

April 2022 - Huq Industries

# Epping Forest District Council





# Data Source

This report has been funded through the HM and EU Government's 'Welcome Back Fund' and produced using Huq's Community Vision product and mobility data.

- All data is first party, gathered using Huq's Software Development Kit (SDK) specifically for this purpose and with complete control of the source.
- Huq partners with over 600 geographically and strategically selected mobile applications (i.e. National Rail) to provide complete demographic representation.
- Huq does not collect any personally identifiable information and uses Huq ID's to prevent double counting footfall numbers.
- Huq collects 450+ data points per day per device within our panel (a panelist being an individual contributing to this data).
- Huq creates and manages the product, delivered through Google data studio.







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## Aims and Objectives

The aims of this report are to examine the data for our town centres using Huq's mobility data in order to explore trends in footfall and catchment data.

1. How have footfall levels changed throughout the pandemic?
2. How have catchment areas been impacted by the pandemic?
3. How long are people spending in our town centres?
4. How are our market days performing?

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## [View Dashboard Here](#)

The above link is a video walkthrough of the Community Vision Dashboard to bring all stakeholders up to speed with the powerful insights Huq delivers.

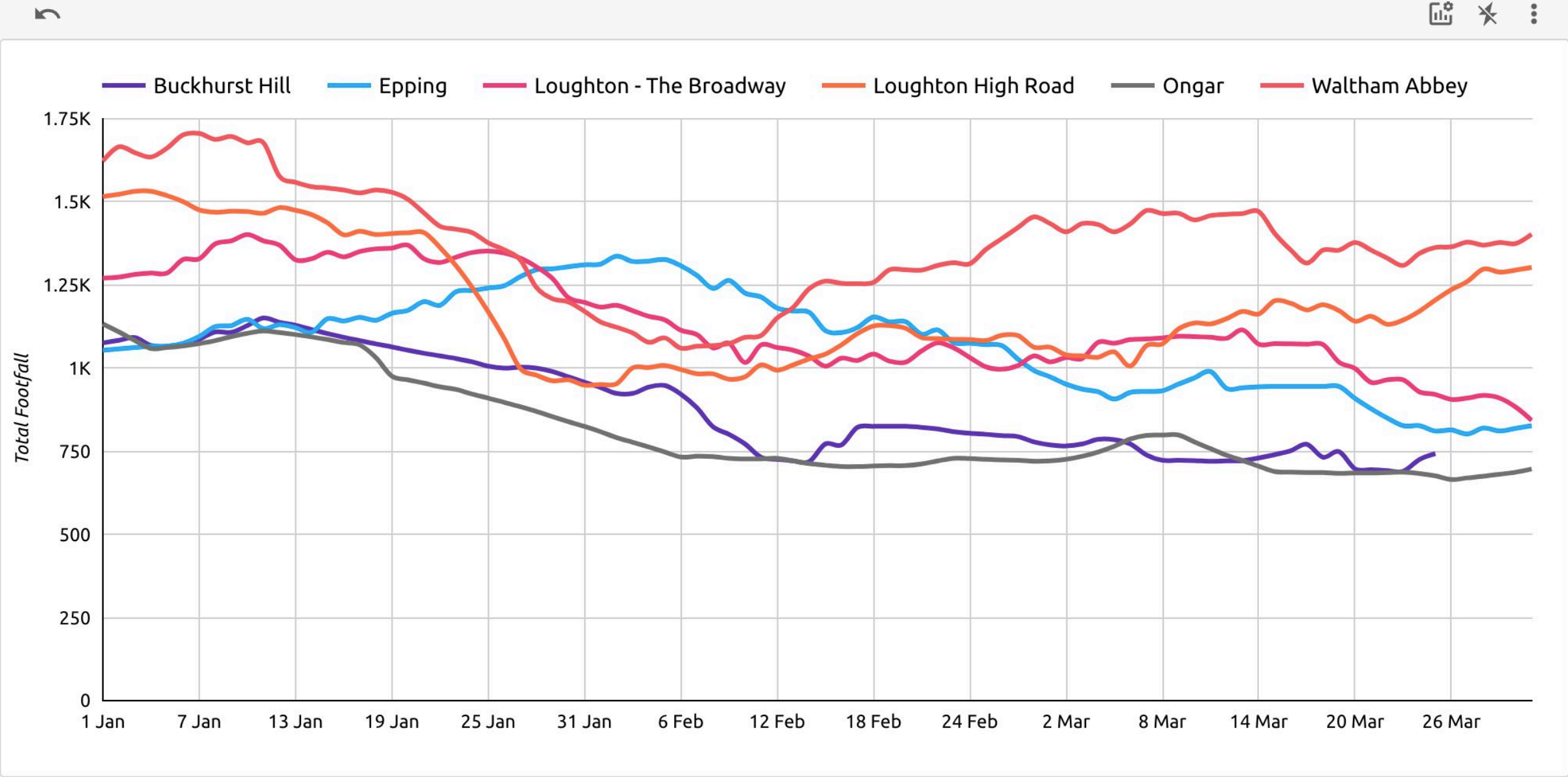
The data shown in this example is not specific to our council but is great for providing context!

Please email your customer success manager for any further questions or insights.

Centre Name: Buckhur... (6) ▾

Income Group: 0 - All G... (1) ▾

1 Jan 2022 - 31 Mar 2022 ▾



The above shows the overall footfall trend for all six locations for Q1 of 2022.



# Buckhurst Hill

## Footfall

Footfall for Buckhurst Hill saw a decrease in footfall throughout 2020, although Q4 of 2021 showed positive signs of recovery equalling pre pandemic levels in December. Overall footfall was down by **4%** in 2021 when compared to 2020. Q1 of 2022 is showing a dip so far, to be monitored over Q2. (p.6)

Daily footfall comparison using our Covid timeline shows that footfall fell across the board as Covid Measures were introduced and have remained low as we've moved into the "New Normal" (p.7)

Hourly footfall comparison shows that weekday footfall during key commuter periods fell during Covid measures, though we were seeing more midday traffic, likely due to people tending to stay more local throughout the day. Since lockdown measures ended we have seen footfall during commuter periods increase, however remaining below pre pandemic levels, likely due to a change in commuter and working from home habits. Weekend hourly footfall also generally fell during Covid Measures, however morning traffic and evening traffic from 7pm onwards has returned to pre pandemic levels indicating some recovery in evening economy. (p.8)



## Buckhurst Hill - Average Daily Footfall

2500

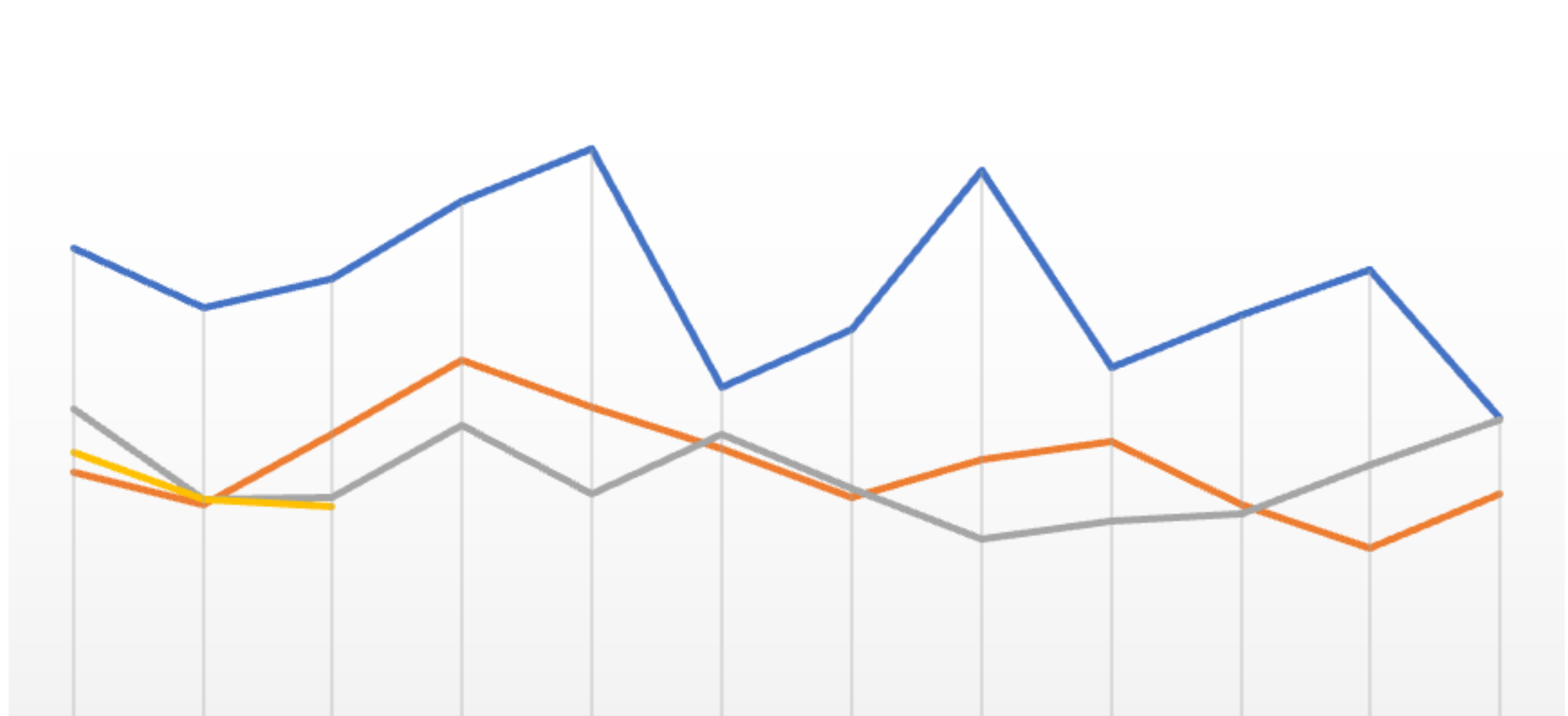
2000

1500

1000

500

0

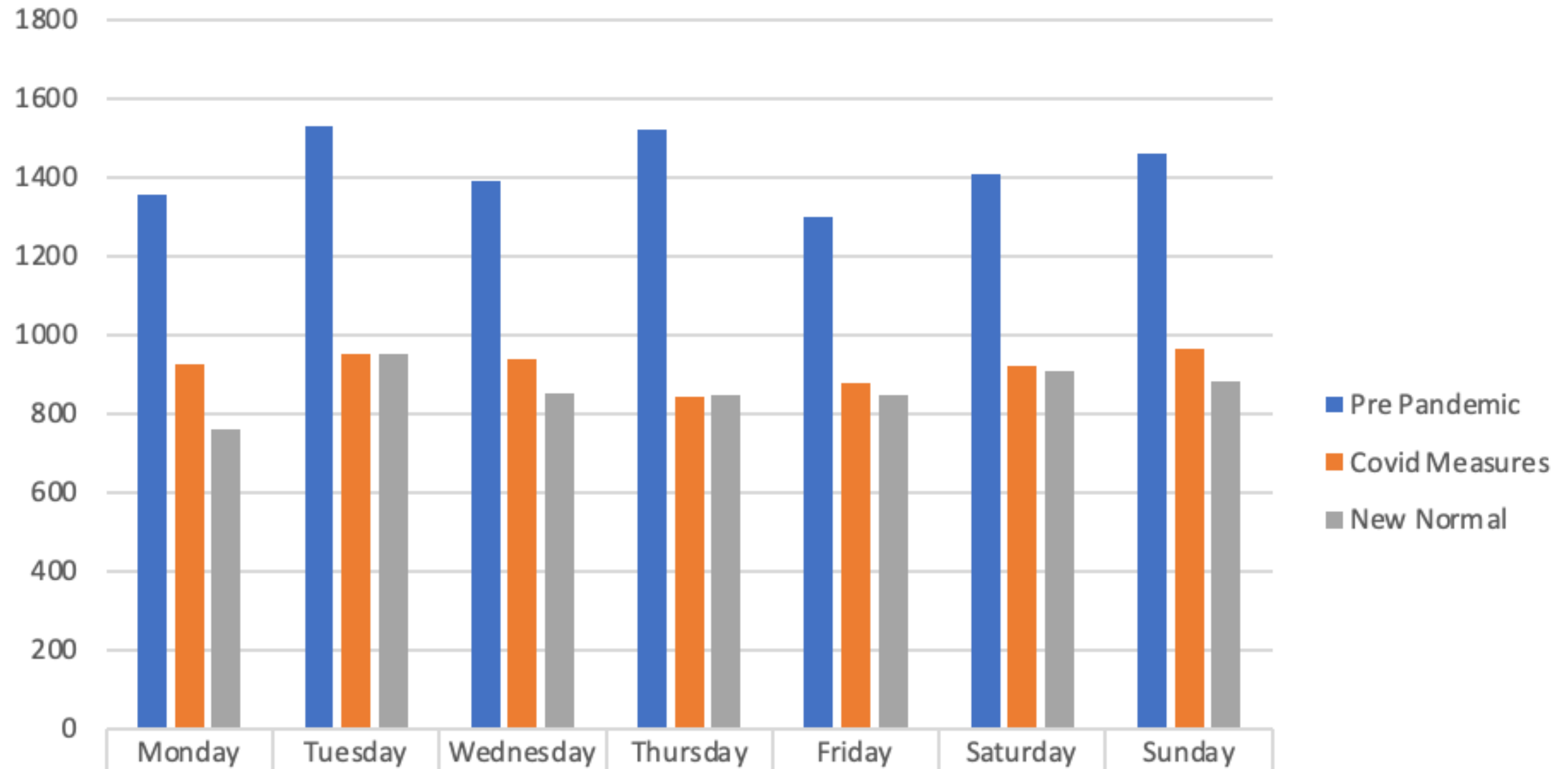


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	1689	1474	1578	1858	2045	1187	1396	1967	1263	1446	1614	1077
2020	882	769	1023	1287	1120	969	794	928	994	771	612	807
2021	1113	789	794	1055	805	1020	826	644	706	733	911	1072
2022	958	790	764									

2019 2020 2021 2022

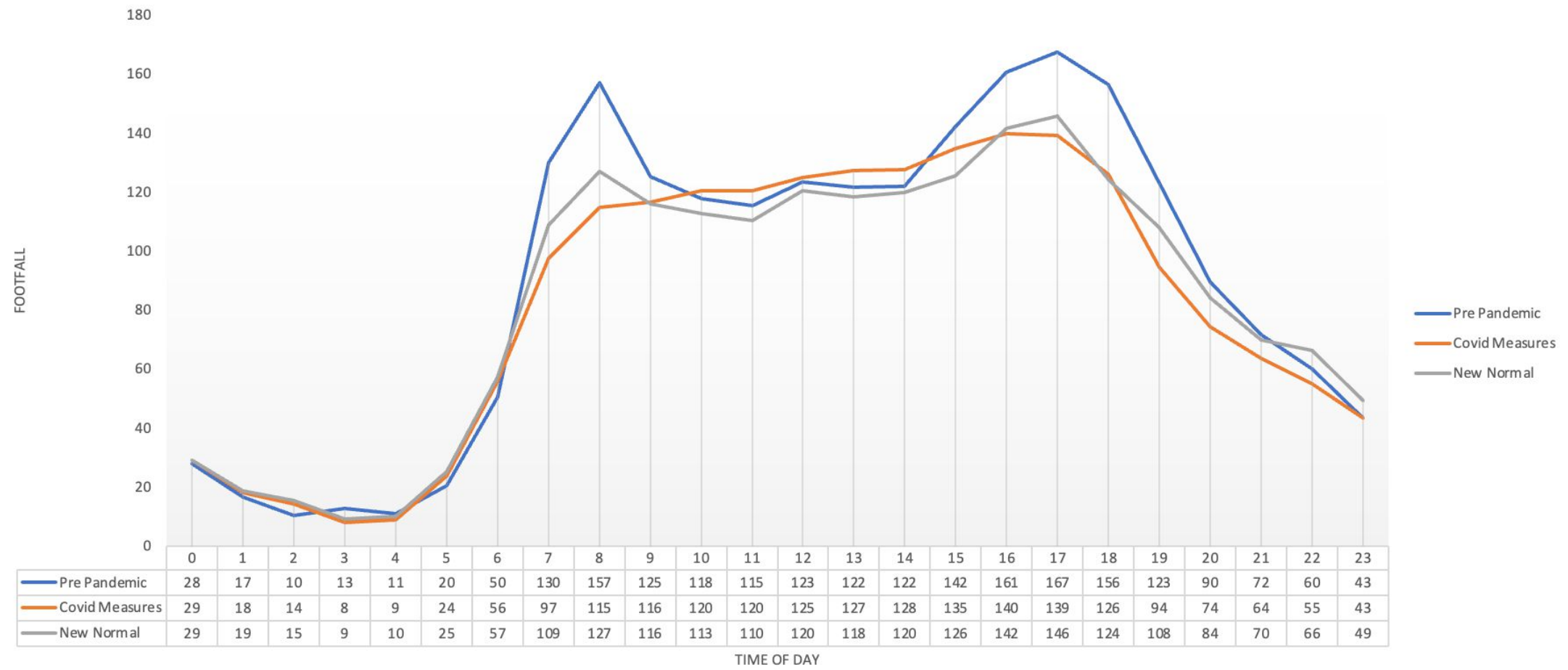


## Buckhurst Hill Daily Footfall - Covid Timeline Comparison

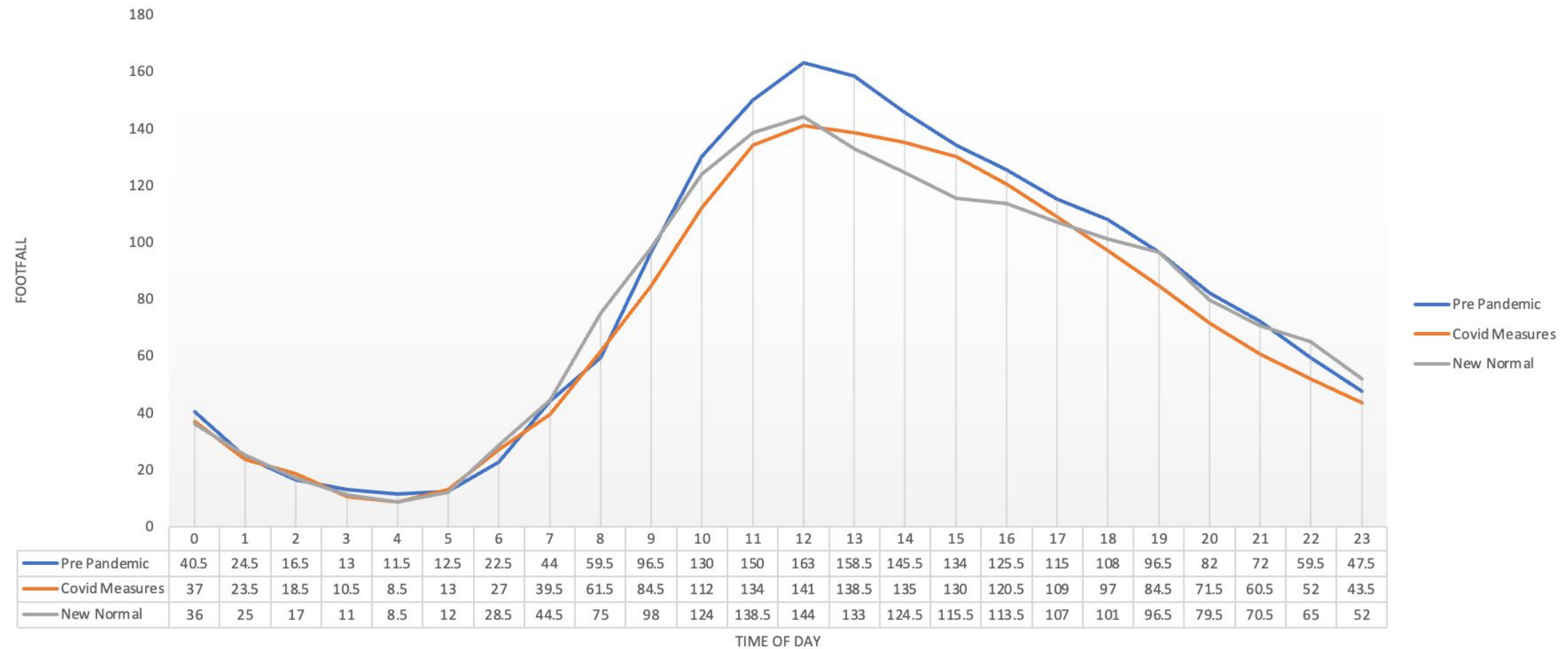


	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Pre Pandemic	1354	1529	1391	1519	1300	1405	1461
Covid Measures	925	950	939	840	876	920	964
New Normal	758	949	851	846	846	907	881

