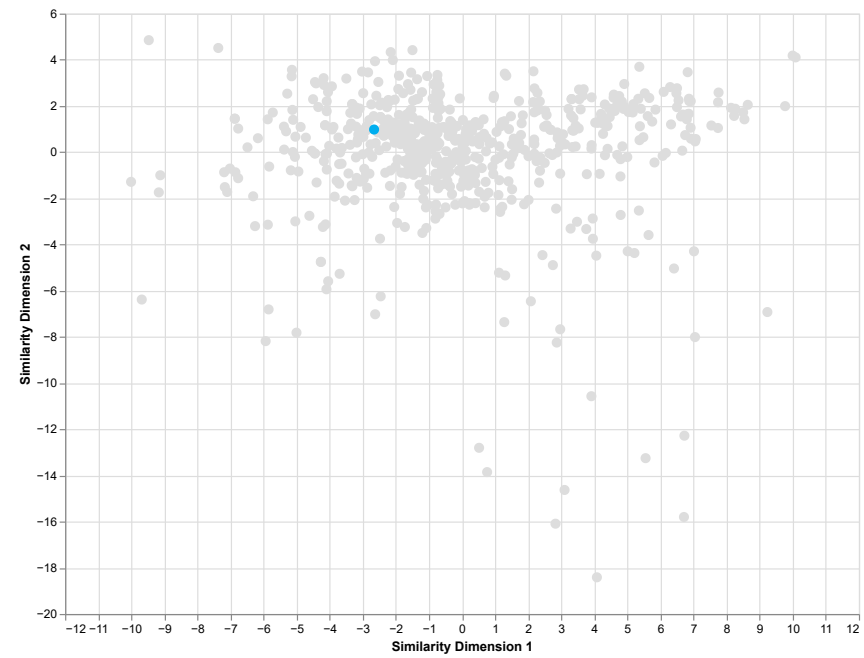
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New Kings Road, Fulham. and Selected Areas

Similarity proximity of your focus area and your other selected areas in London

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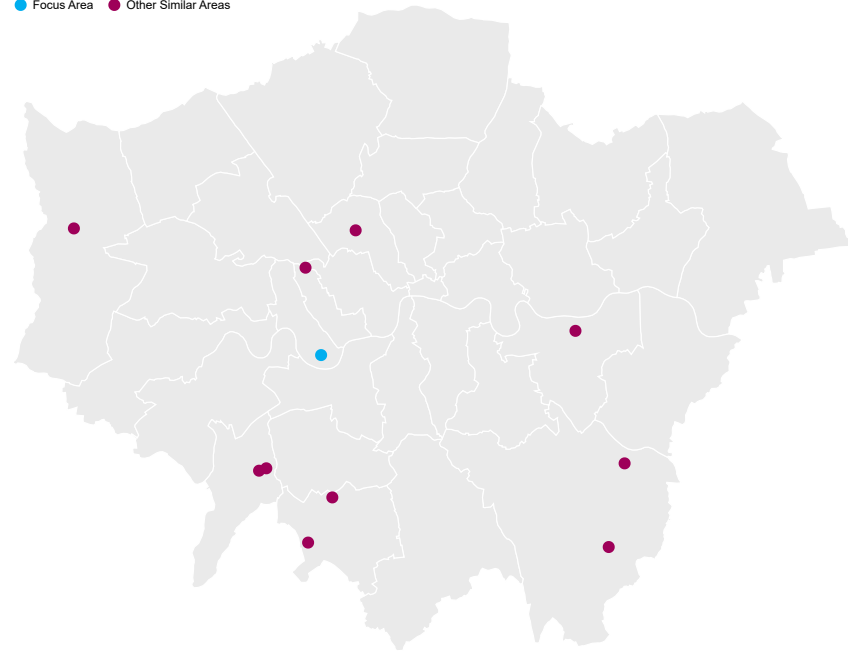

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New Kings Road, Fulham. and Similar Areas

Spatial proximity of your focus area those found to be similar

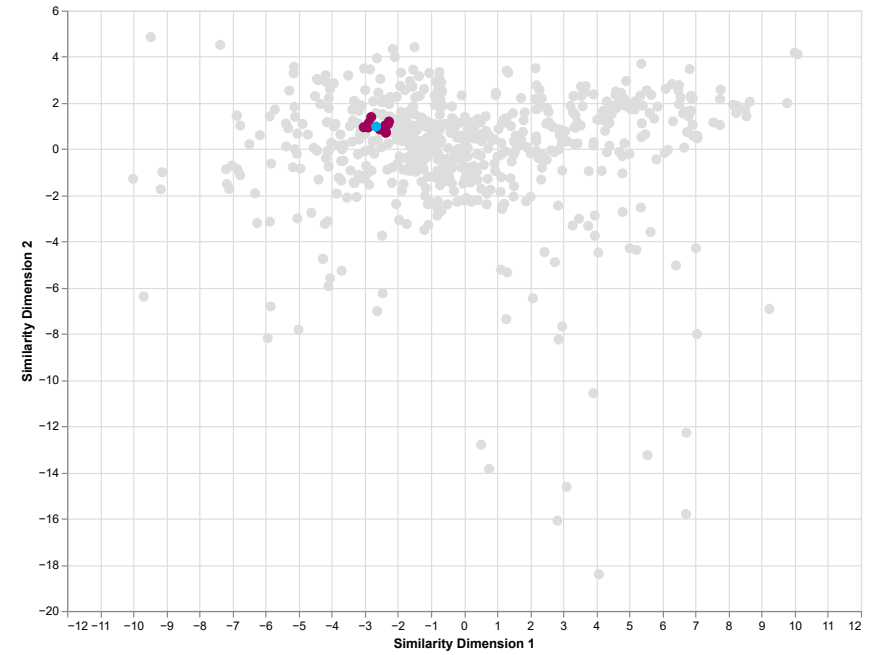● Focus Area ● Other Similar Areas

New Kings Road, Fulham. and Similar Areas

Similarity proximity of your focus area and those found to be similar

● Focus Area ● Other Similar Areas ● All Other Areas

We have pre-selected 5 of 10 similar areas and displayed them on the chart below. You can change that selction with this dropdown menu...