### Buckhurst Hill Hourly Footfall - Weekdays

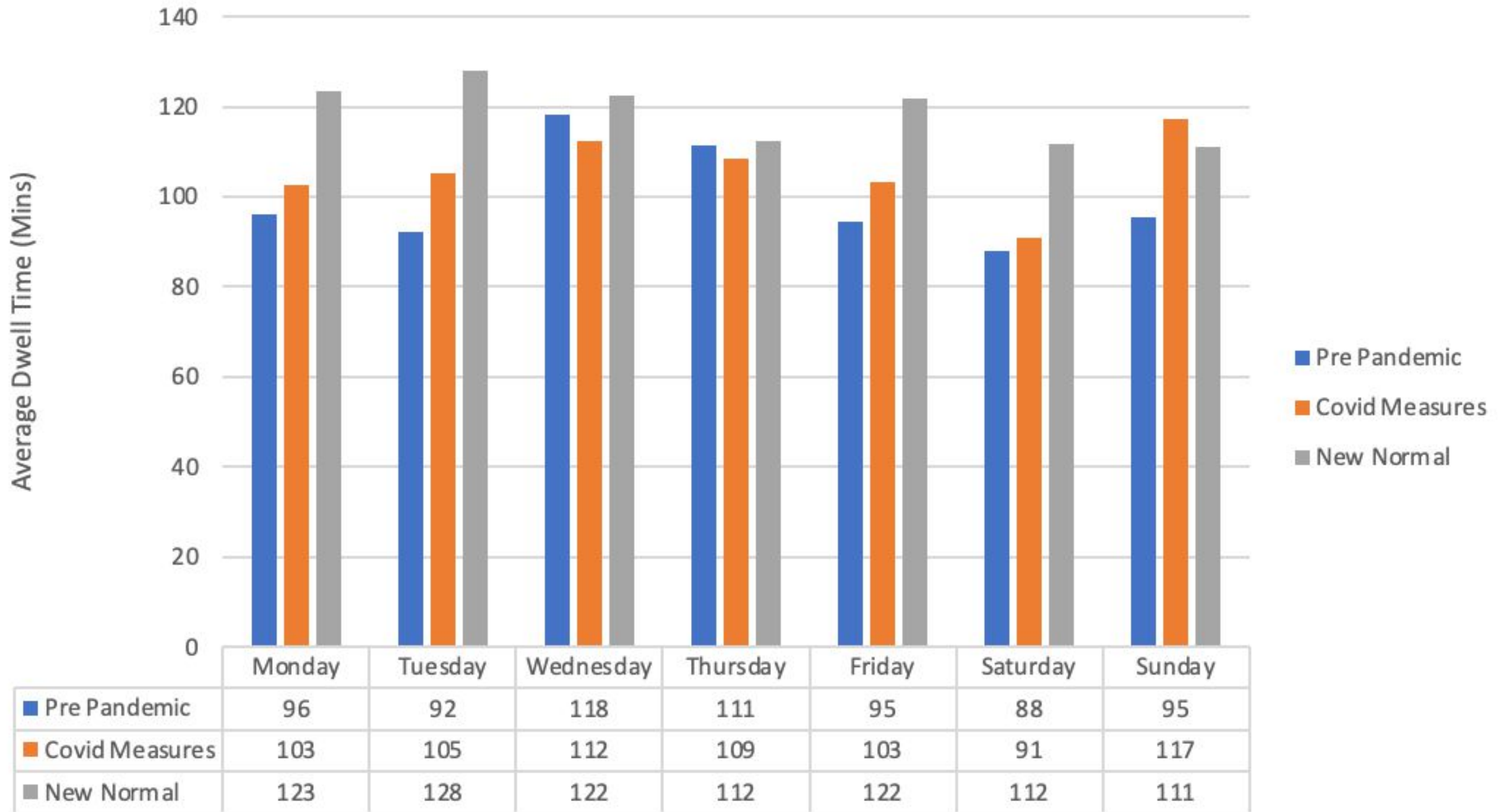


### Buckhurst Hill Hourly Footfall - Weekends





## Buckhurst Hill - Average Daily Dwell Time



Despite footfall levels falling during Covid Measures, dwell time increased and continued to rise to between 110 and 130mins in the “New Normal” indicating people are staying for longer per visit to the area. A particular increase is observed on Mondays, Tuesdays and Saturdays.

# Community Vision | Epping Forest

Monitoring centre footfall daily for Local Government teams

Centre Name: Buckhur... (1) ▼

Income Group: 1 - High ... (3) ▼

1 Jan 2022 - 31 Mar 2022 ▼



The above shows the density map for Q1 of 2022. Particular hotspots include a residential parking area on King's Place, an area near a Waitrose and a Costa Coffee on Victoria Road, Buckhurst Hill train station as well as the majority of Queen's Road, Palmerston Road and Albert Road.



Centre Name: Buckhur... (1) ▾ Income Group: 1 - High ... (3) ▾ 1 Jan 2019 - 31 Dec 2019 ▾



The above shows the density map for 2019, showing particular areas of high density in the north east of the area, particularly near the Waitrose, The Three Colts pub and the train station, linked to the high levels of commuter footfall.

Centre Name: Buckhur... (1) ▾ Income Group: 1 - High ... (3) ▾ 1 Jan 2020 - 31 Dec 2020 ▾



The above shows the density map for 2020, showing less density surrounding the station due to a change in work and commuting habits. Use of the Waitrose during the time remains high.

Centre Name: Buckhur... (1) ▾ Income Group: 1 - High ... (3) ▾ 1 Jan 2021 - 31 Dec 2021 ▾



The above shows the density map for 2021, showing increased density around sections of Queen's Rd located near a series of shops. Waitrose remains a hotspot as well as an area near The Three Colts pub.

# Community Vision | Epping Forest

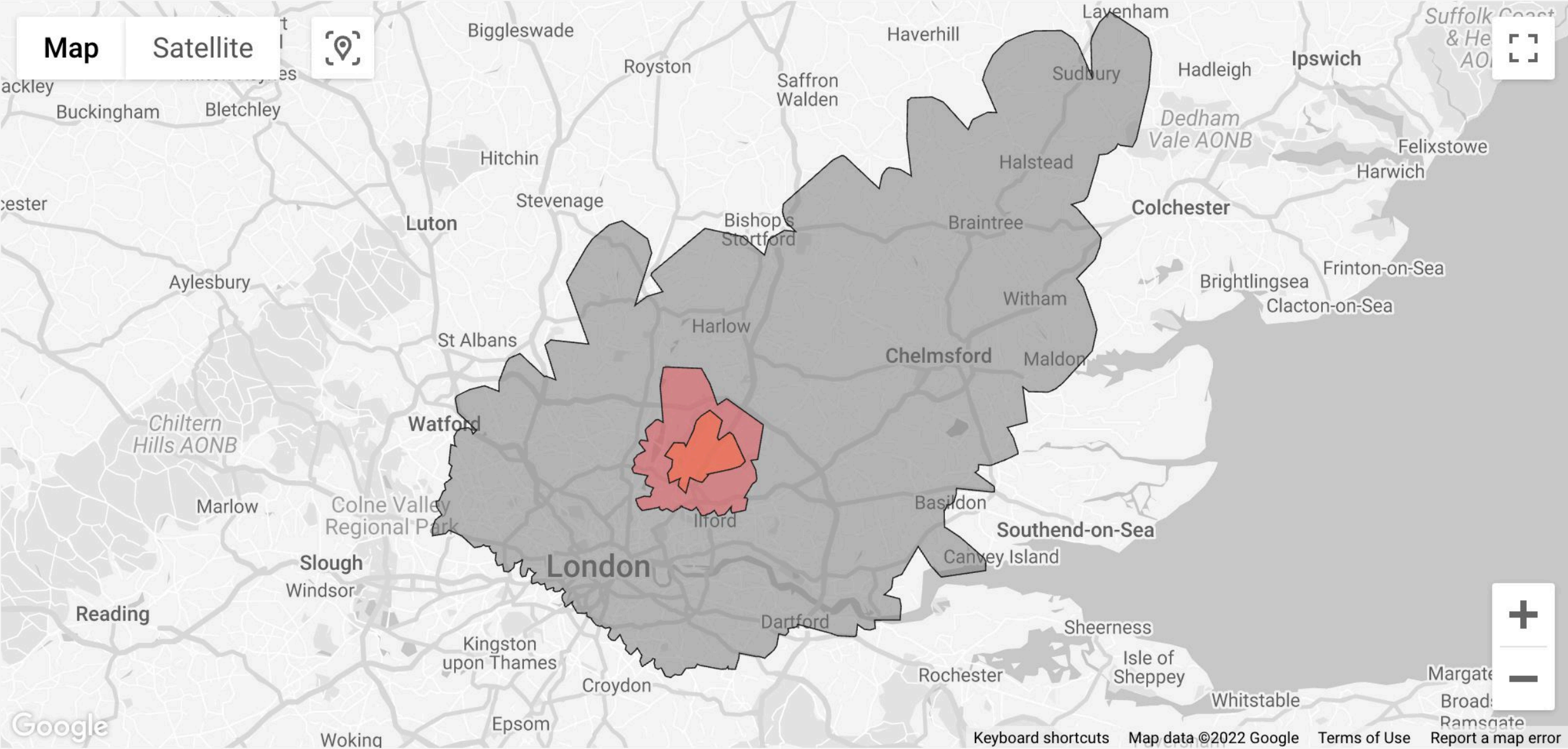
Monitoring footfall density daily for Local Government teams

Centre Name: Buck... (1) ▼

Income Group: 0 - A... (1) ▼

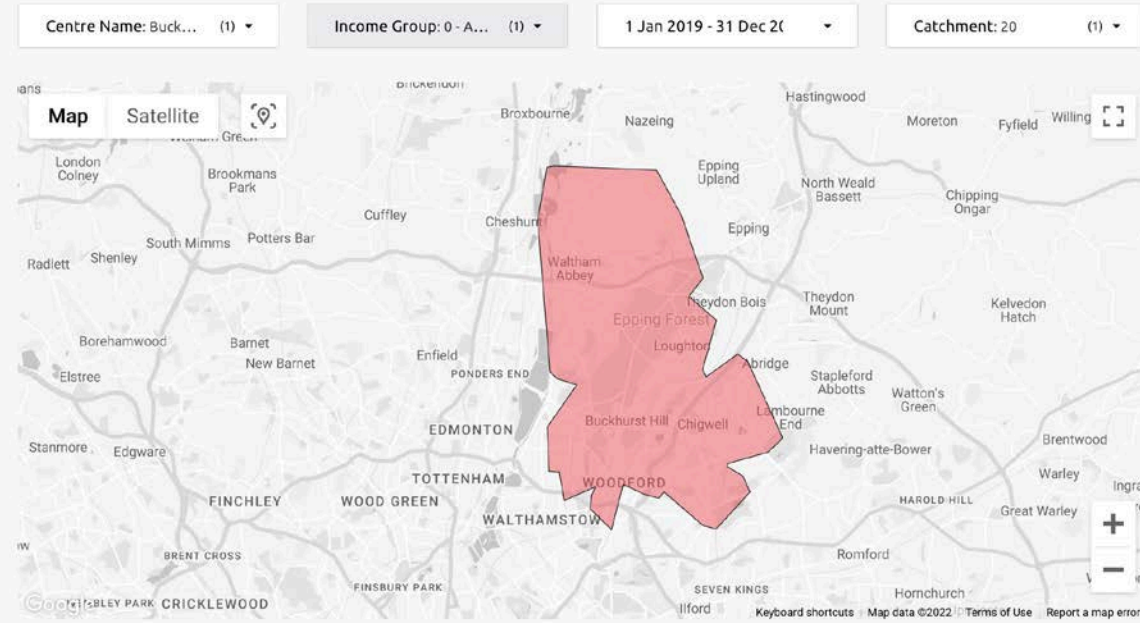
1 Jan 2022 - 31 Mar 2022 ▼

Catchment ▼

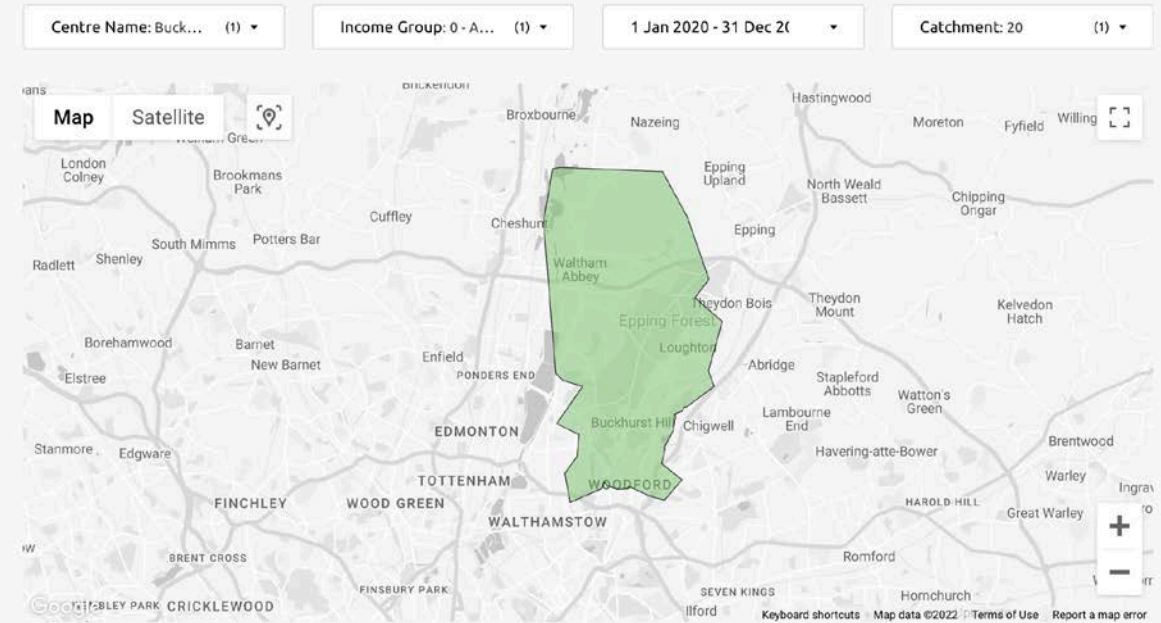


The above shows the 20%, 50% and 80% catchment for Buckhurst Hill for Q1 2022.

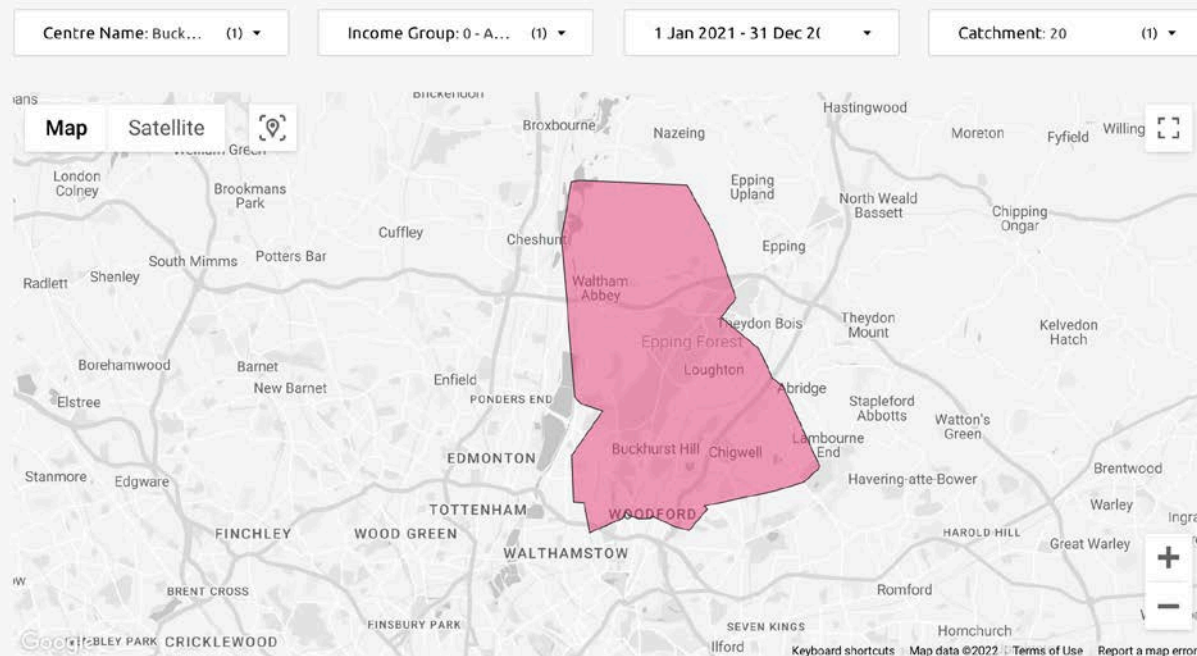




The above shows the 20% localised catchment for Buckhurst Hill from Jan 19 - Dec 19.



The above shows the 20% localised catchment for Buckhurst Hill from Jan 20 - Dec 20. We can see a slight decrease to catchment size indicating that individuals towards Chigwell, Abridge and Lambourne End were likely utilising their local areas more during Covid Measures.



The left image shows the 20% localised catchment for Buckhurst Hill from Jan 21 - Dec 21. This catchment has a clear bias to the north, spanning Waltham Abbey and towards Cheshunt in the north west. The localised catchment remains similar over the last three years and indicates the footfall lost from Chigwell and towards Lambourne End has been regained to come extent across 2021. Comparing this to the Q1 2022 catchment, we can see that the localised catchment has again widened in 2022 to date.





# Epping

## Footfall

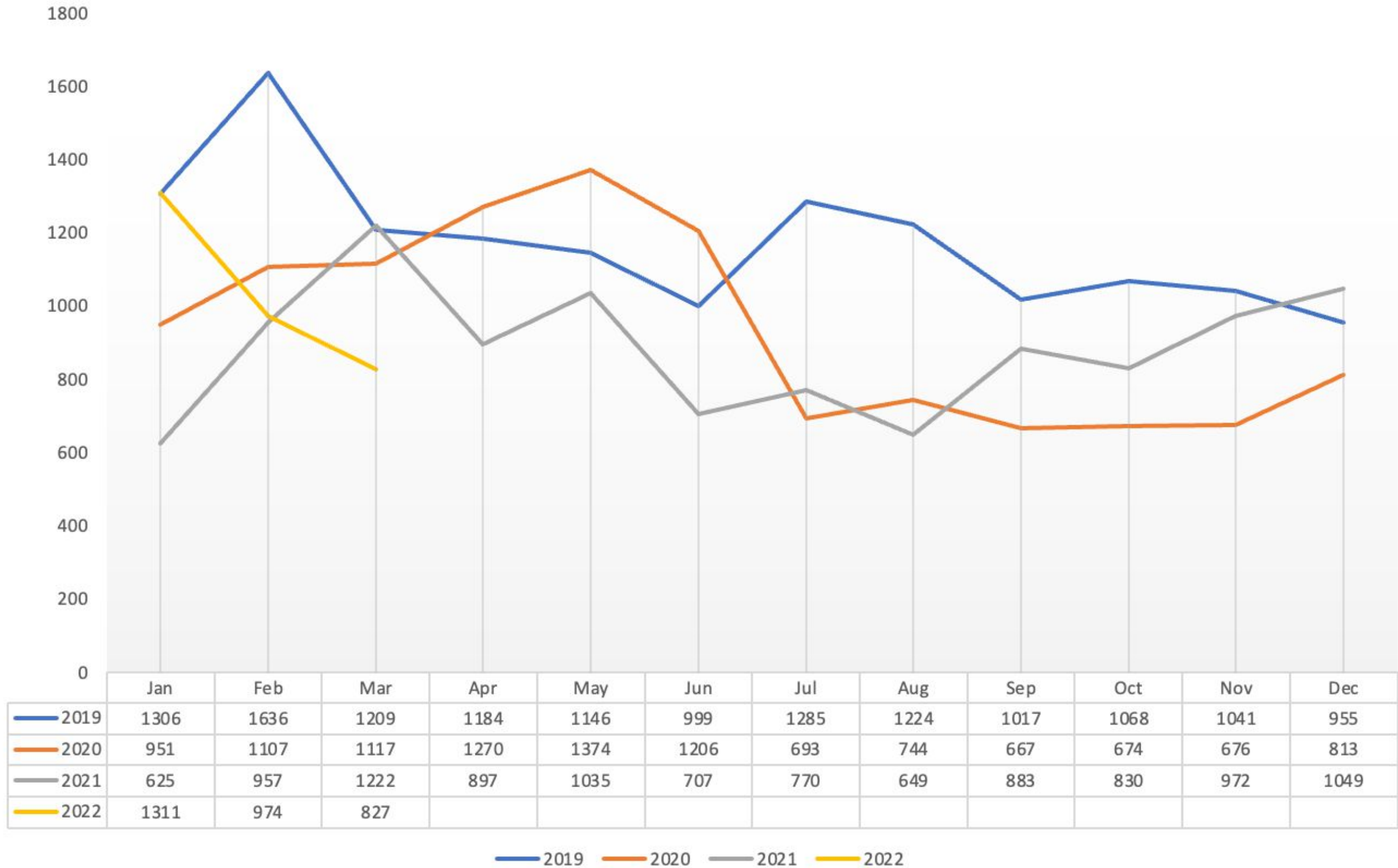
Epping saw a decrease in footfall throughout 2020, excluding a period of particularly high footfall from April - June, likely due to increased use of the local area throughout Covid Measures during the warmer months. Q4 of 2021 and Q1 of 2022 showed positive signs of recovery exceeding pre pandemic levels in December and equalling them in January, albeit falling again in February and March. Overall footfall in Q1 of 2022 was up by **11%** when compared to Q1 of 2021. (p.15)

Daily footfall comparison using our Covid timeline shows that footfall fell across the board as Covid Measures were introduced and have remained lower as we've moved into the "New Normal", with a small rise in footfall on Thursdays and Fridays. (p16)

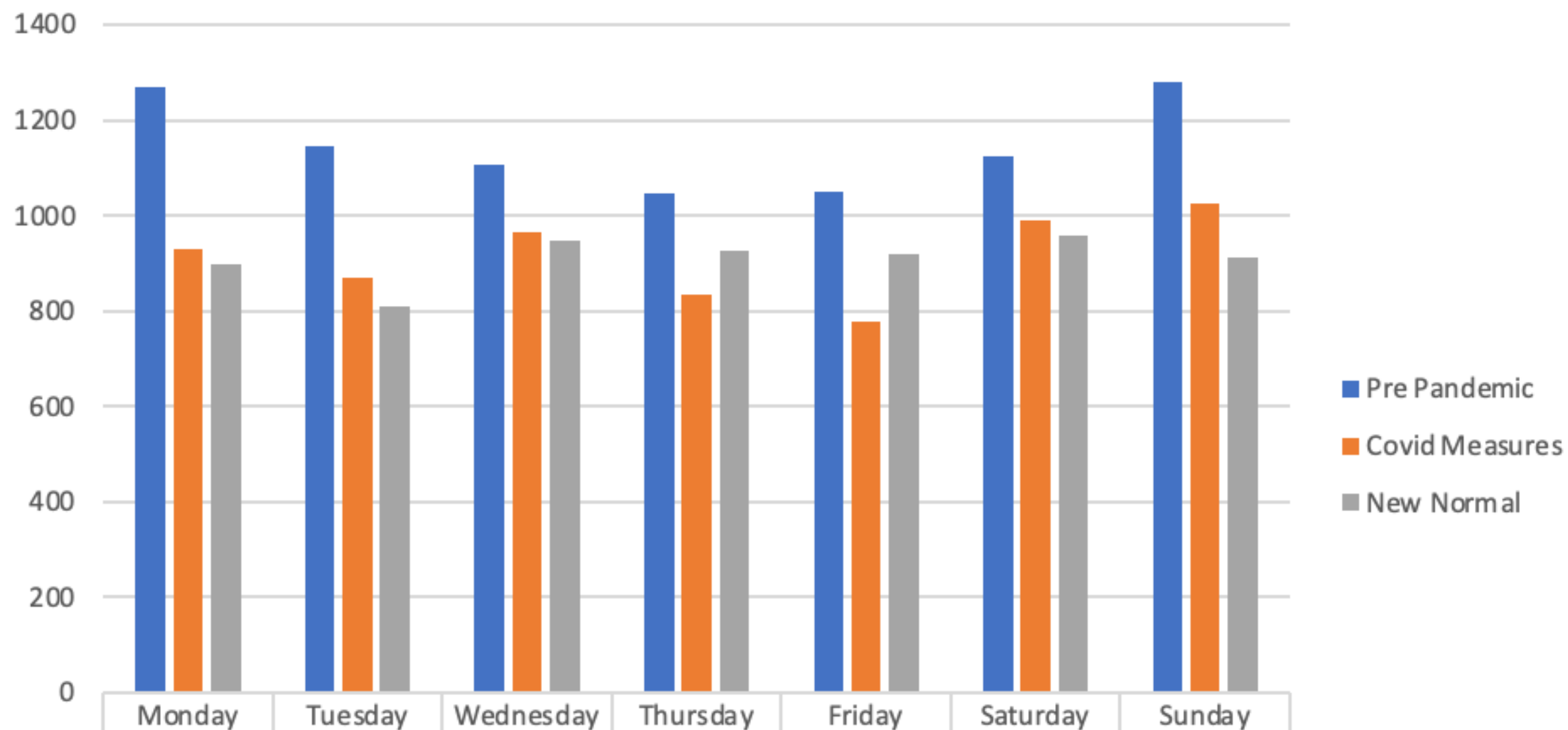
Hourly footfall comparison shows that weekday footfall general fell during Covid Measures, particularly during key commuter periods. Since lockdown measures ended we have seen footfall during commuter periods increase, however remaining below pre pandemic levels, likely due to a change in commuter and working from home habits. Weekend hourly footfall fell slightly during Covid Measures and has fallen further in the "New Normal", indicating individuals are using their local areas less on the weekend. However, evening footfall has increased showing some recovery in night time economy. (p.17)



# Epping - Average Daily Footfall



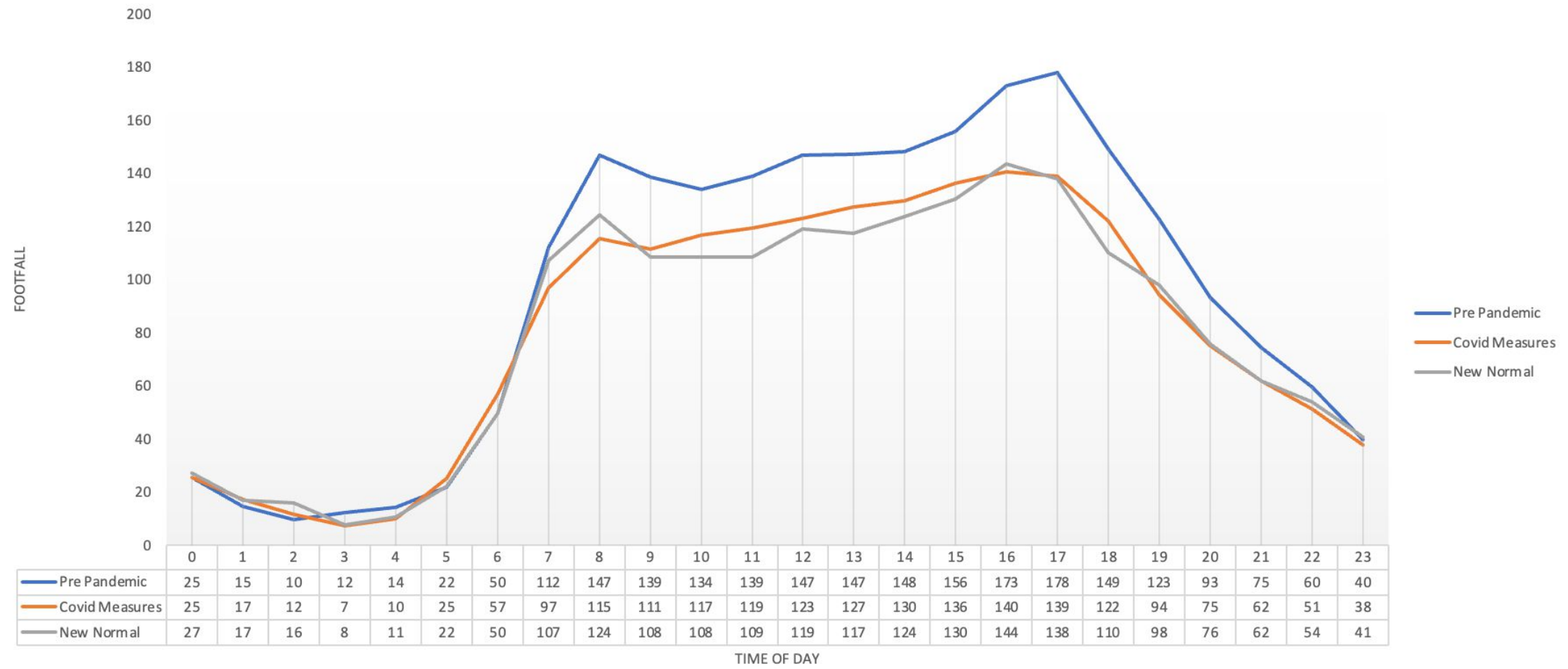
## Epping Daily Footfall - Covid Timeline Comparison



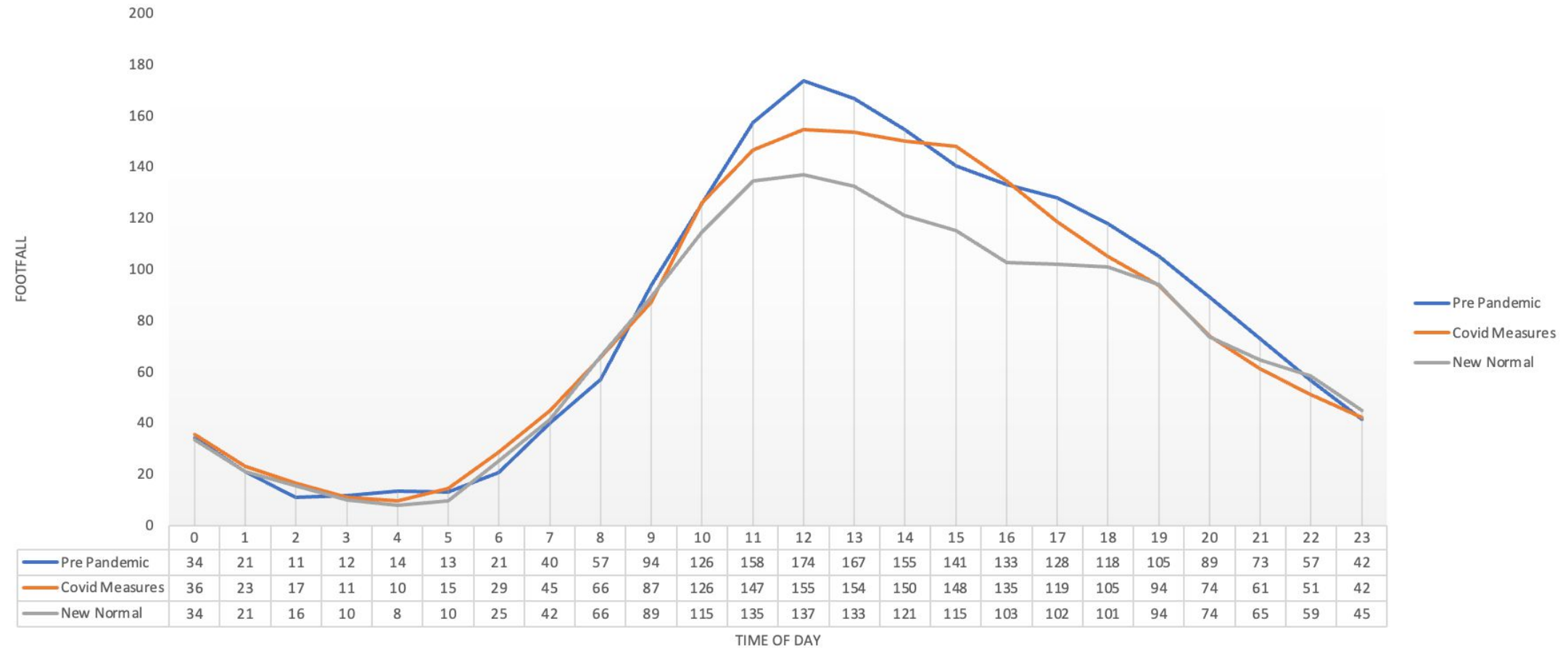
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Pre Pandemic	1271	1145	1106	1045	1050	1124	1279
Covid Measures	931	869	966	835	779	989	1027
New Normal	899	810	947	925	919	959	912