Select Similar Area(s) to Compare:

Upper Mulgrave Road, Cheam. ✕ | Kingston Road (Westbury Road, Sandal Road), New Malden. ✕ | High Street, Green Street. ✕
Hillreach, Woolwich. ✕ | Cotmandene Crescent, St Pauls Cray. ✕

Select Weekdays or Weekend: ◉ Weekdays (Mon-Fri) ○ Weekend (Sat-Sun)

Select Transaction Measure: ❓ ◉ Spend Amount Index ○ Transaction Counts Index

Select Transaction Display Type: ❓ ◉ Index Values ○ % of Normal

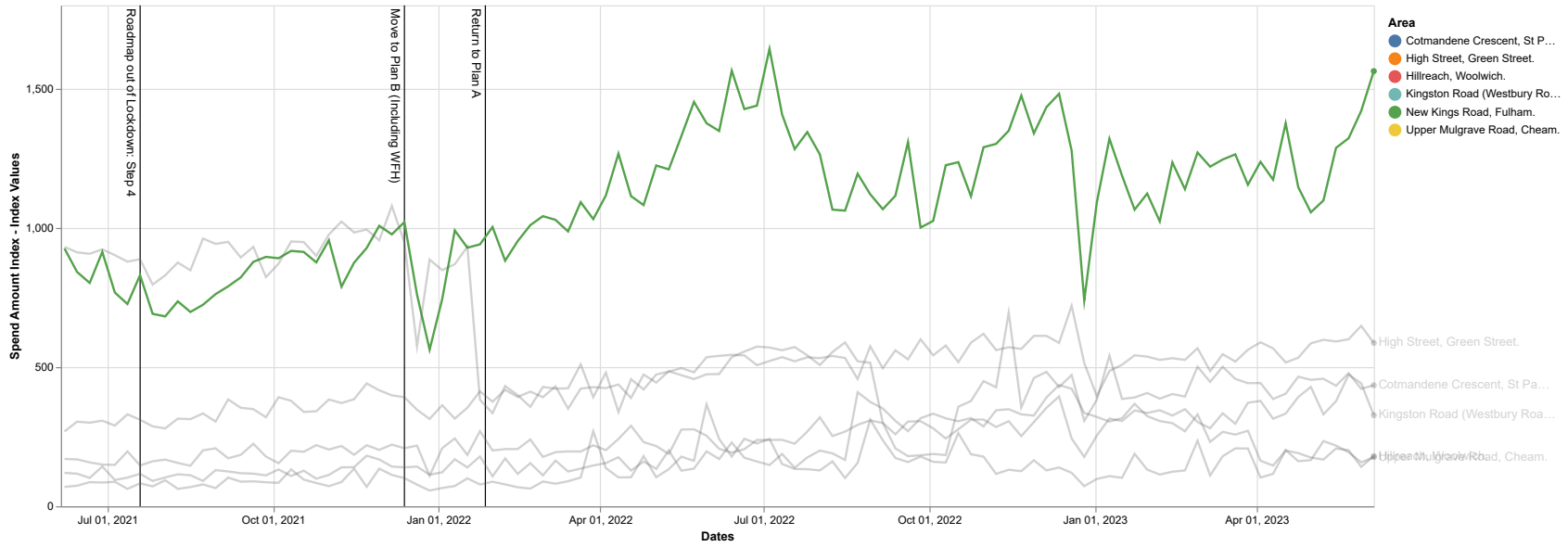**Select Transaction Type:** ❓ ○ Eating ○ Apparel ◉ Retail ○ Retail (GLA Adjusted)

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New Kings Road, Fulham. vs Similar Areas - Mastercard Transactions, Retail

05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

Area
- Cotmandene Crescent, St P...
- High Street, Green Street.
- Hillreach, Woolwich.
- Kingston Road (Westbury Ro...
- New Kings Road, Fulham.
- Upper Mulgrave Road, Cheam.

Roadmap out of Lockdown: Step 4

Move to Plan B (Including WFH)

Return to Plan A

Spend Amount Index - Index Values

Dates

High Street, Green Street.

Cotmandene Crescent, St Pa...

Kingston Road (Westbury Roa...

Upper Mulgrave Road, Cheam.

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Select a Date Range

Select Start Date:

05 Jun 2021

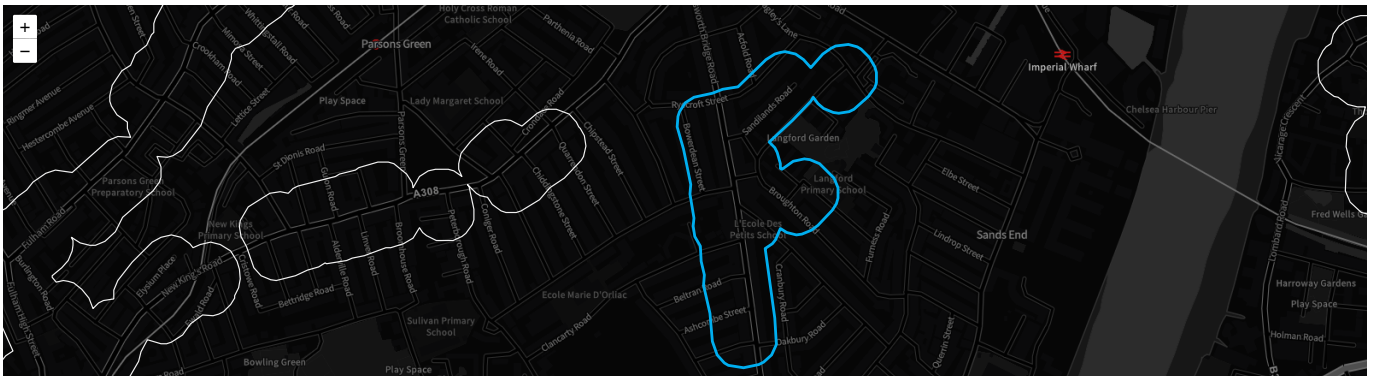Select End Date (Max 2 years from start):

05 Jun 2023

Choose a Focus Area to explore

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Select Area Type:

highstreets

Focus Area:

Wandsworth Bridge Road, Parsons Green.