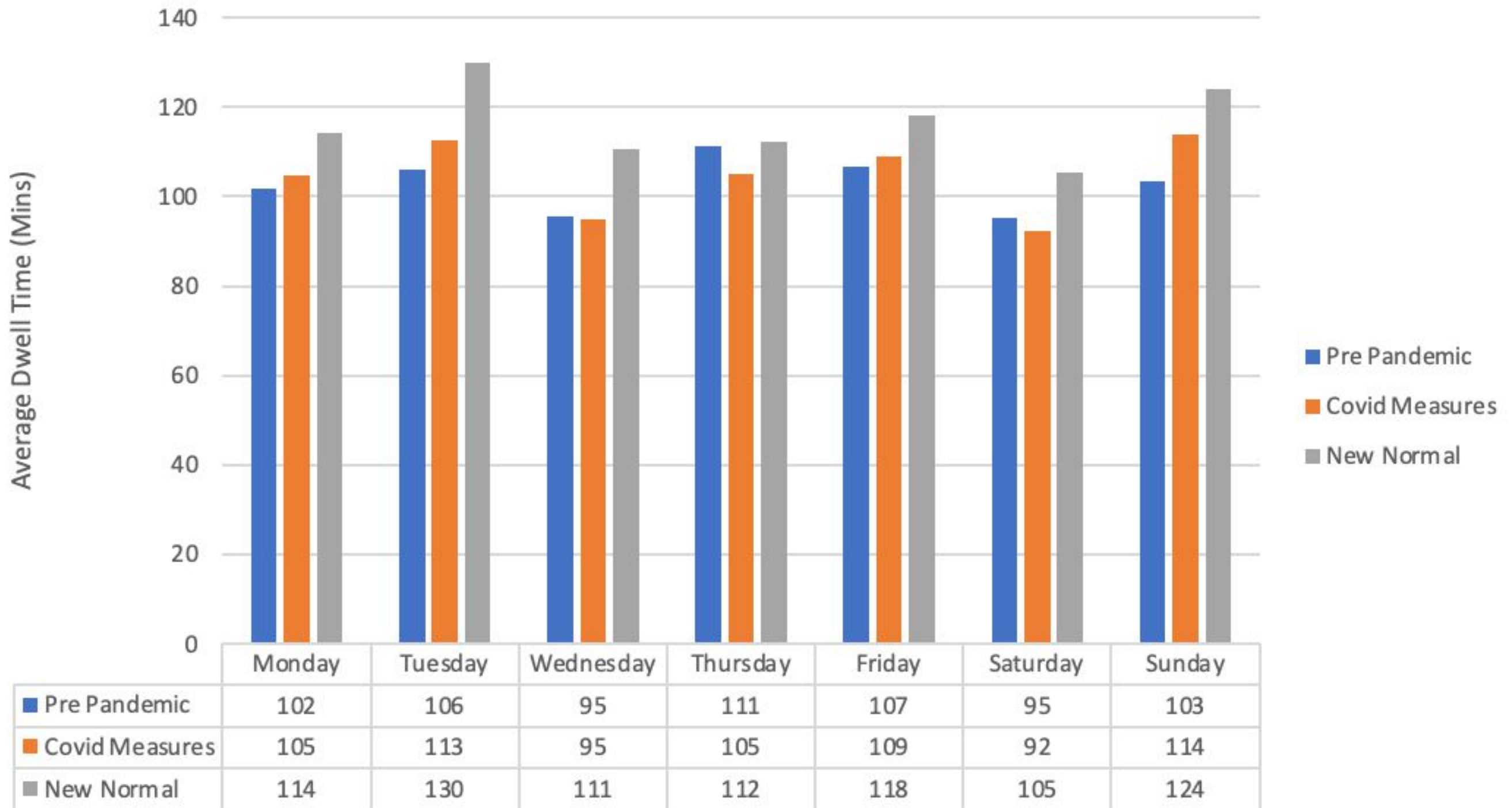
### Epping Hourly Footfall - Weekdays



### Epping Hourly Footfall - Weekends



## Epping - Average Daily Dwell Time

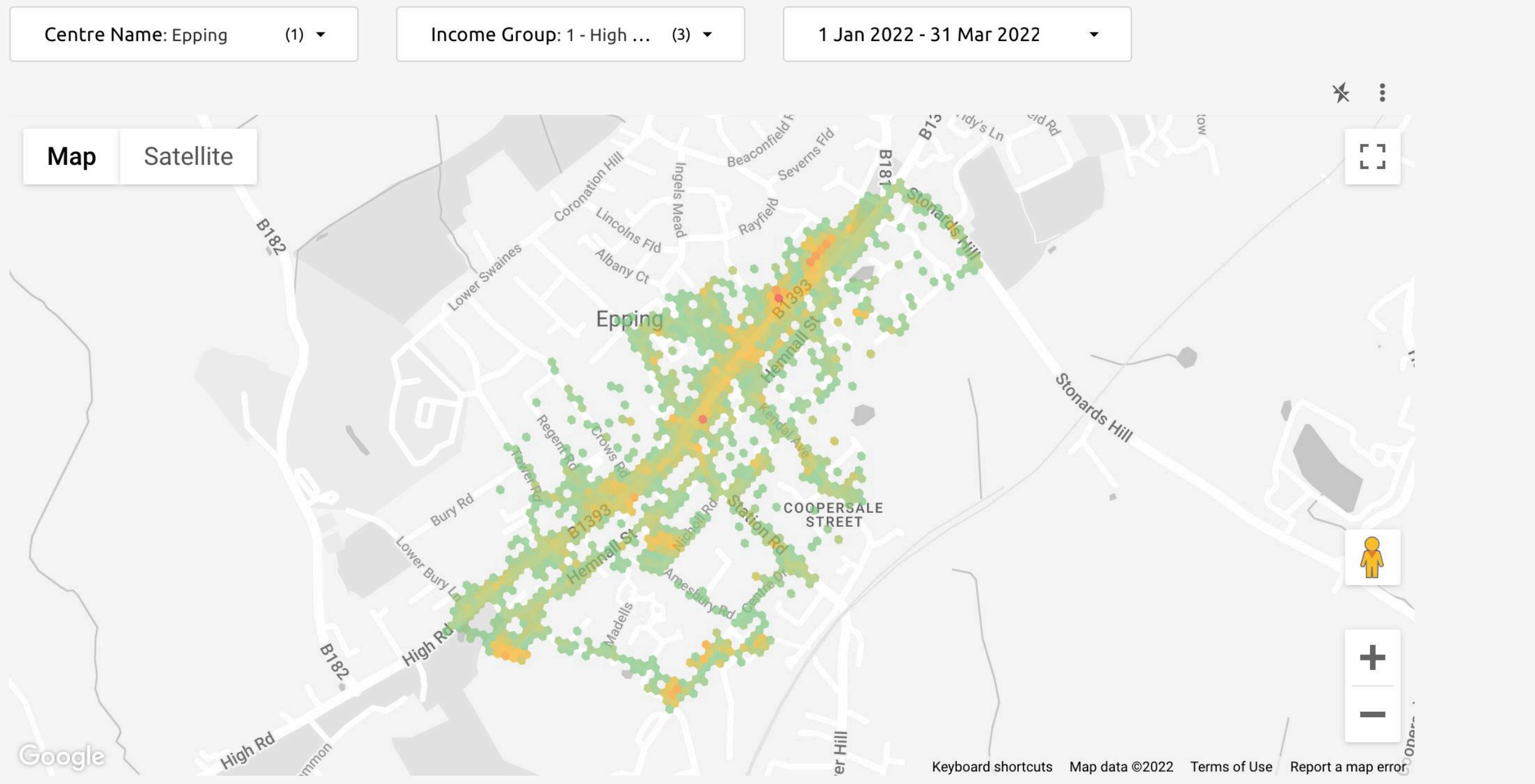


Despite footfall levels falling during Covid Measures, dwell time increased on several days and has risen further across the board as Covid Measures ended, with an increase of between 10 and 20mins per visit. We observe a particular increase on a Tuesday and Wednesday.

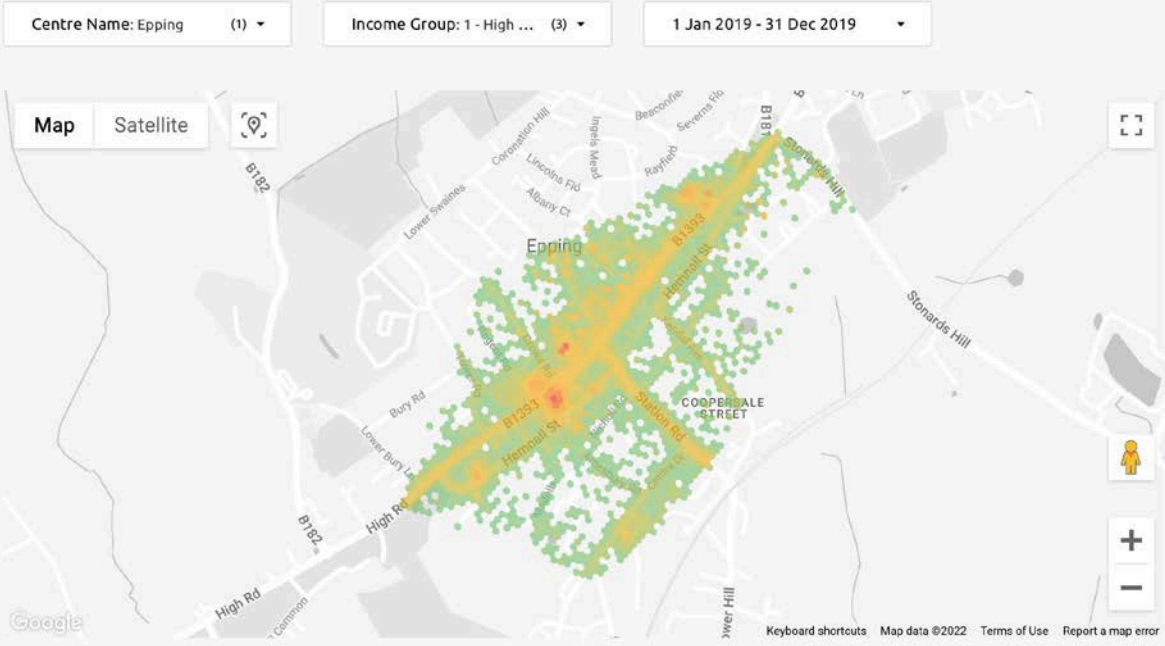


# Community Vision | Epping Forest

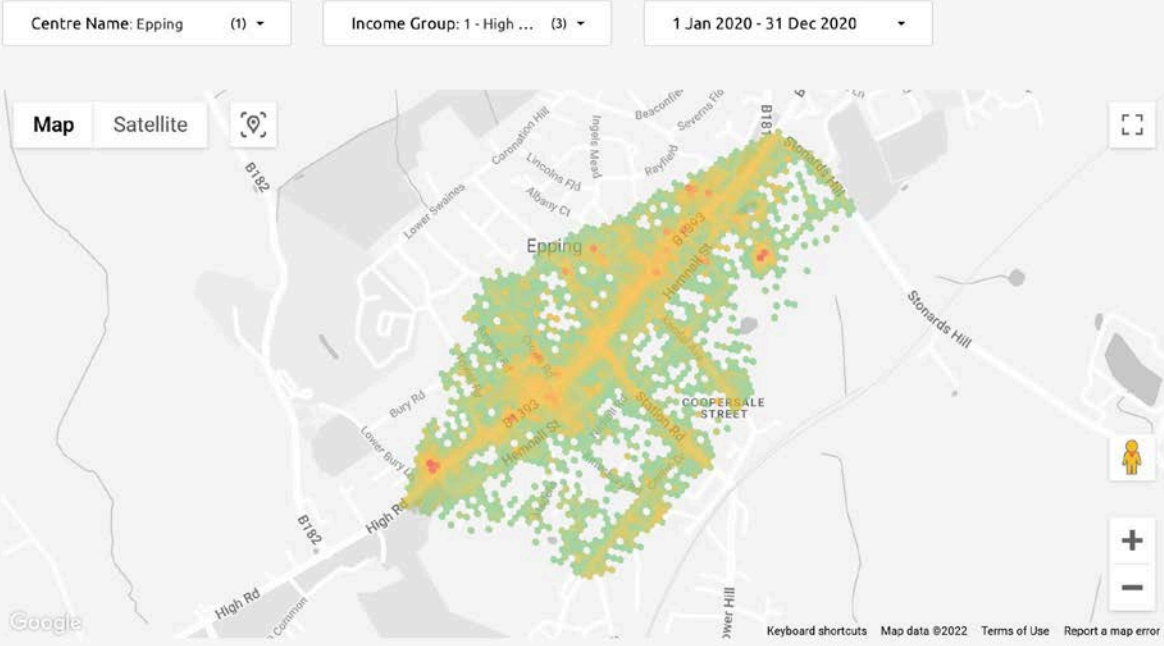
Monitoring centre footfall daily for Local Government teams



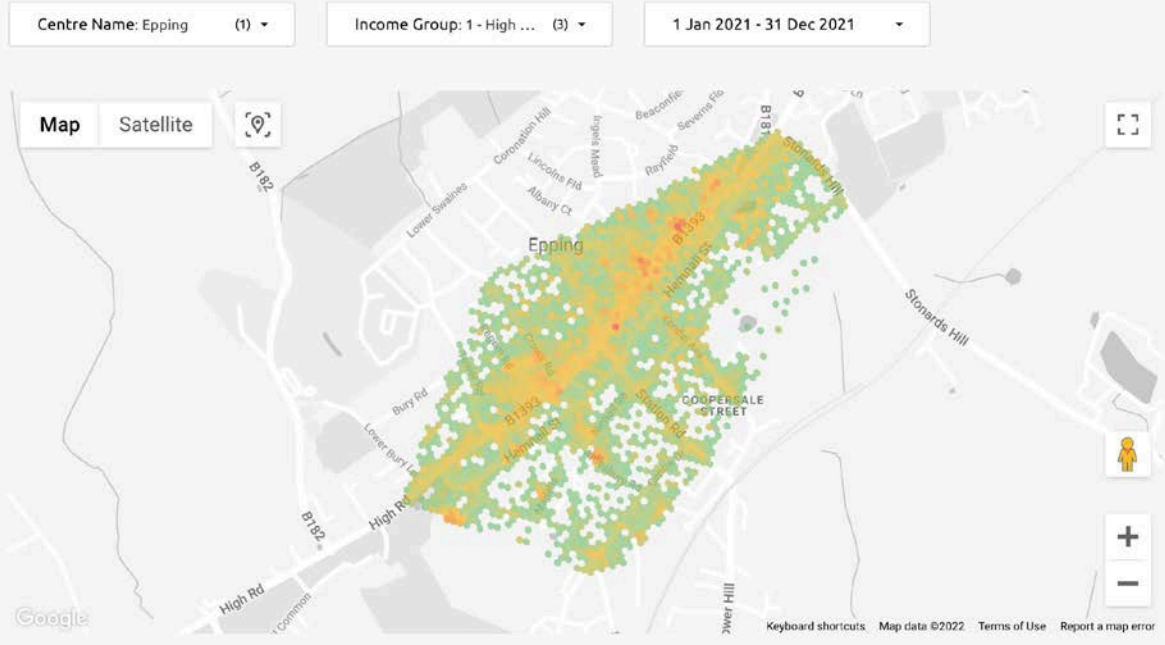
The above shows the density map from Q1 of 2022. Particular hotspots include the Epping Forest District Council Civic Office on High Street, the Black Lion Pub and the nearby area of the High Street which has multiple shops, a hotel and bars/restaurants, an M&S Foodhall also off of the High Street and the church.



The above shows the density map for 2019, showing particular areas of high density near the Tesco and along High St with various restaurants and bars nearby.



The above shows the density map for 2020, showing a shift in hotspots towards several residential areas and spread more evenly throughout the High St. We still observe relatively high density near to the Tesco.

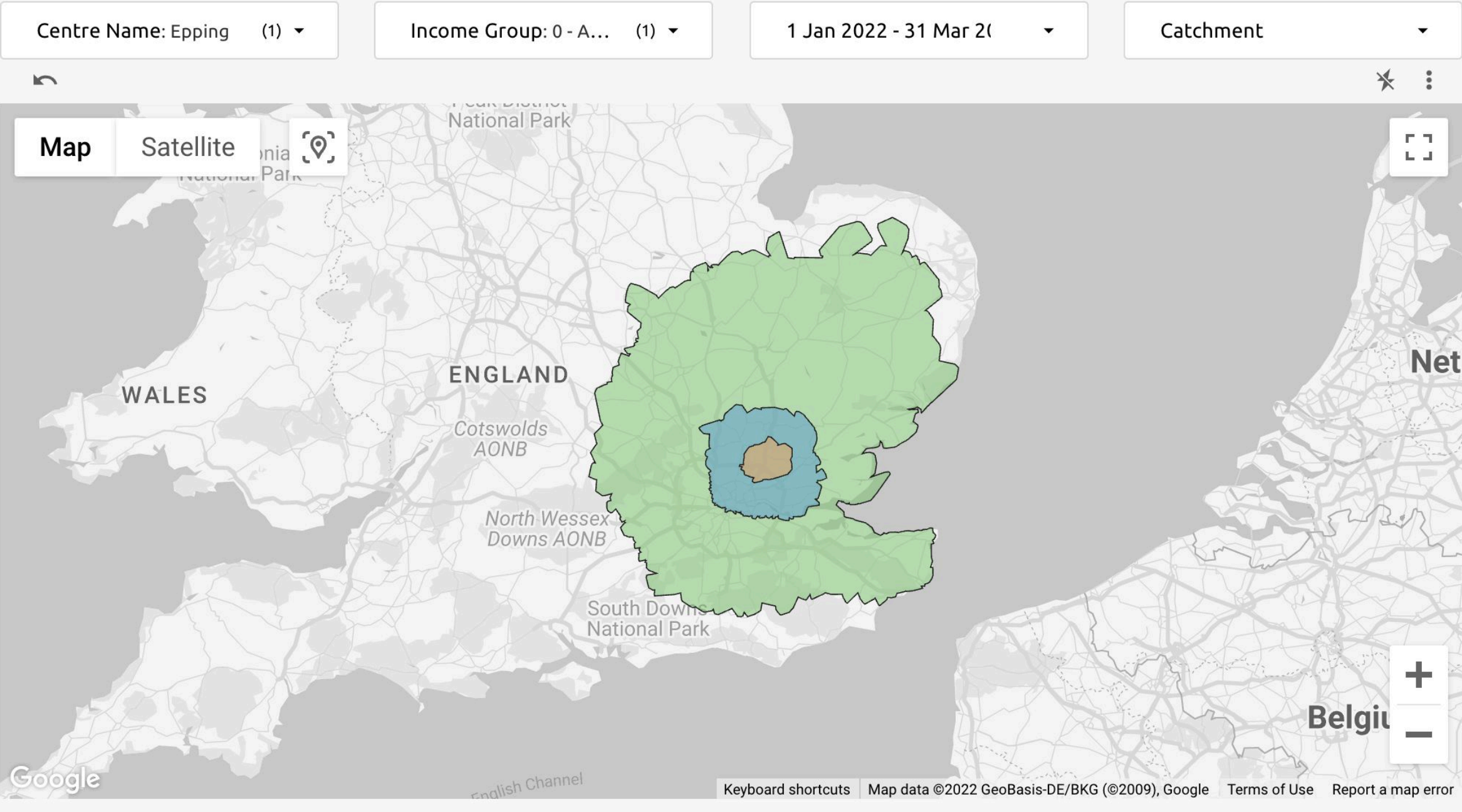


The above shows the density map for 2021, showing increased density towards the north end of High St, particular near the Thatched House Hotel, the M&S and the church, with continued relative high density near to the Tesco.