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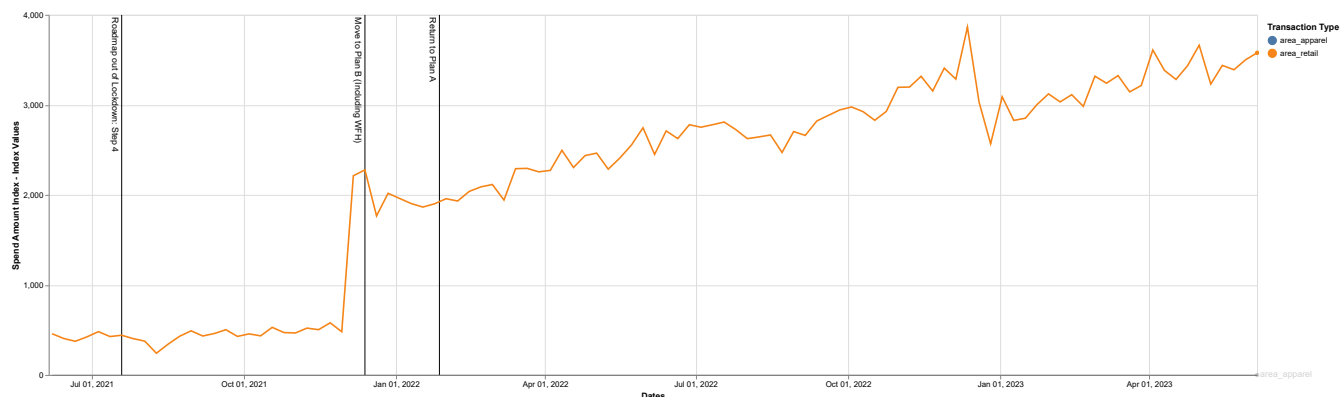
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Compare Transaction Types: ❓	☐ Eating ☑ Apparel ☑ Retail ☐ Retail (GLA Adjusted)
Timeline Annotations:	☑ Show timeline annotations on time series charts

Wandsworth Bridge Road, Parsons Green. - Compare Mastercard Transaction Types: Retail, Apparel
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Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

NEW! Three Hourly Spend

The time series below shows consumer spend amount index, each day, in each 3-hr time period, for Focus Area that you have chosen. It is the sum of the individual small grids that cover each High Street, Town Centre or BID. This can be used to show variation at different times of the day or trends over time.

Caution: If the time series shows no (or infrequent) values, the underlying data is likely suppressed due to low levels of activity in that area for that time. Information how these values are calculated are included in this explanatory report.
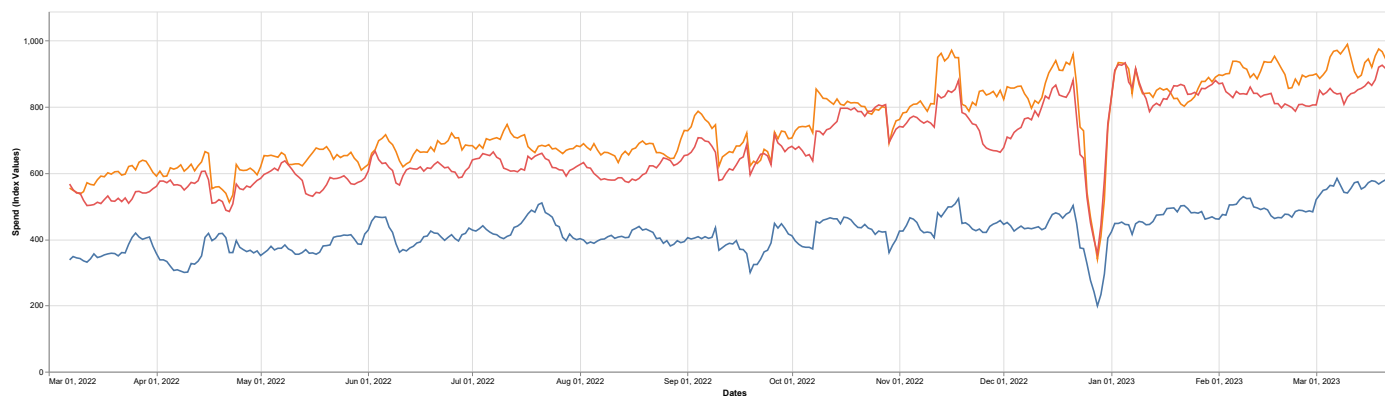
Date Range: Start:	01 Mar 2022	End:	31 Mar 2023
7 Day Rolling Average or Raw Values:	● 7 Day Rolling Average ○ Raw Values		
Timeline Annotations:	☐ Show timeline annotations on time series charts		
Select Comparison View:	● Compare Hours (Focus Area) ○ Compare Areas (Single Hour)		

Choosing multiple 'Time(s) of day', allows you to compare how your focus area is performing at different times of day.

Time(s) of Day (Hours):	09-12 ✕ 12-15 ✕ 15-18 ✕

Wandsworth Bridge Road, Parsons Green. - Retail Spend By Hour
7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 31/03/2023)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

"Londoners are more active at night and have later bedtimes than anyone else in the UK. Two-thirds of us regularly do everyday activities at night … one-third of London's workforce also work at night."

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Footfall Person Type:	● Visitors ○ Residents ○ Workers		
Date Range: Start:	01 May 2022	End:	21 Jun 2023
Time(s) of Day (Hours):	09-12 ✕ 12-15 ✕ 15-18 ✕		
7 Day Rolling Average or Raw Counts:	● 7 Day Rolling Average ○ Raw Counts		
Timeline Annotations:	☐ Show timeline annotations on time series charts		

Wandsworth Bridge Road, Parsons Green. - Visitors Footfall By Hour
7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 21/06/2023)

Source: Anonymised and aggregated data by BT
Chart: High Streets Data Partnership

"In 2020, local High Streets outside Town Centres recovered better after restrictions were lifted than the larger Metropolitan Town Centres."

Compare spend in Focus Area with other Areas of my choice

By choosing a number of alternative areas of interest, you can compare how each area is performing for a given (Mastercard) transaction type.

Only Areas in Borough:	All Boroughs ✕ ⌄
Select Area(s) to Compare:	⌄
Select Weekdays or Weekend:	⦿ Weekdays (Mon-Fri) ◯ Weekend (Sat-Sun)
Select Transaction Measure: ❓	⦿ Spend Amount Index ◯ Transaction Counts Index
Select Transaction Display Type: ❓	⦿ Index Values ◯ % of Normal
Select Transaction Type: ❓	◯ Eating ◯ Apparel ⦿ Retail ◯ Retail (GLA Adjusted)
Timeline Annotations:	☑ Show timeline annotations on time series charts

Wandsworth Bridge Road, Parsons Green. - Mastercard Transactions, Retail
05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)
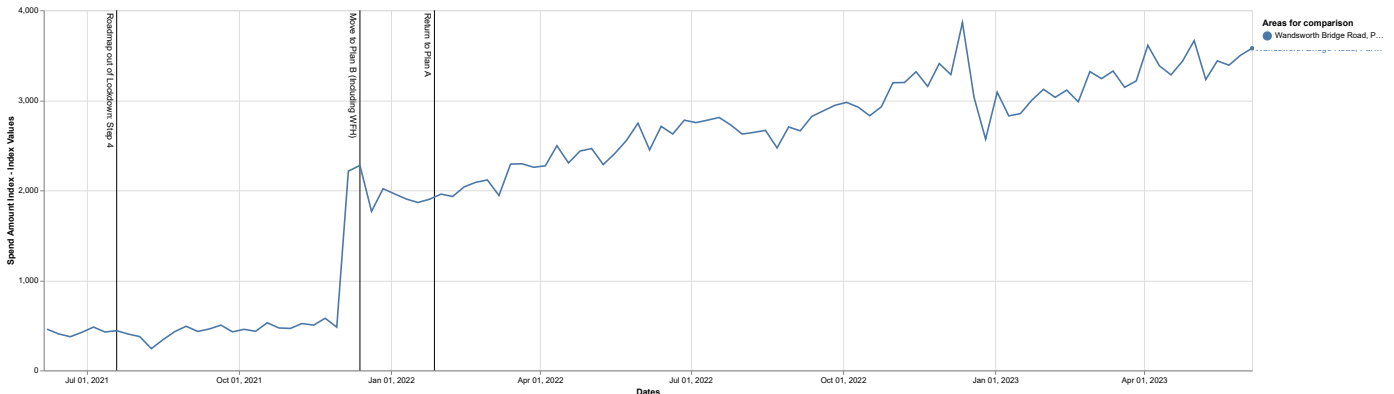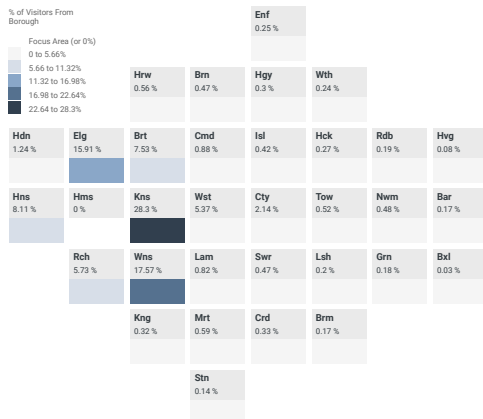

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

Where do Visitors & Workers in my Focus Area come from?

Select Visitor Type: ◯ Workers   ⦿ Other

Proportion (%) of Visitors (Other) from each Borough
Arriving in Focus Area's Primary Borough - Hammersmith and Fulham

Source: Vodafone | Note: Focus area's primary borough will always show 0%, as no internal trips are displayed.
Graphic by GLA City Intelligence

This map shows which London Boroughs 'Workers' or 'Other Visitors' are originating from when they arrive in your focus area's primary borough.

The data is based on 2019 anonymised and aggregated mobility data obtained from Vodafone and may not reflect current trends.

Note: Your focus area's primary borough will always show 0%, as no internal trips are displayed. However, we are currently working on also showing what proportion of "visitors" are from the local borough.

"Knowing a town's place in the activity hierarchy should provide the basis for the development of more effective and appropriate town centre visions, strategies and action plans."

– National High Streets Task Force

Signature for the Focus Area in a 'normal' year (2019)

The National High Streets Task Force classifies high streets into different "signatures" based on footfall. Thinking about an Area based on how busy it is at different times of the day, across the week, seasonally and its overall size, your focus area (**Wandsworth Bridge Road, Parsons Green.**) can be characterised as: **"Midday Peak, Monday through Saturday Steady, Quieter":**

Hourly Profile	Daily Profile	Size / Density Profile

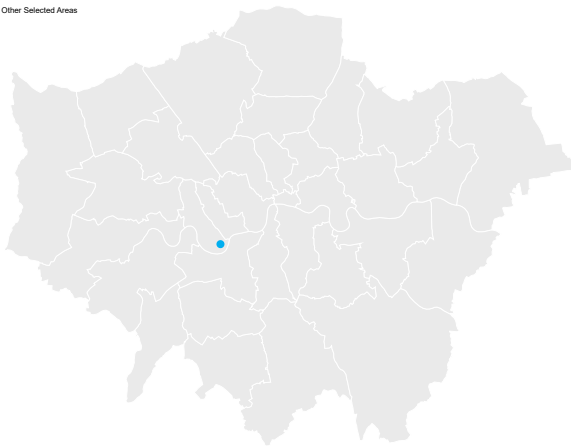All-Day Steady   **Midday Peak**   Atypical Day   **Mon - Sat Steady**   Saturday Peak   Busier   **Quieter**

Wandsworth Bridge Road, Parsons Green. and Selected Areas
Spatial proximity of your focus area and your other selected areas in London
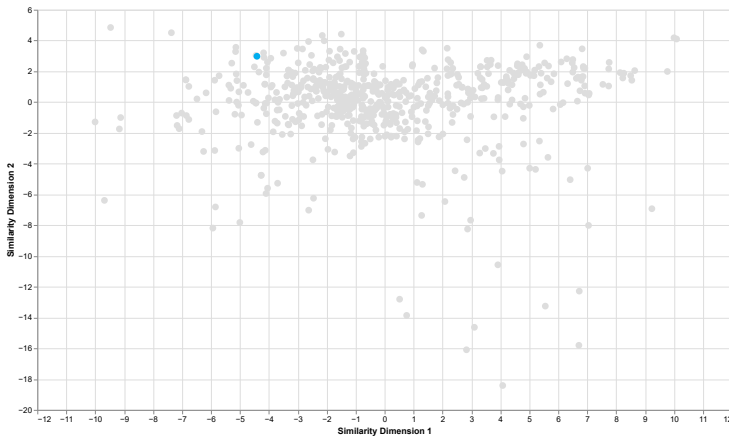
● Focus Area   ● Other Selected Areas

Wandsworth Bridge Road, Parsons Green. and Selected Areas
Similarity proximity of your focus area and your other selected areas in London

● Focus Area   ● Other Selected Areas   ● All Other Areas
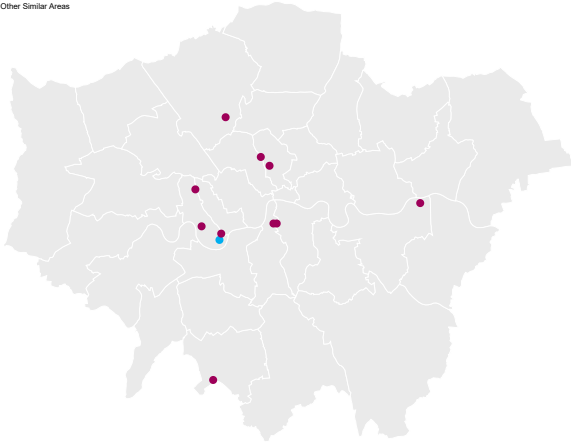

Characteristically Similar Areas in 2019

Below are areas which have a similar "signature" to the area you have selected. While not necessarily geographically near your selected area, they are statistically similar, and so may be a better comparison than those nearby.