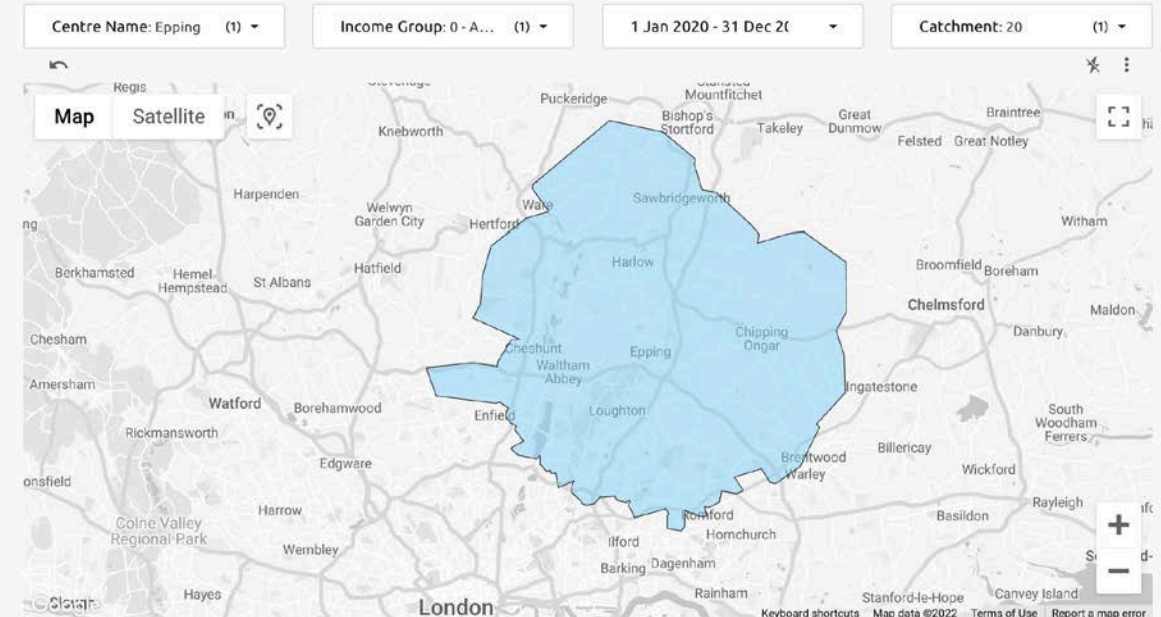
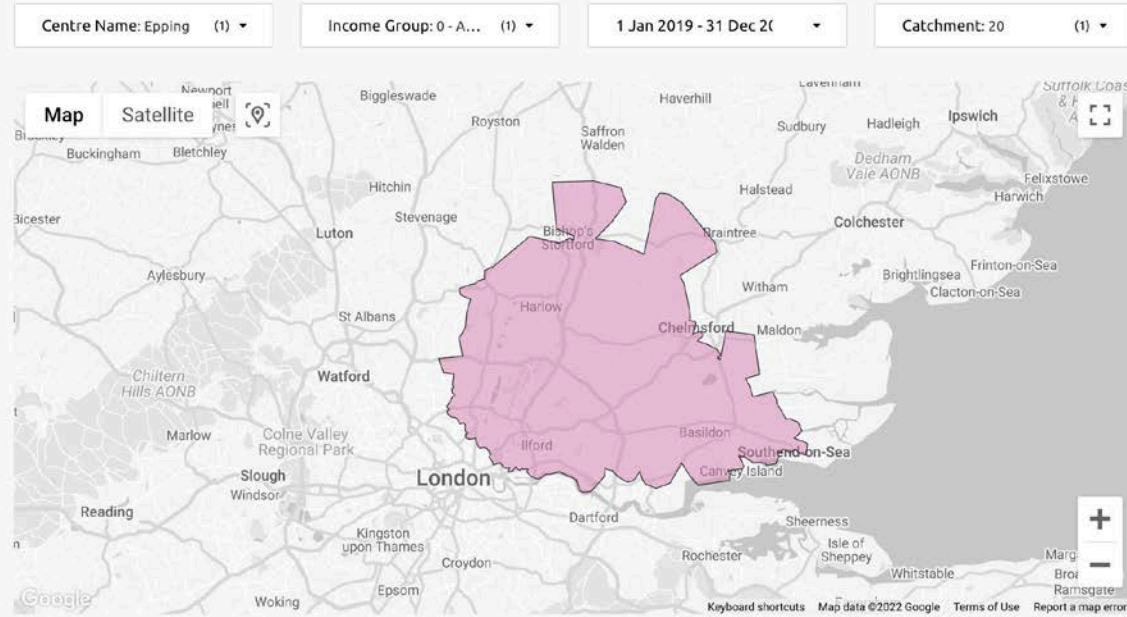


Community Vision | Epping Forest

Monitoring footfall density daily for Local Government teams

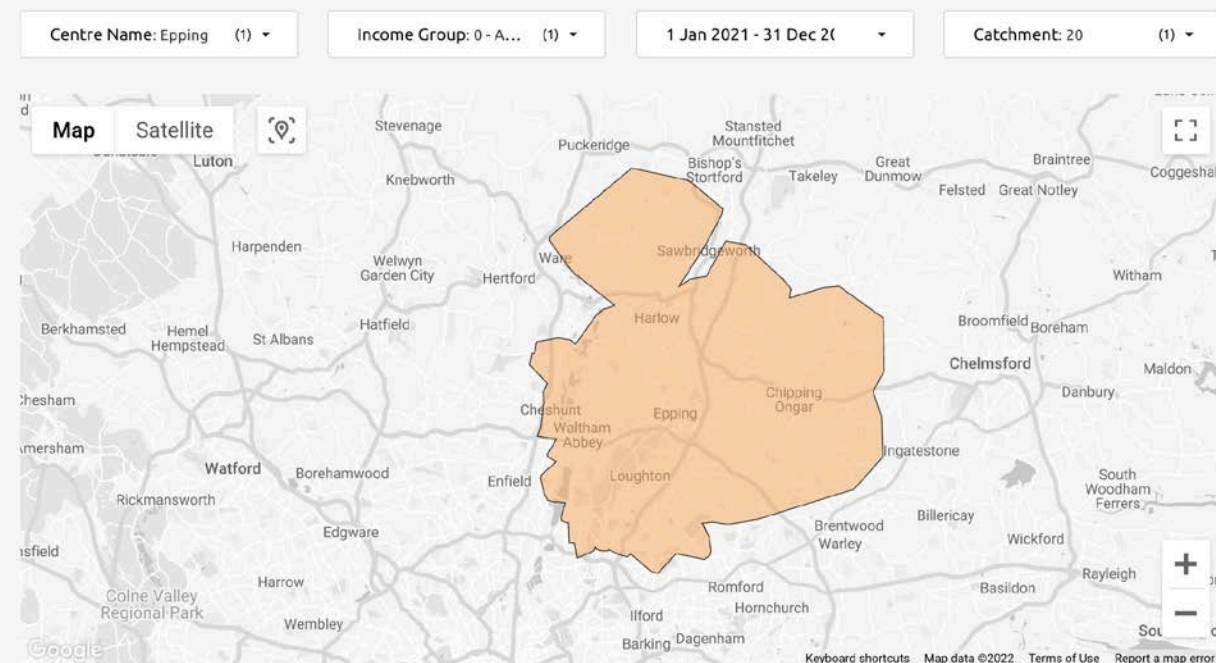


The above shows the 20%, 50% and 80% catchment for Epping in Q1 of 2022.



The above shows the 20% localised catchment for Epping from Jan 19 - Dec 19.

The above shows the 20% localised catchment for Epping from Jan 20 - Dec 20. We can see a clear decrease to catchment size indicating that people were tending to travel less from further afield during the pandemic.



The left image shows the 20% localised catchment for Epping from Jan 21 - present. This catchment is similar in size and shape to the 2020 catchment, however excludes Sawbridgeworth and Hoddesdon. It would be interesting to examine whether there have been any interventions in these locations that may be encouraging these individuals to travel less and utilise different areas.



# Loughton - The Broadway

## Footfall

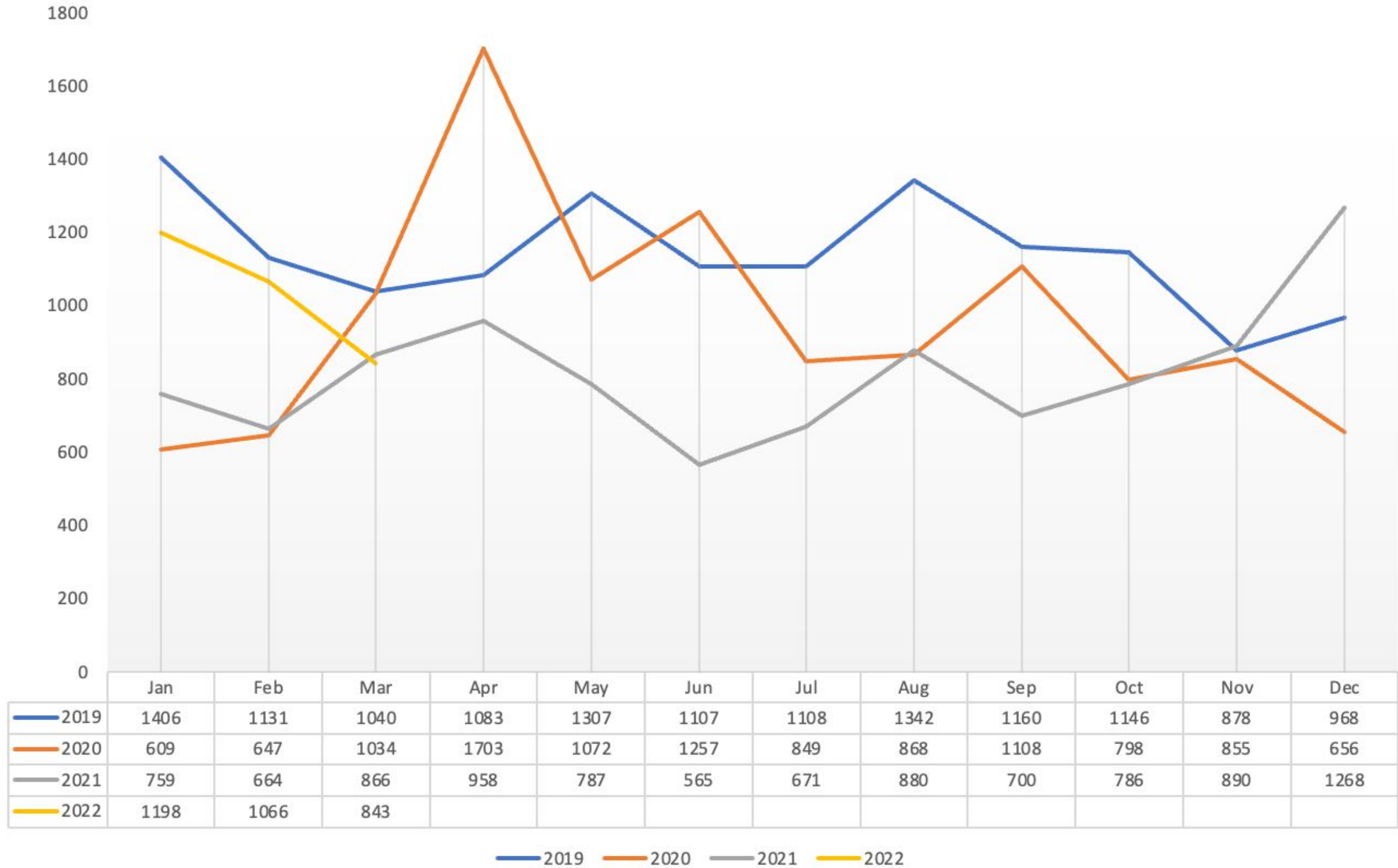
Loughton - The Broadway generally saw a decrease in footfall throughout 2020, albeit with a large spike in April and June. December 2021 showed positive signs of recovery, exceeding pre pandemic levels with footfall remaining relatively high in Q1 of 2022. Overall footfall in Q1 of 2022 was up by **36%** when compared to Q1 of 2021. (p.24)

Daily footfall comparison using our Covid timeline shows that weekend footfall fell significantly during Covid Measures and remained low throughout the last year. (p.25)

Hourly footfall comparison shows that weekday footfall fell during the morning commuter period during Covid Measures, but increased during the day. Since lockdown measures ended we have seen footfall during commuter periods decrease further, although remain higher during the day, likely due to individuals tending to utilise their local space more as habits have changed throughout the pandemic. Weekend hourly footfall fell slightly during Covid Measures and has fallen further in the "New Normal". (p.26)