You can read more about how we determined which areas are "similar", here: https://data.london.gov.uk/dataset/highstreet-clusters 🔒

Wandsworth Bridge Road, Parsons Green. and Similar Areas
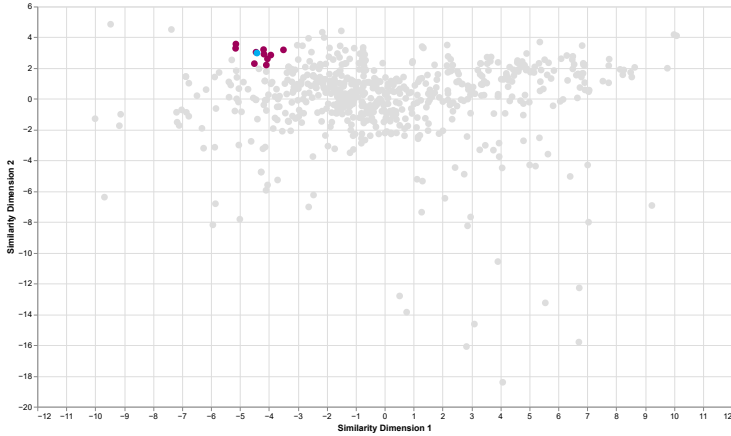Spatial proximity of your focus area those found to be similar

● Focus Area ● Other Similar Areas

Wandsworth Bridge Road, Parsons Green. and Similar Areas
Similarity proximity of your focus area and those found to be similar

● Focus Area ● Other Similar Areas ● All Other Areas

We have pre-selected 5 of 10 similar areas and displayed them on the chart below. You can change that selction with this dropdown menu...

Select Similar Area(s) to Compare:

| Kennington Road, Kennington. ✕ | Caledonian Road, Islington. ✕ | Brecknock Road & York Way. ✕ | Kennington Park Road, Newington ✕ |
| Fulham Palace Road & Greyhound Road, Fulham. ✕ | | | |

Select Weekdays or Weekend: ● Weekdays (Mon-Fri)   ○ Weekend (Sat-Sun)
Select Transaction Measure: ❓   ● Spend Amount Index   ○ Transaction Counts Index
Select Transaction Display Type: ❓   ● Index Values   ○ % of Normal
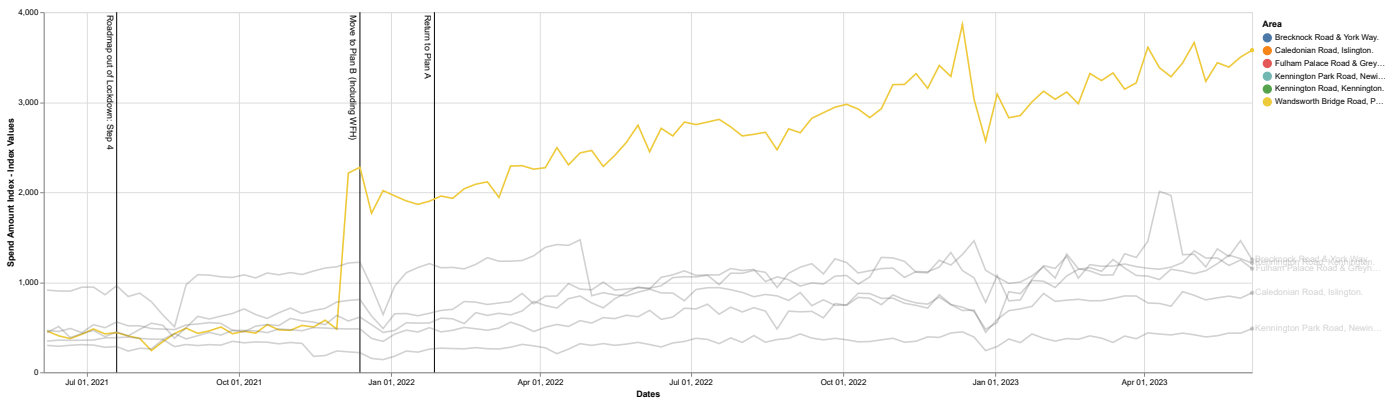Select Transaction Type: ❓   ○ Eating   ○ Apparel   ● Retail   ○ Retail (GLA Adjusted)
Timeline Annotations: ☐ Show timeline annotations on time series charts

Wandsworth Bridge Road, Parsons Green. vs Similar Areas - Mastercard Transactions, Retail
05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

LONDON HIGH STREETS
DATA EXPLORER

Welcome to the Data Explorer, developed as part of the High Streets Data Service.

This application helps you explore Footfall and Spend data by focusing on a particular High Street of interest, understand how it is doing now, how this compares to a pre-Covid 'normal' year (2019) and how this year compares to the current period.

As well as exploring your focus High Street, you can also compare it with other High Streets of your choice or with a shortlist of suggested High Streets from across London that have similar footfall patterns.

Start Exploring The Data

To find out about updates (including vacancy and context data) and how colleagues are using the tool, please join the discussion here.

Select a Time Period and Focus Area (High Street, BID, Town Centre)

Select a date range, and a primary "Focus Area". You can select up to 2 years of data.

A default date range and area has been pre-selected for you...