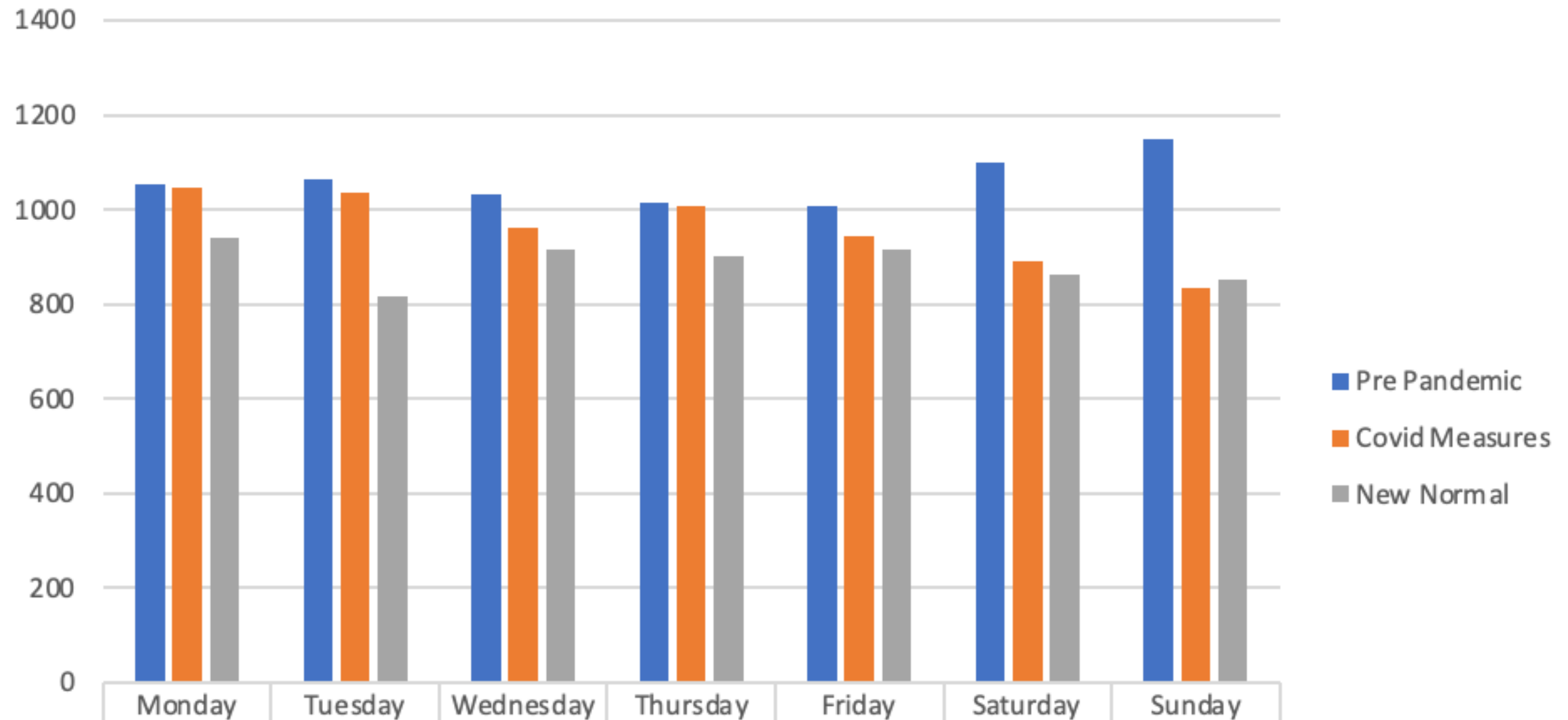


# Loughton - The Broadway - Average Daily Footfall



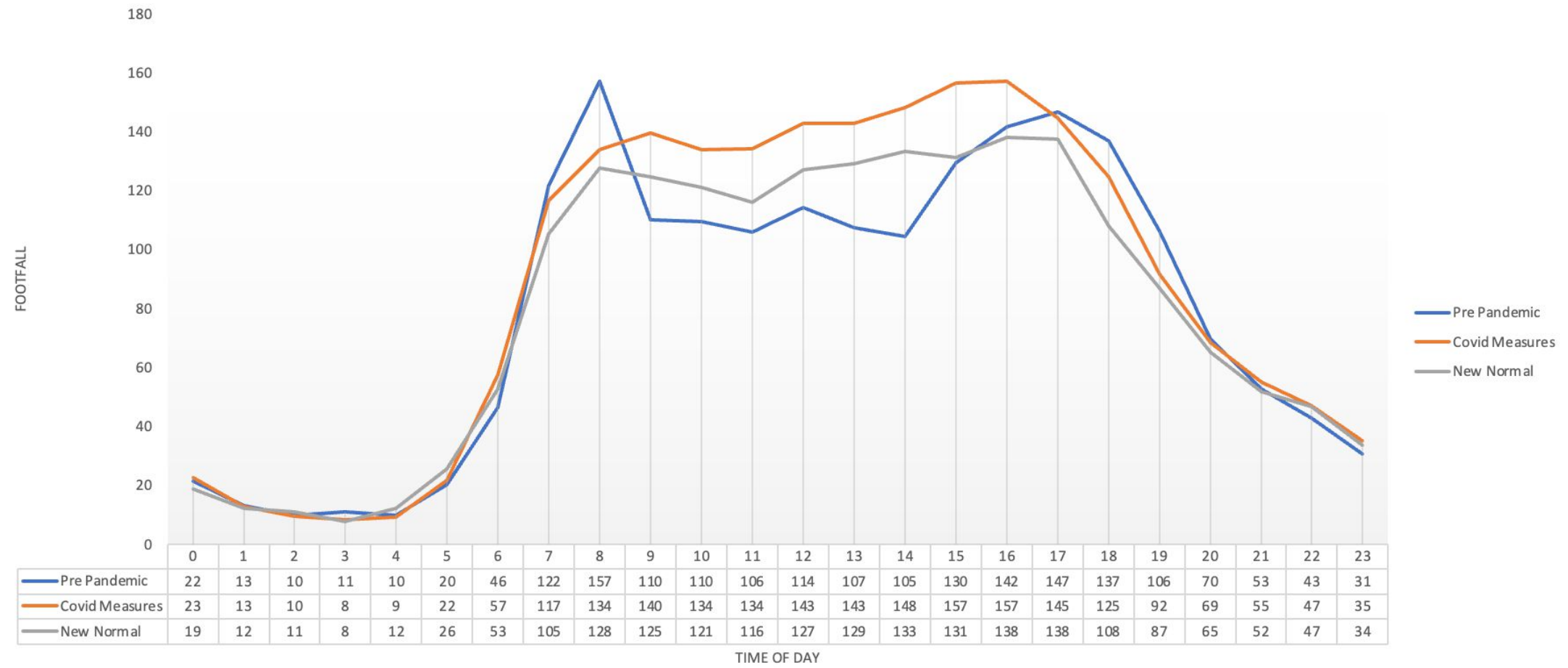


## Loughton - The Broadway: Daily Footfall - Covid Timeline Comparison

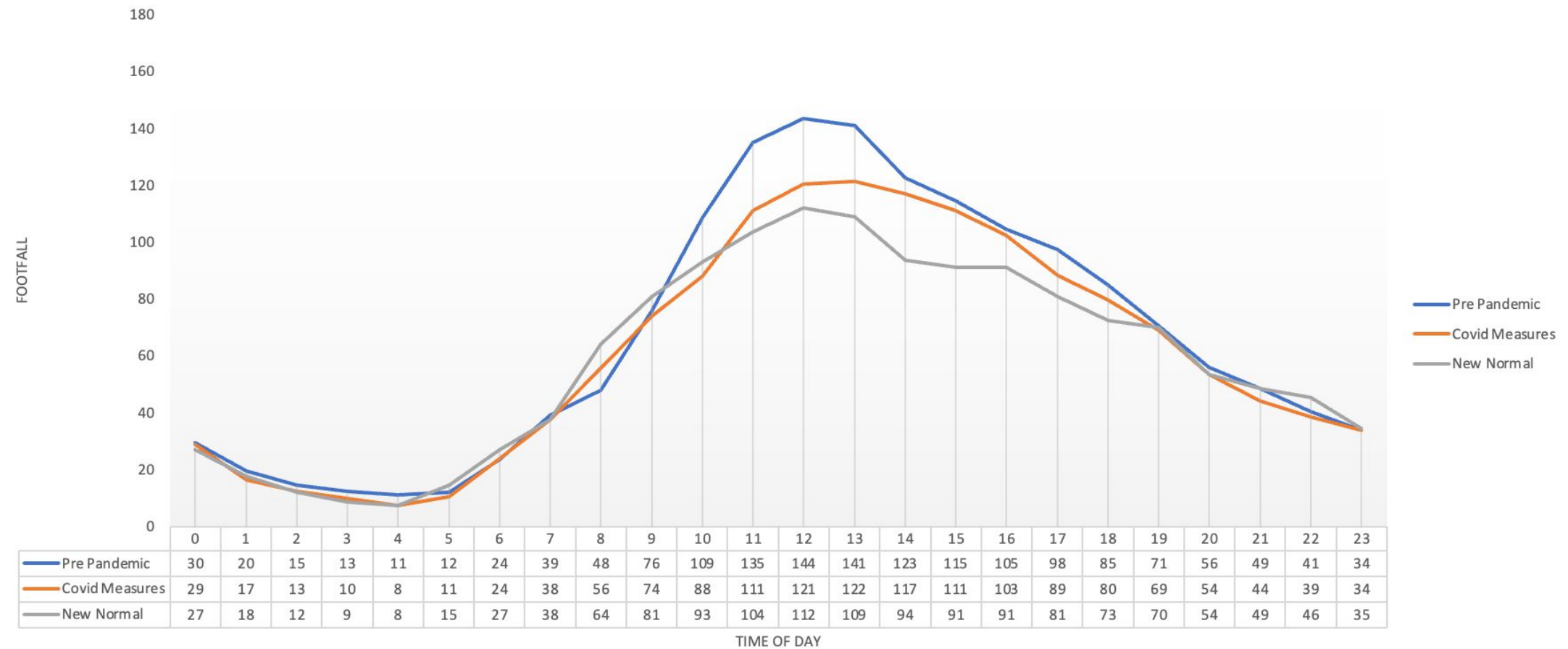


	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Pre Pandemic	1053	1065	1031	1013	1008	1099	1150
Covid Measures	1045	1036	963	1008	945	892	835
New Normal	941	818	915	901	916	862	851

### Loughton - The Broadway: Hourly Footfall - Weekdays

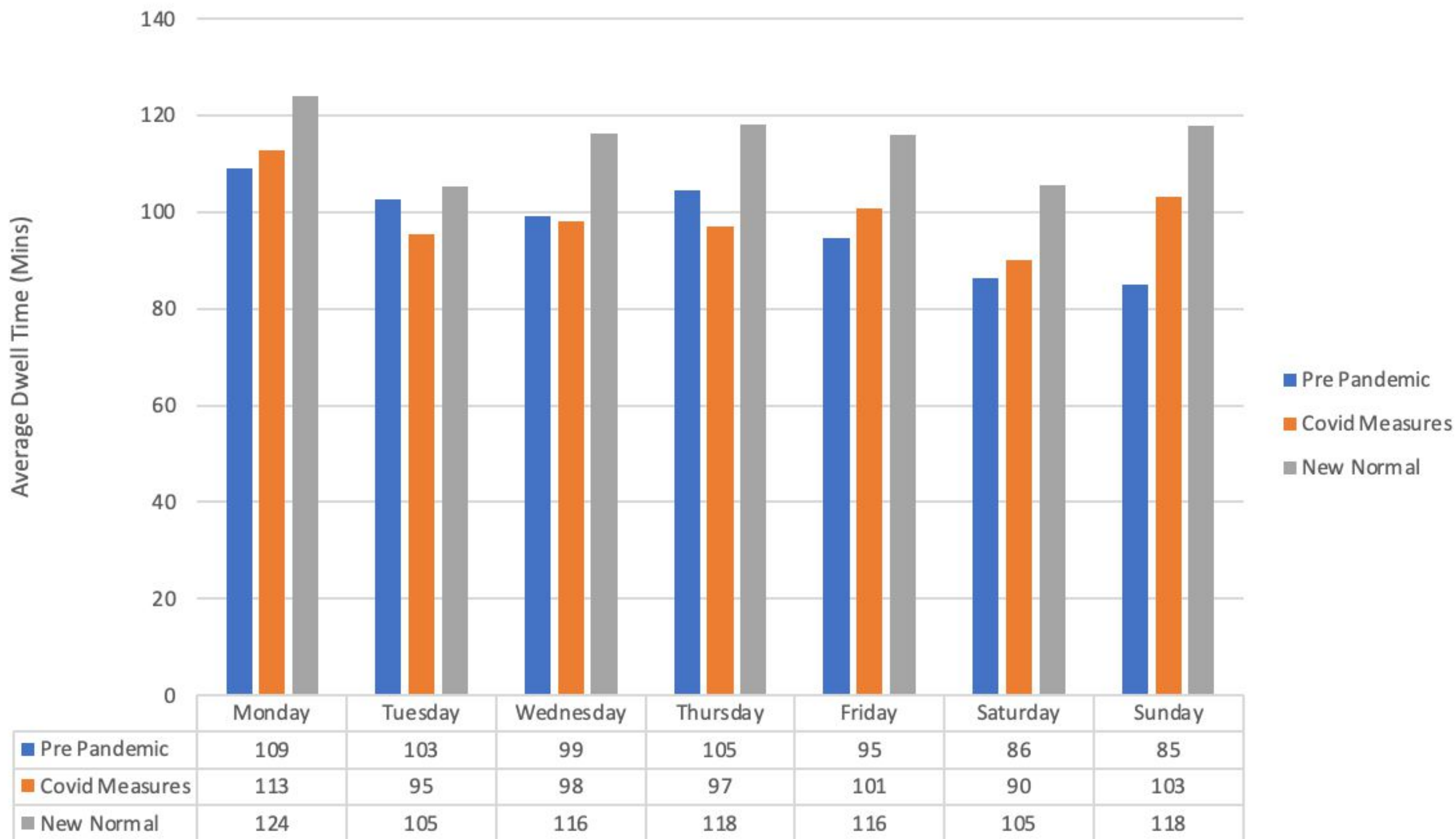


### Loughton - The Broadway: Hourly Footfall - Weekends





## Loughton - The Broadway - Average Daily Dwell Time

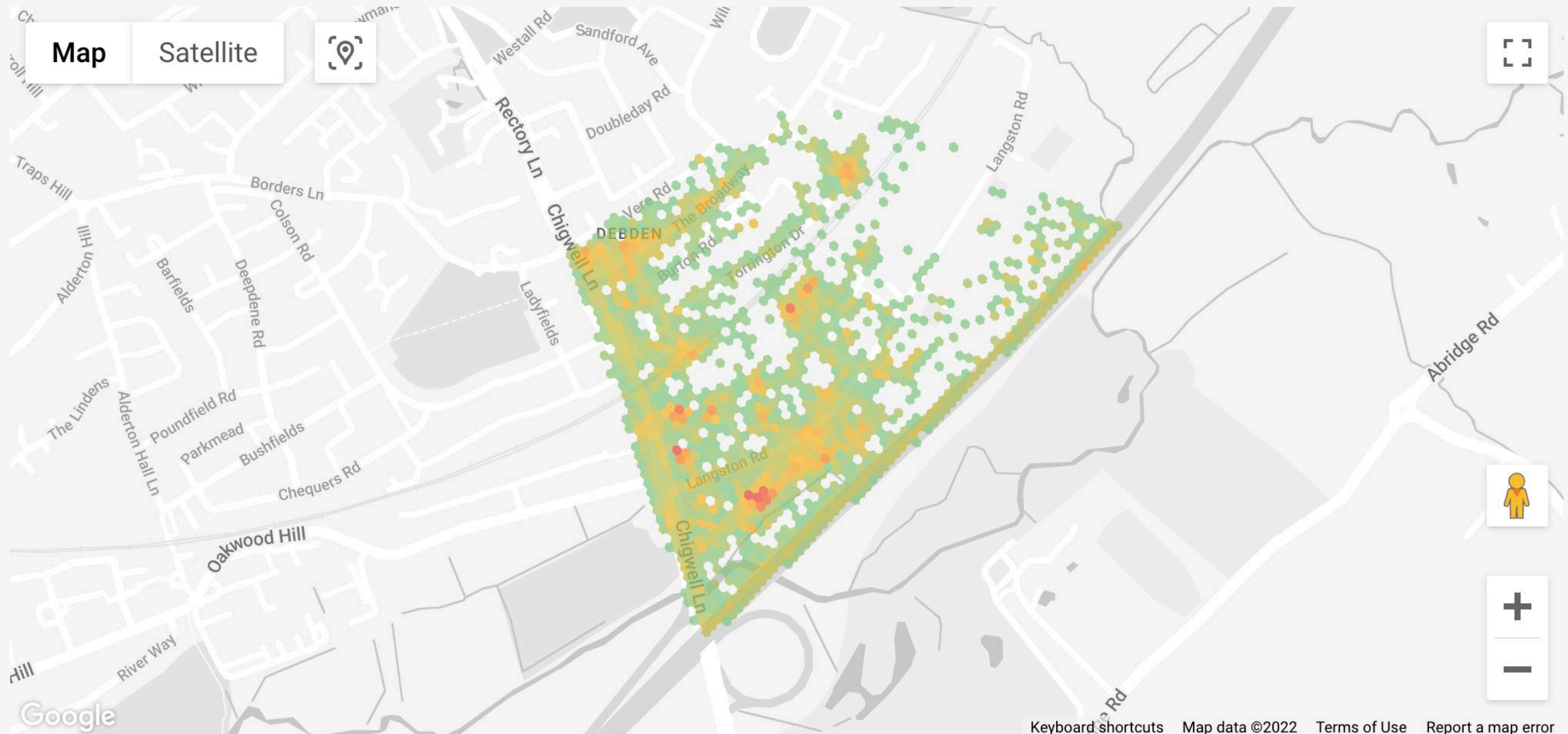


Dwell time has increase significantly across the board in the “New Normal”, with increases of between 10 and 40 minutes when compared to pre pandemic levels, indicating people are tending to stay much longer per visit.

Centre Name: Loughto... (1) ▼

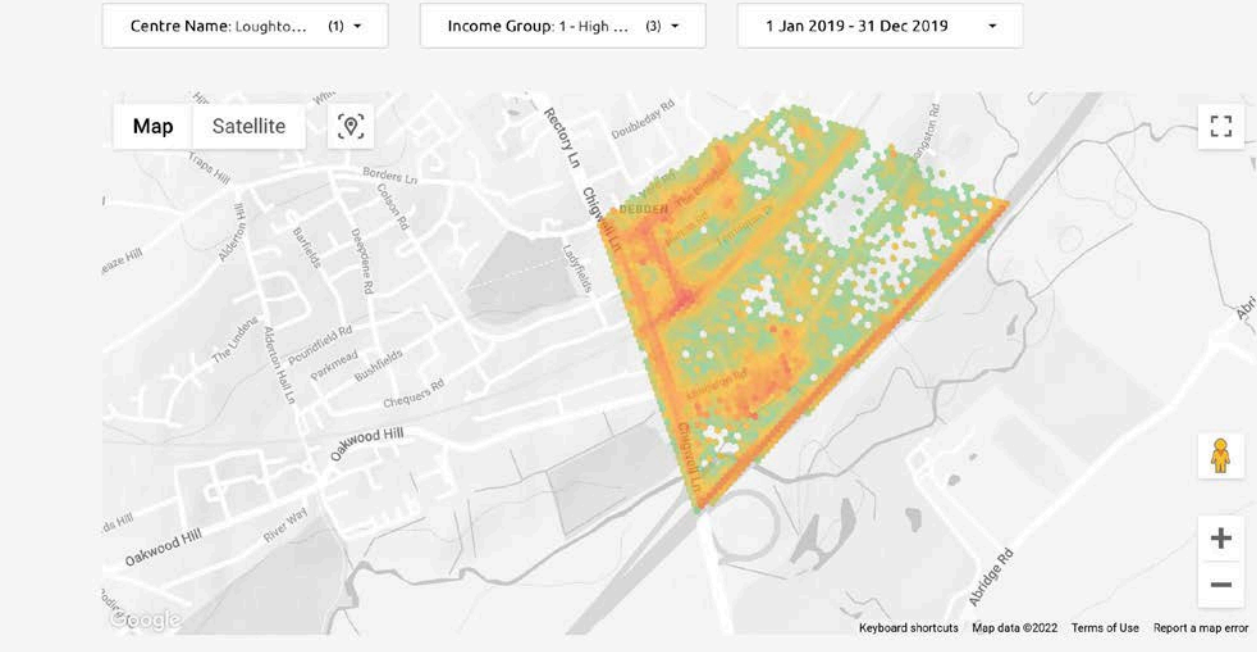
Income Group: 1 - High ... (3) ▼

1 Jan 2022 - 31 Mar 2022 ▼



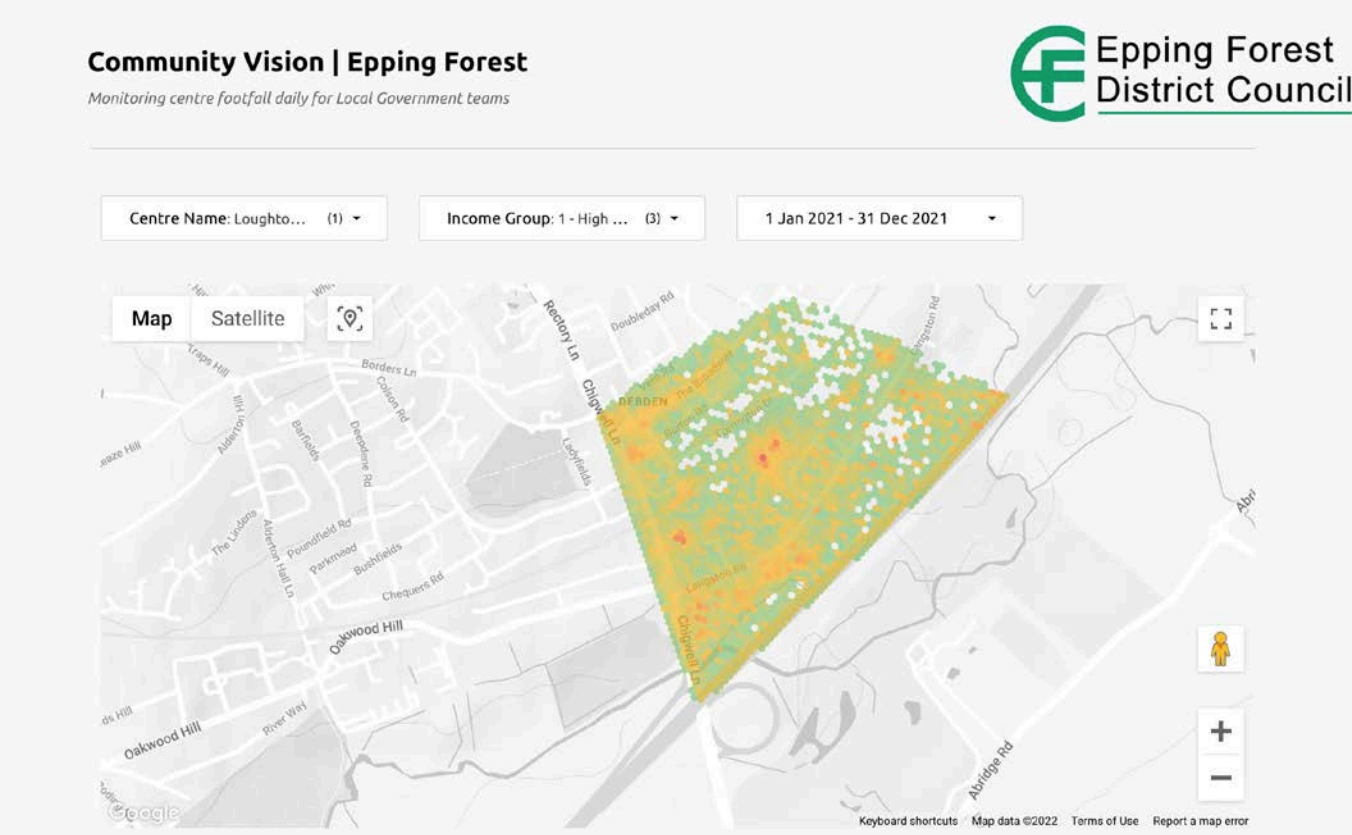
The above shows the density map from Q1 2022. Particular hotspots include a retail park on Langston Road, a Royal Mail depot on Lenthall Road, an area of The Broadway including many shops, a BP garage and an M&S and Little Oaks Children's Centre.





The above shows the density map for 2019, showing particular areas of high density along The Broadway, Chigwell Lane and Debdon Station. The retail park off of Langston Road is also showing particularly high density levels.

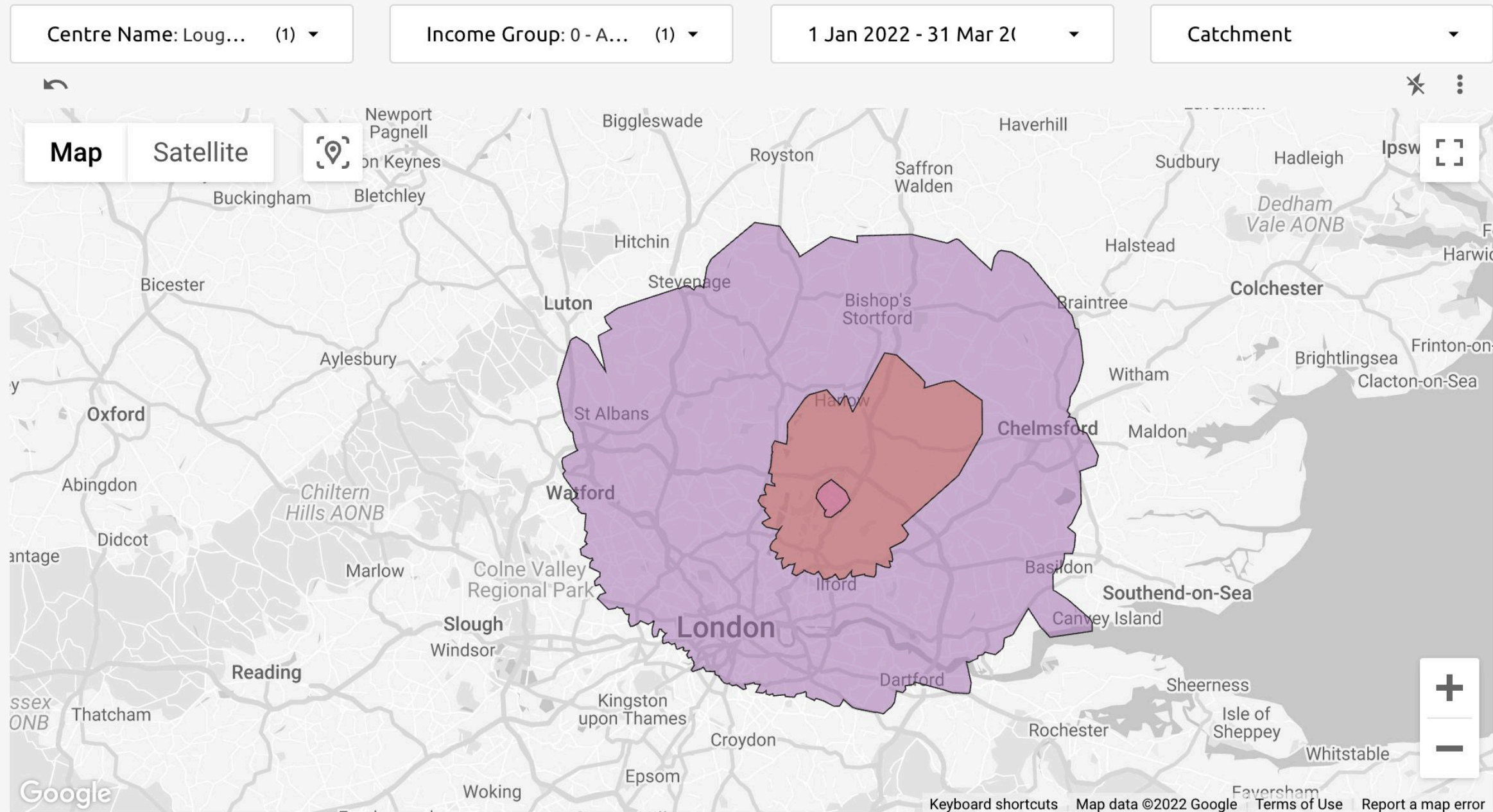
The above shows the density map for 2020, showing less density in general, with particular hotspots again along The Broadway, near the Royal Mail depot, Debdon station and the retail park on Langston Road.



The above shows the density map for 2021, showing slight decrease again in density, with particular hotspots near the retail park on Langston Road, near the Royal Mail depot and near the Sainsbury's on Burton Road.

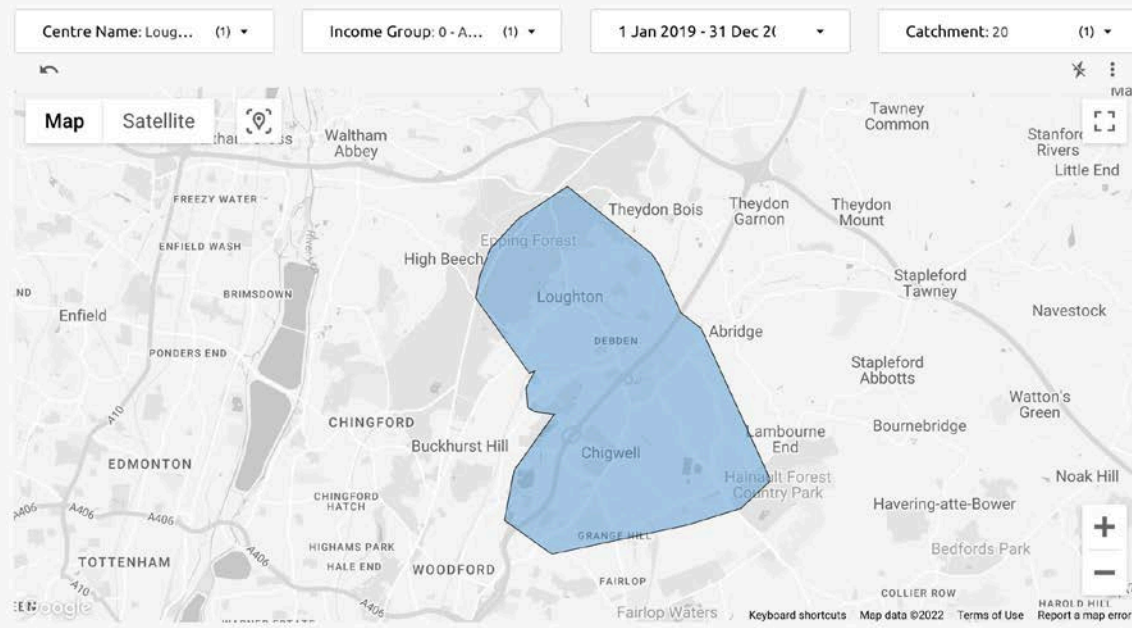
# Community Vision | Epping Forest

Monitoring footfall density daily for Local Government teams

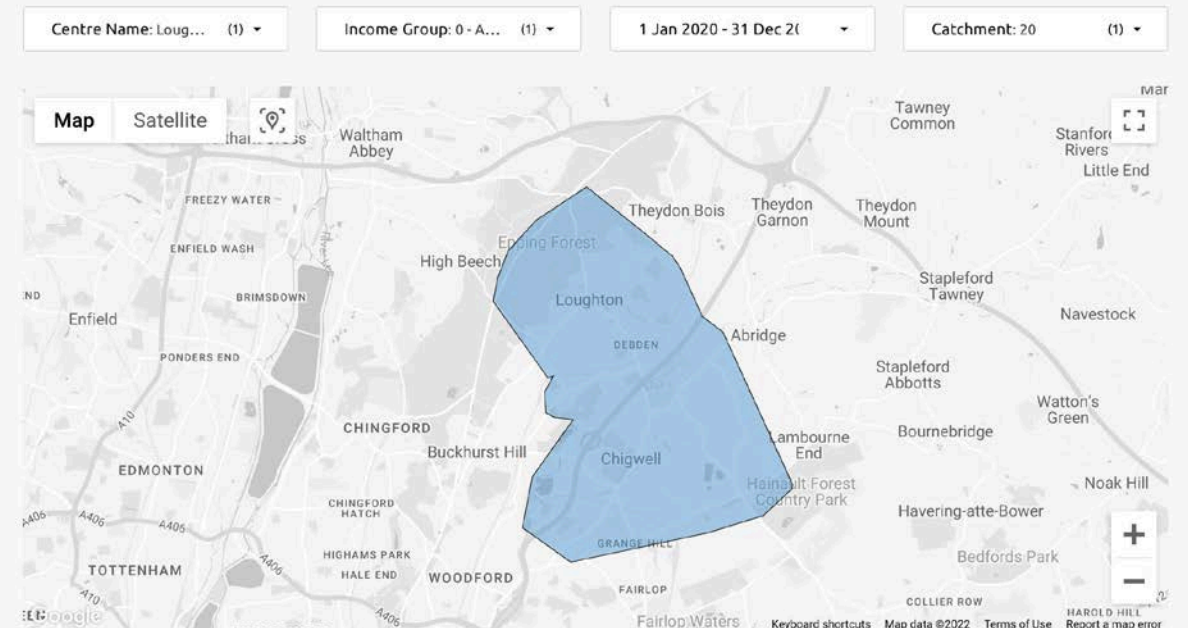


The above shows the 20%, 50% and 80% catchment for Lough... - The Broadway in Q1 2022.

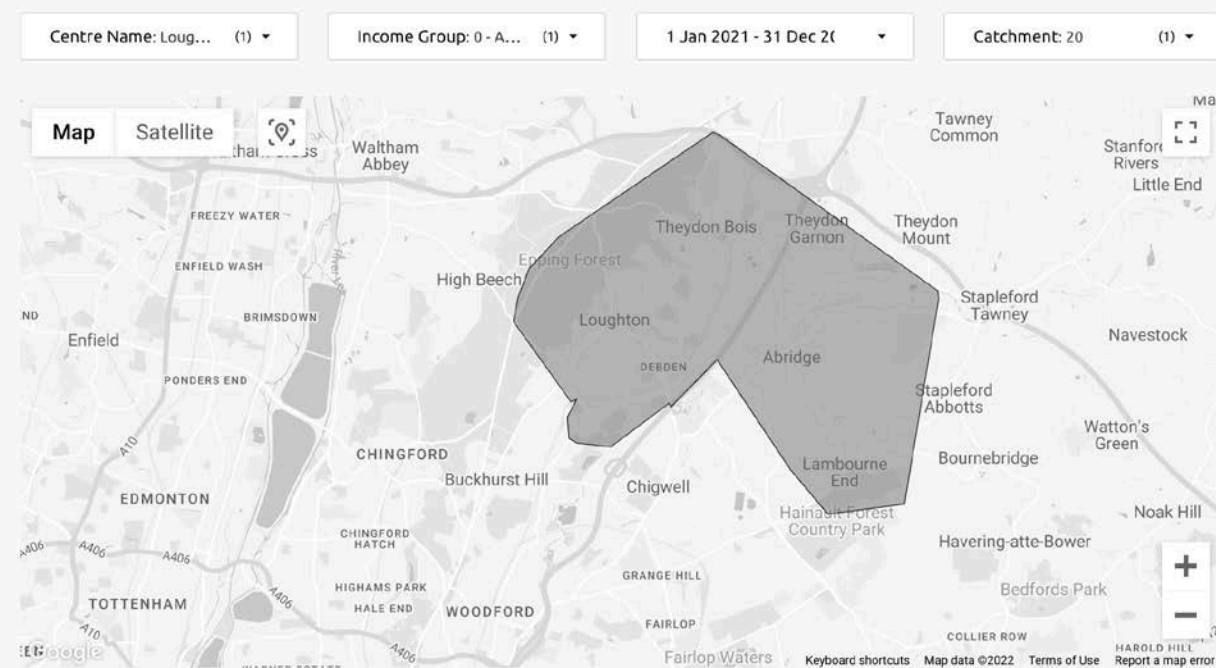




The above shows the 20% localised catchment for Loughton - The Broadway from Jan 19 - Dec 19.



The above shows the 20% localised catchment for Loughton - The Broadway from Jan 20 - Dec 20. We can see that the catchment is the same as the previous year, indicating its nearest 20% of visitors were coming from the same areas.



The left image shows the 20% localised catchment for Loughton - The Broadway from Jan 21 - present. This catchment has changed shape quite significantly and now excludes Chigwell, but has extended to cover Theydon Bois and Theydon Garnon, as well as extending east towards Stapleford Tawney.





# Loughton High Road

## Footfall

Loughton High Road saw a decrease in footfall throughout 2020, with Q4 of 2021 showing very positive signs of recovery, exceeding pre pandemic levels in December. Footfall has remained relatively high in Q1 of 2022. Overall footfall in Q1 of 2022 was up by **18%** when compared to Q1 of 2021. (p.33)

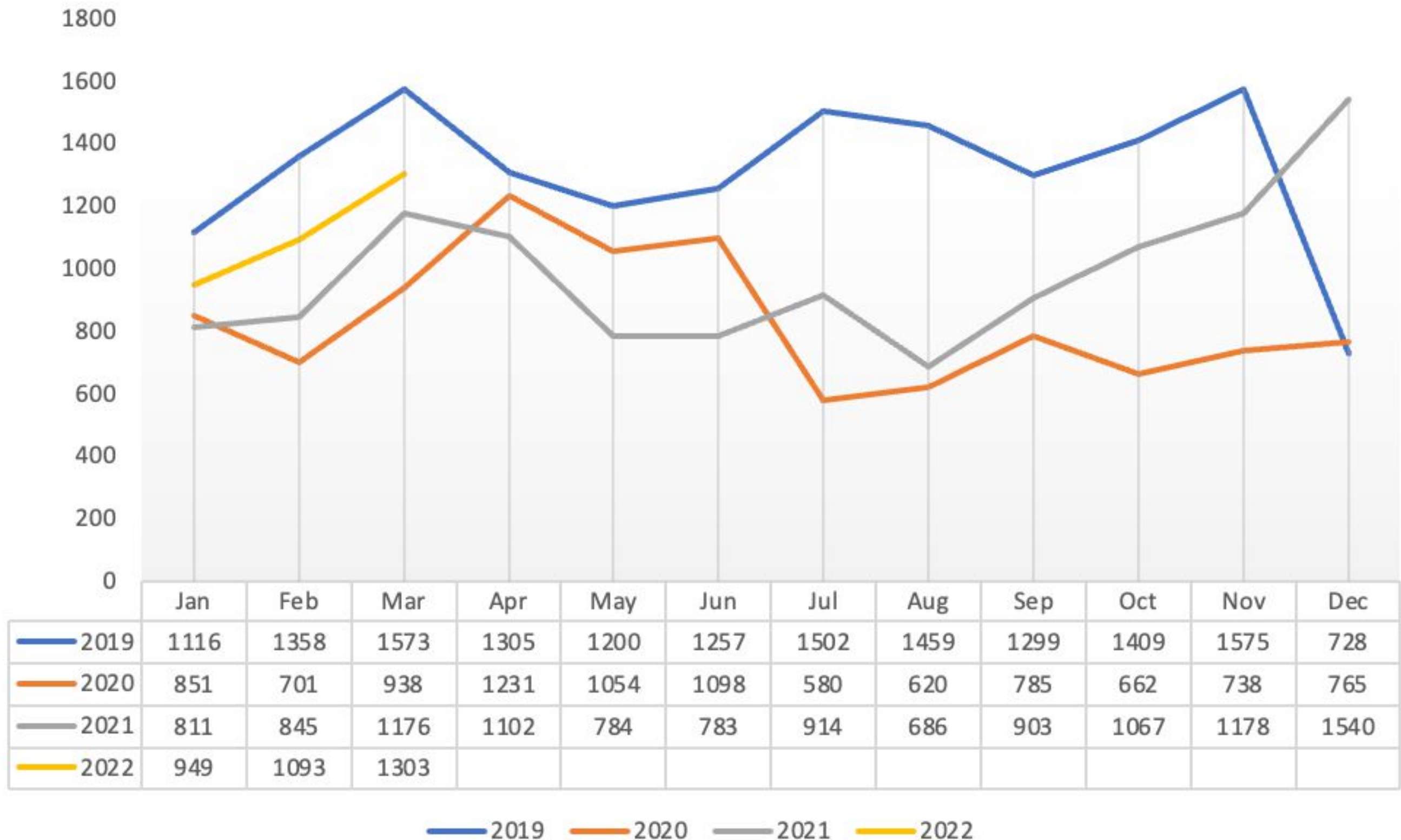
Daily footfall comparison using our Covid timeline shows that footfall fell significantly across the board during Covid Measures but is showing positive signs of recovery across the last year. (p.34)

Hourly footfall comparison shows that weekday footfall fell significantly during the morning commuter period during Covid Measures, but since lockdown measures ended we have seen footfall during commuter periods increase.