Select a Date Range

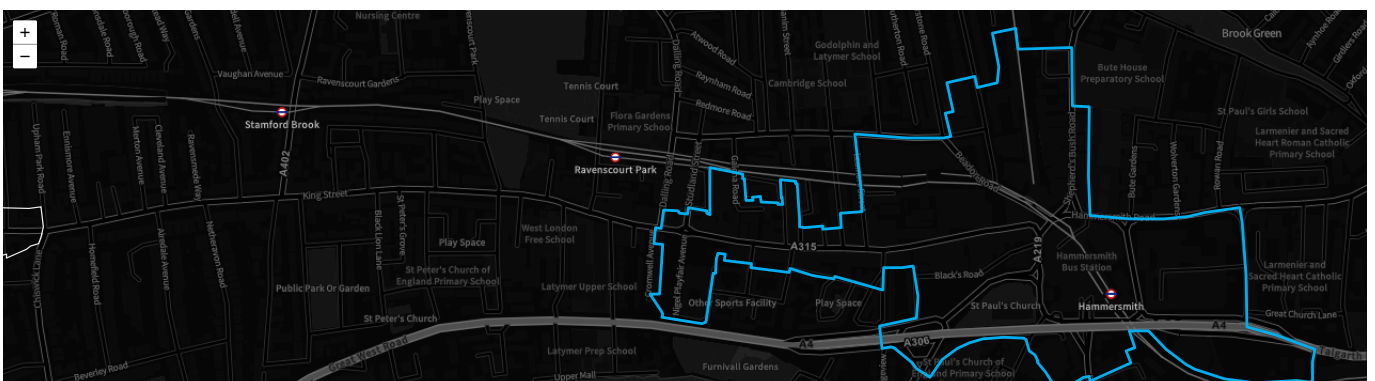| Select Start Date: | 05 Jun 2021 | Select End Date (Max 2 years from start): | 05 Jun 2023 |

Choose a Focus Area to explore

You can select specific High Streets, Bespoke Areas, Business Improvement Districts (BIDs) or Town Centres ...
Note: Some deeper area profiling analysis is only available for High Streets.

| Select Area Type: | towncentres ▾ |
| Focus Area: | Hammersmith ▾ |

Explore consumer spend in the Focus Area

Select the type of transactions you would like to compare in your Focus Area

For your selected focus area, you can compare different types of spend (using Mastercard data) on the same chart.
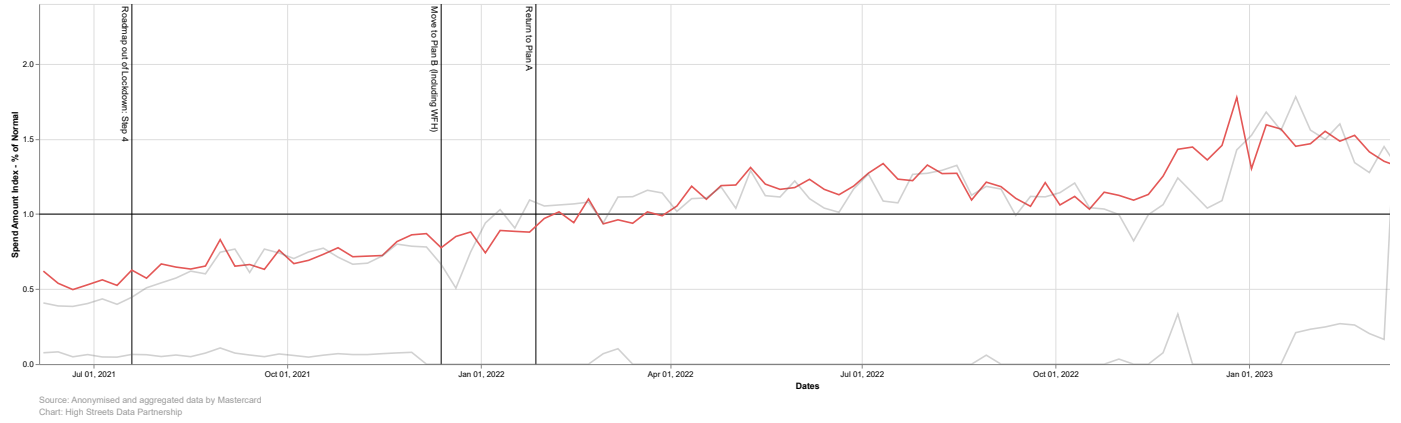
Note: When viewing "% of Normal", the baseline at 1 (100% of Normal) is based on the Mastercard spend in the same week in 2019.

If spending was unchanged compared to 2019, the line would be at 1, if it's above 1, spending has increased, and if it's below 1, it's decreased.

The "Retail" category includes all retail spending, including 'apparel,' 'eating places,' and other categories of retail spend.

Select Weekdays or Weekend:	● Weekdays (Mon-Fri) ○ Weekend (Sat-Sun)
Select Transaction Measure: ❓	● Spend Amount Index ○ Transaction Counts Index
Select Transaction Display Type: ❓	○ Index Values ● % of Normal
Compare Transaction Types: ❓	☑ Eating ☑ Apparel ☑ Retail ☐ Retail (GLA Adjusted)
Timeline Annotations:	☑ Show timeline annotations on time series charts

Hammersmith - Compare Mastercard Transaction Types: Retail, Apparel, Eating
05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (% of Normal)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

NEW! Three Hourly Spend

The time series below shows consumer spend amount index, each day, in each 3-hr time period, for Focus Area that you have chosen. It is the sum of the individual small grids that cover each High Street, Town Centre or BID. This can be used to show variation at different times of the day or trends over time.

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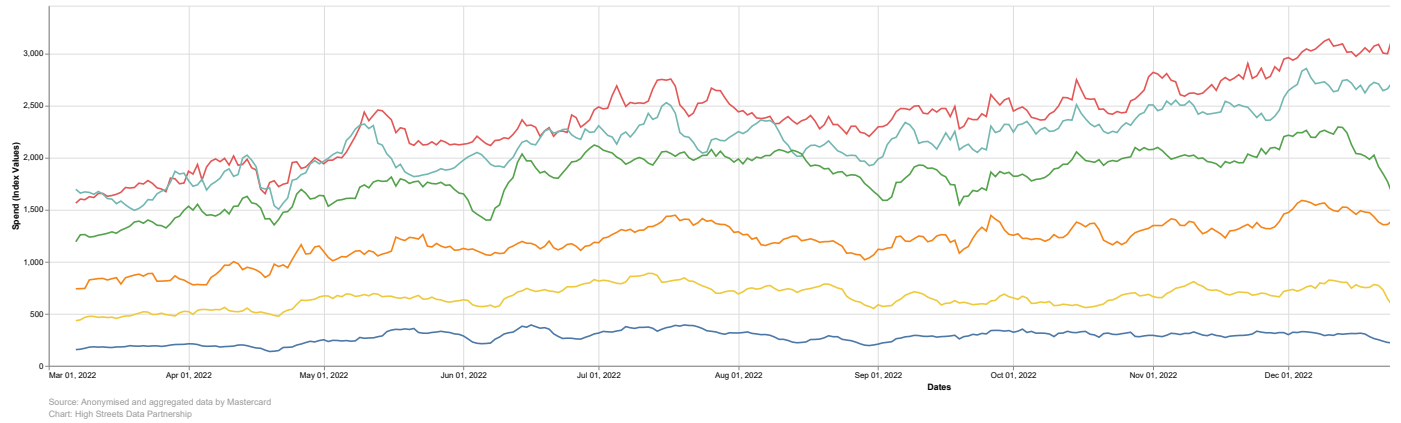
Date Range: Start:	01 Mar 2022	**End:**	31 Mar 2023
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Select Comparison View:	● Compare Hours (Focus Area) ○ Compare Areas (Single Hour)		

Choosing multiple 'Time(s) of day', allows you to compare how your focus area is performing at different times of day.

Time(s) of Day (Hours): [09-12 ✕] [12-15 ✕] [15-18 ✕] [18-21 ✕] [21-24 ✕] [06-09 ✕]

Hammersmith - Retail Spend By Hour
7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 31/03/2023)

Source: Anonymised and aggregated data by Mastercard
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"Londoners are more active at night and have later bedtimes than anyone else in the UK. Two-thirds of us regularly do everyday activities at night … one-third of London's workforce also work at night."
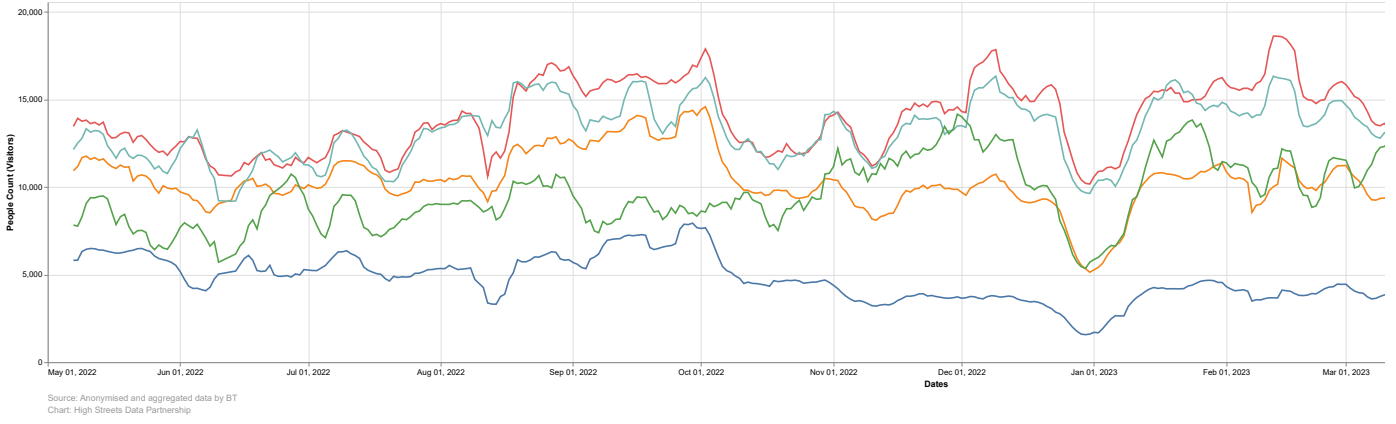
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Footfall Person Type:	● Visitors ○ Residents ○ Workers		
Date Range: Start:	01 May 2022	**End:**	21 Jun 2023
Time(s) of Day (Hours):	[09-12 ✕] [12-15 ✕] [15-18 ✕] [06-09 ✕] [18-21 ✕]		
7 Day Rolling Average or Raw Counts:	● 7 Day Rolling Average ○ Raw Counts		
Timeline Annotations:	☑ Show timeline annotations on time series charts		

Hammersmith - Visitors Footfall By Hour
7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 21/06/2023)

Source: Anonymised and aggregated data by BT
Chart: High Streets Data Partnership

"In 2020, local High Streets outside Town Centres recovered better after restrictions were lifted than the larger Metropolitan Town Centres."

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Select Transaction Type: ❓	○ Eating ○ Apparel ● Retail ○ Retail (GLA Adjusted)
Timeline Annotations:	☑ Show timeline annotations on time series charts

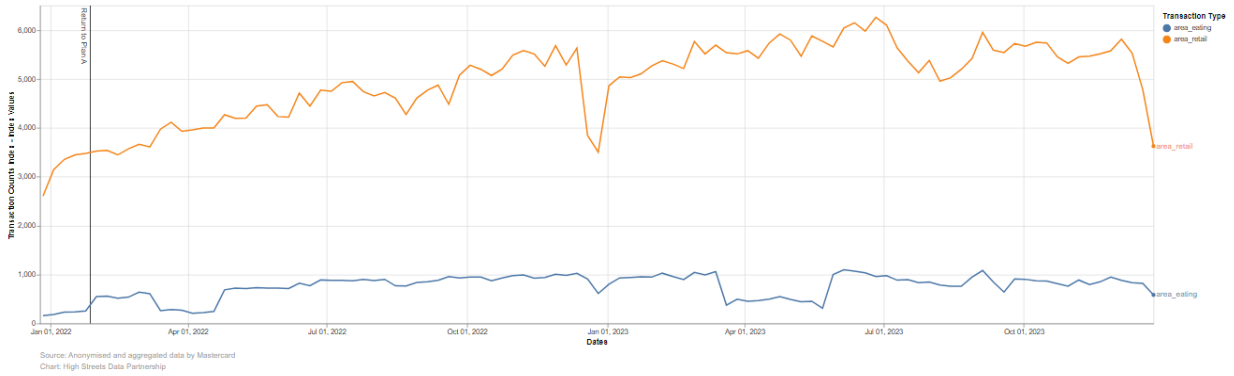**Hammersmith - Mastercard Transactions, Retail**
05/06/2021 to 05/06/2023, Weekdays (Mon-Fri), Spend Amount Index (% of Normal)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership
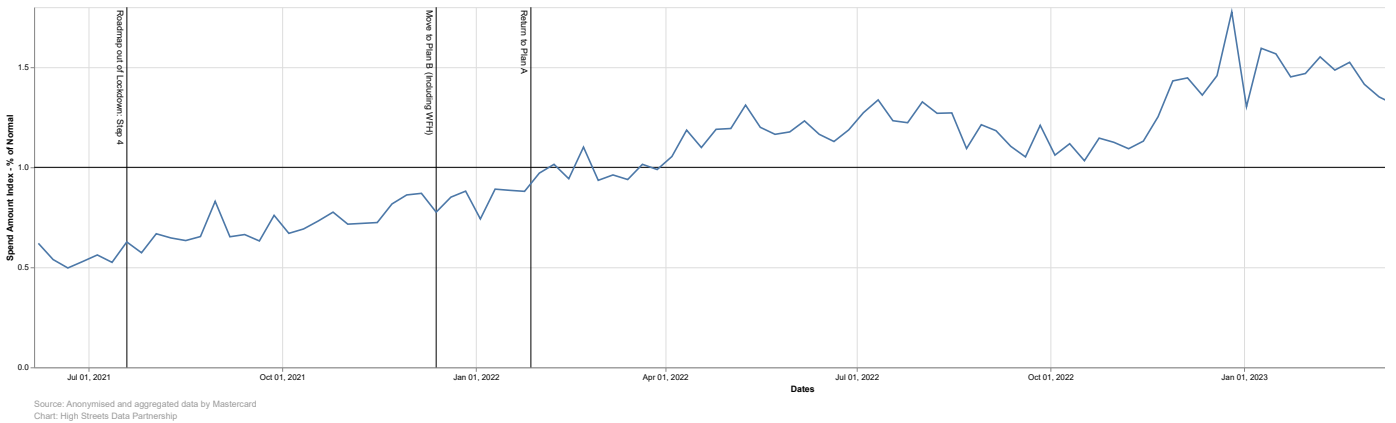
Spend activity

Wandsworth Bridge Road, Parsons Green. - Compare Mastercard Transaction Types: Retail, Eating
25/12/2021 to 25/12/2023, Weekdays (Mon-Fri), Transaction Counts Index (Index Values)

Source: Anonymised and aggregated data by Mastercard
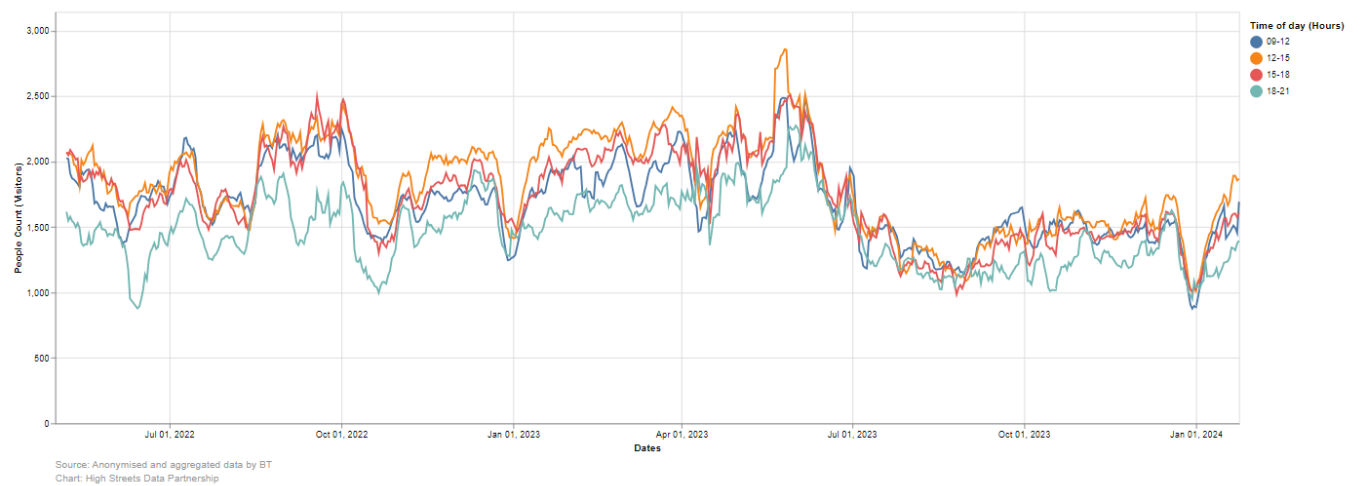Chart: High Streets Data Partnership

New Kings Road, Fulham. - Compare Mastercard Transaction Types: Retail, Eating
25/12/2021 to 25/12/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership
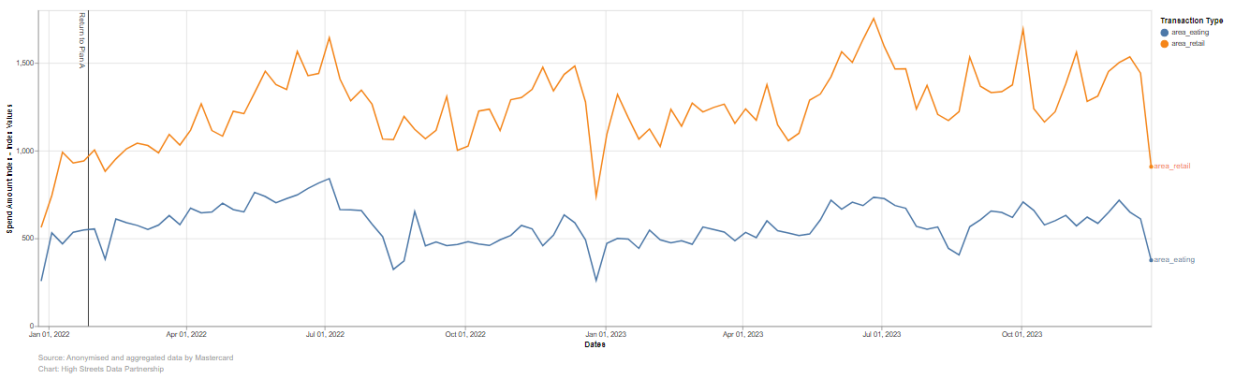
Footfall

Footfall Person Type:	● Visitors ○ Residents ○ Workers	
Date Range: Start:	01 May 2022	**End:** 24 Jan 2024
Time(s) of Day (Hours):	09-12 ✕ 12-15 ✕ 15-18 ✕ 18-21 ✕	
7 Day Rolling Average or Raw Counts:	● 7 Day Rolling Average ○ Raw Counts	
Timeline Annotations:	☐ Show timeline annotations on time series charts	

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7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 24/01/2024)

Source: Anonymised and aggregated data by BT
Chart: High Streets Data Partnership

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Footfall Person Type:		○ Visitors ○ Residents ○ Workers		
Date Range: Start:	01 May 2022		**End:**	24 Jan 2024
Time(s) of Day (Hours):	09-12 ✕ 12-15 ✕ 15-18 ✕ 18-21 ✕			⌄
7 Day Rolling Average or Raw Counts:	○ 7 Day Rolling Average ○ Raw Counts			
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7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 24/01/2024)

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