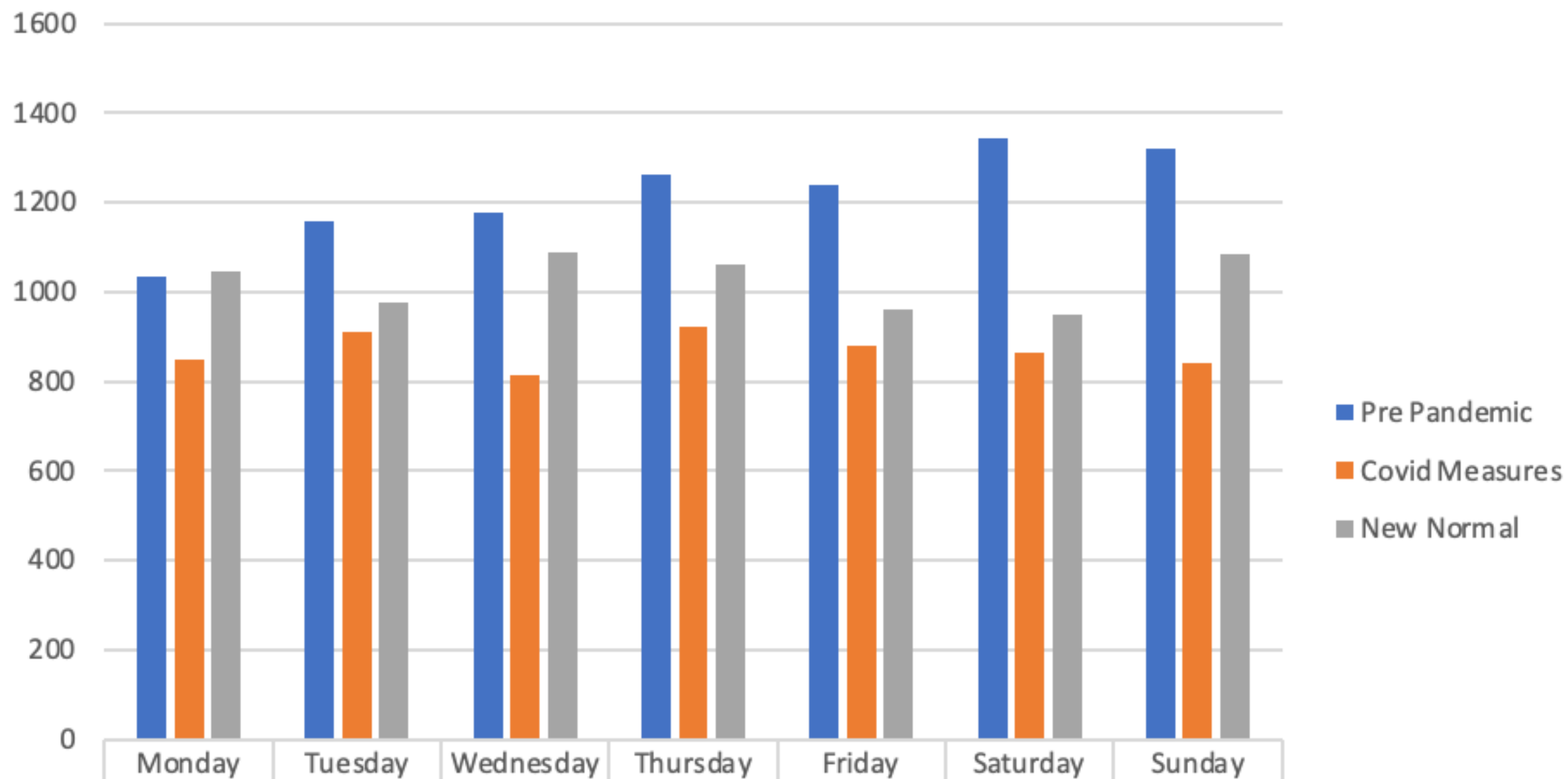
Weekday night time economy in particular has seen an increase on pre pandemic levels from 9pm - 2am in the "New Normal". Weekend hourly footfall fell significantly during Covid Measures but has shown some recovery over the last year, in particular during the evening from 7pm - 2am. (p.35)



## Loughton High Road - Average Daily Footfall



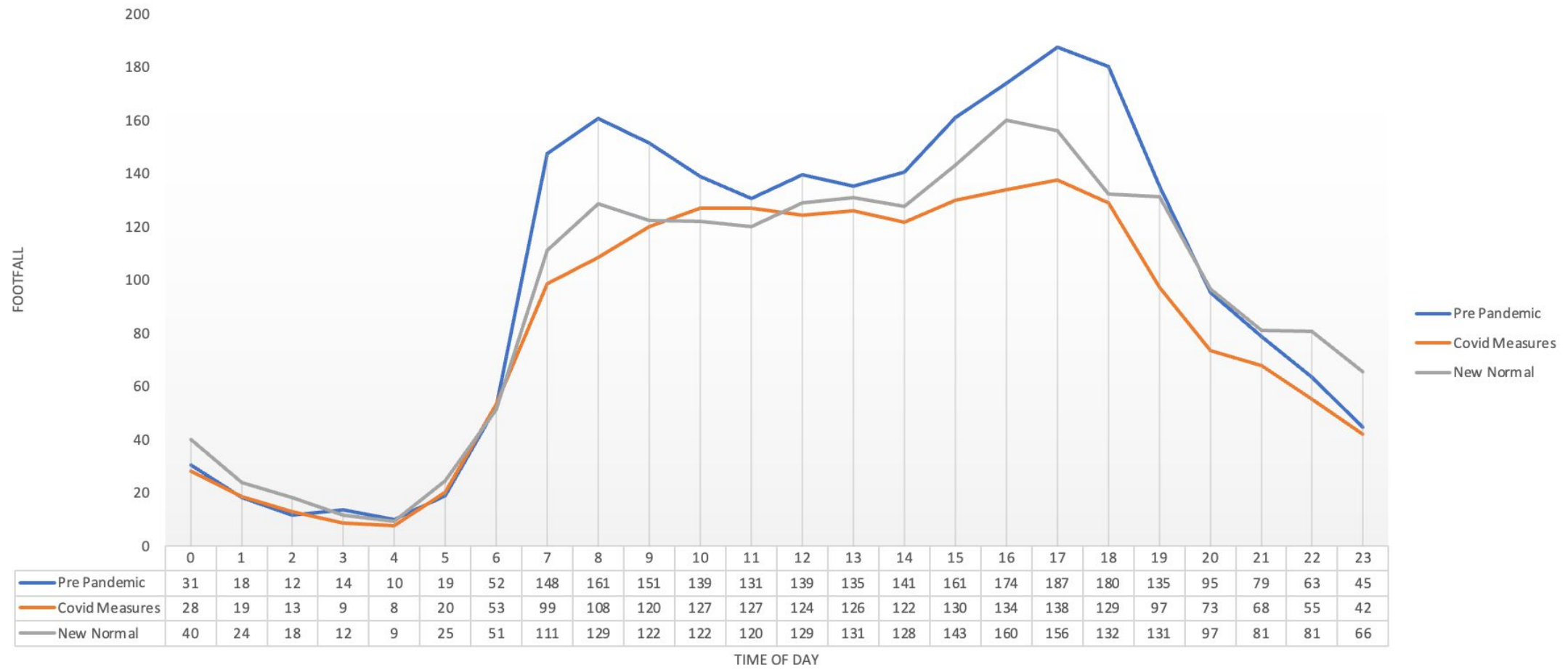
## Loughton High Road Daily Footfall - Covid Timeline Comparison



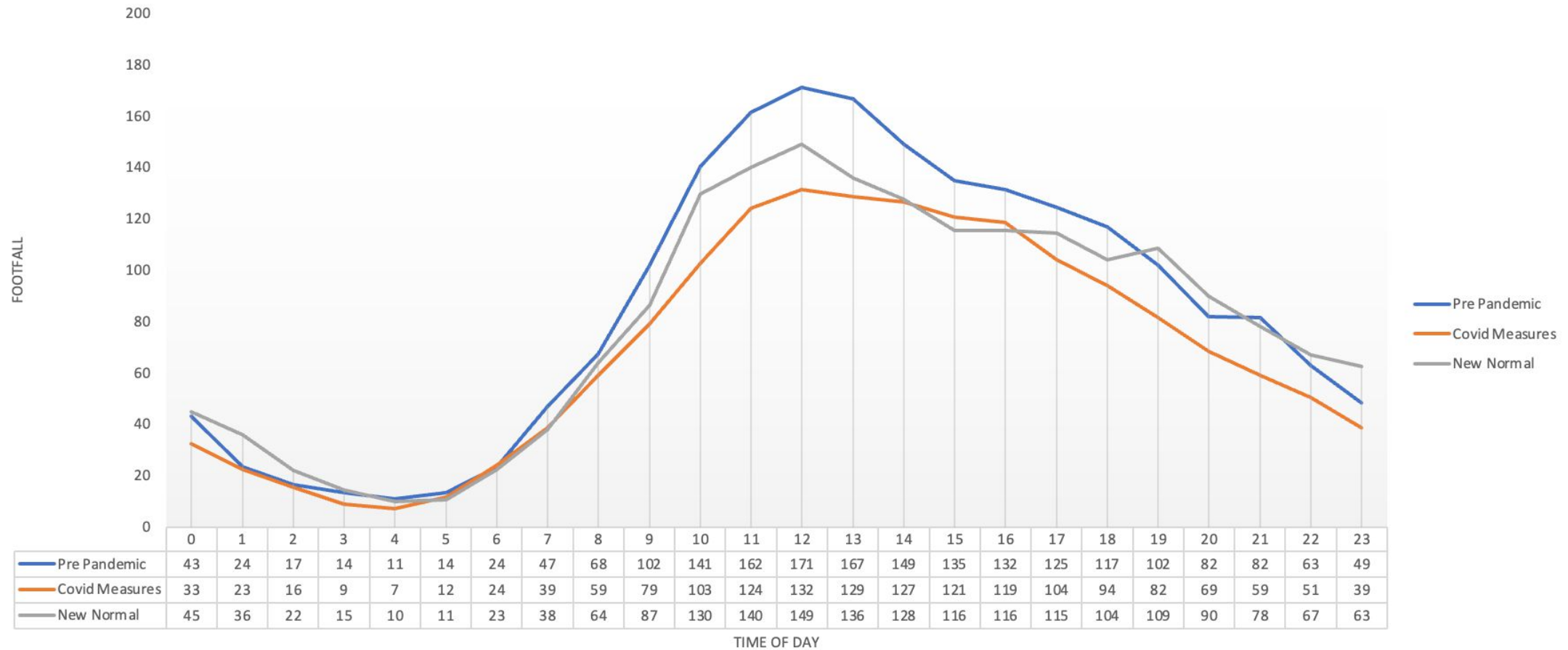
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Pre Pandemic	1034	1156	1176	1263	1239	1343	1322
Covid Measures	848	910	815	920	878	864	842
New Normal	1047	976	1087	1061	959	948	1085



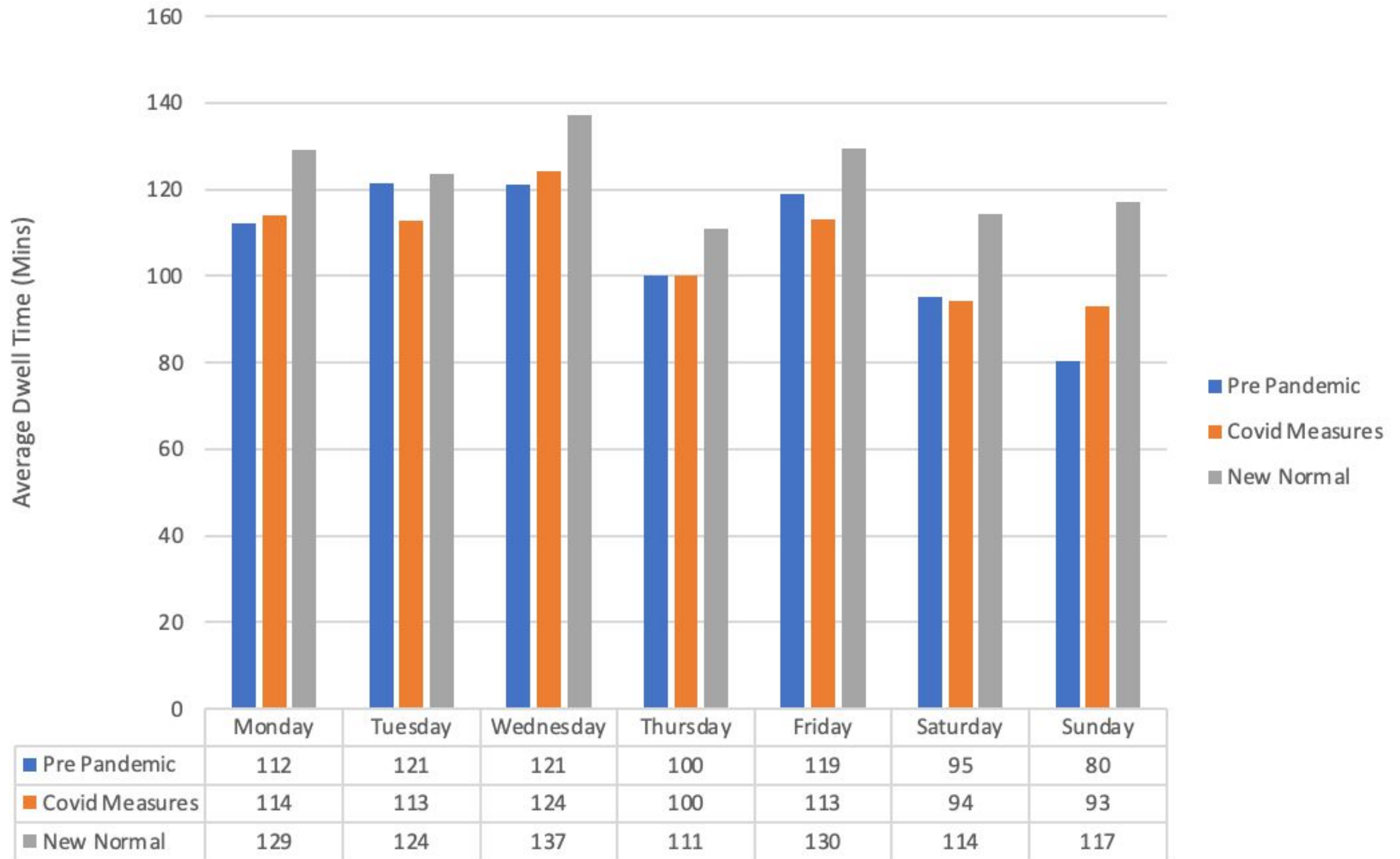
### Loughton High Rd Hourly Footfall - Weekdays



### Loughton High Rd Hourly Footfall - Weekends



## Loughton High Road - Average Daily Dwell Time



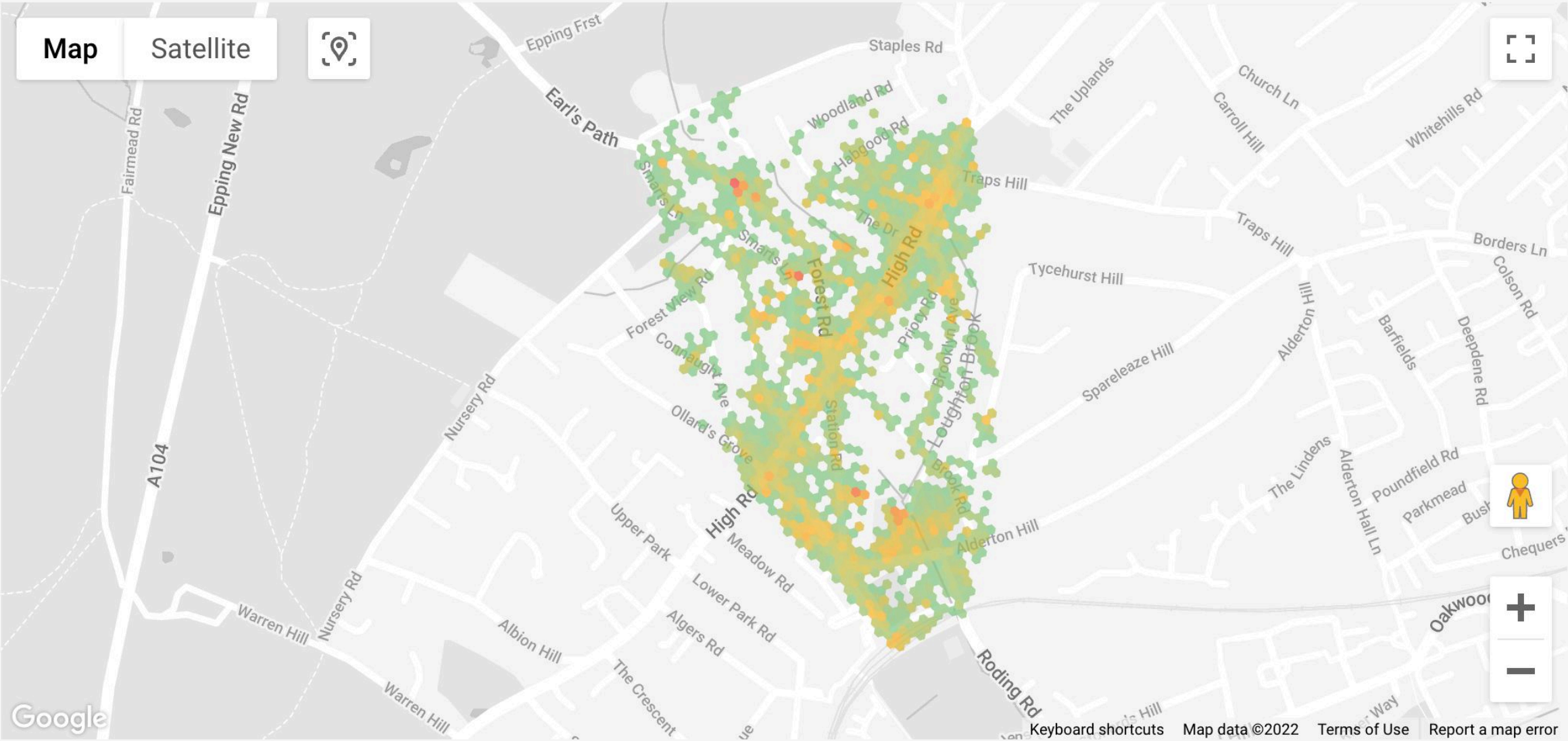
Dwell time has increase significantly across the board in the “New Normal”, with increases of between 10 and 40 minutes when compared to pre pandemic levels, particularly on the weekend.



Centre Name: Loughto... (1) ▼

Income Group: 1 - High ... (3) ▼

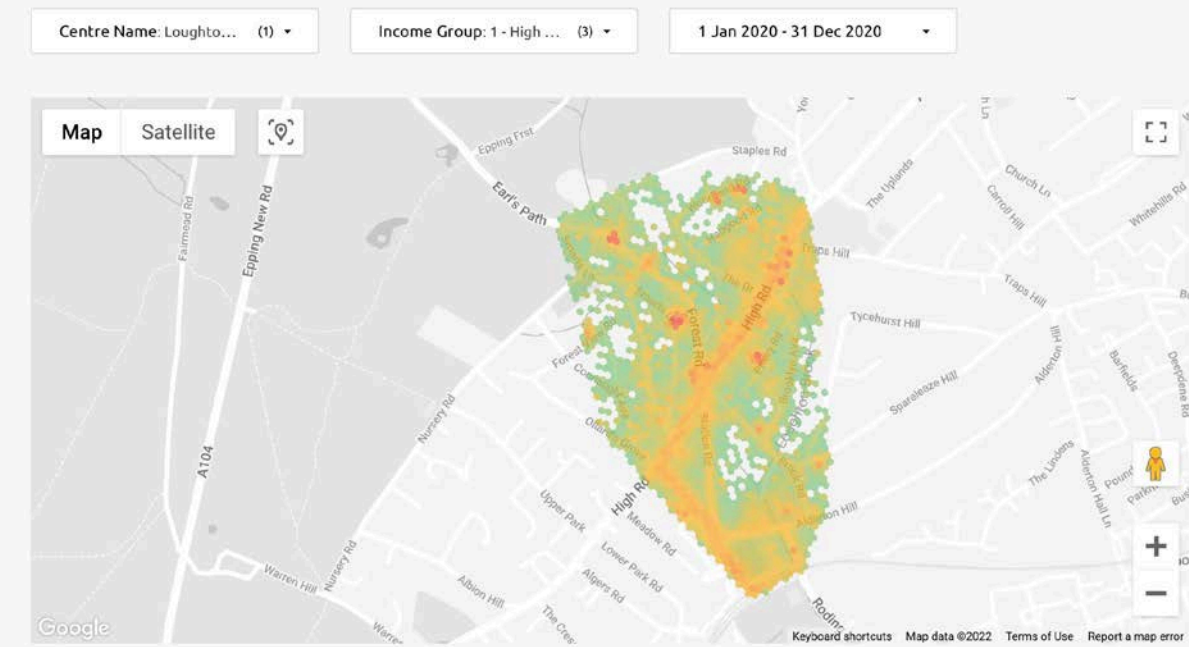
1 Jan 2022 - 31 Mar 2022 ▼



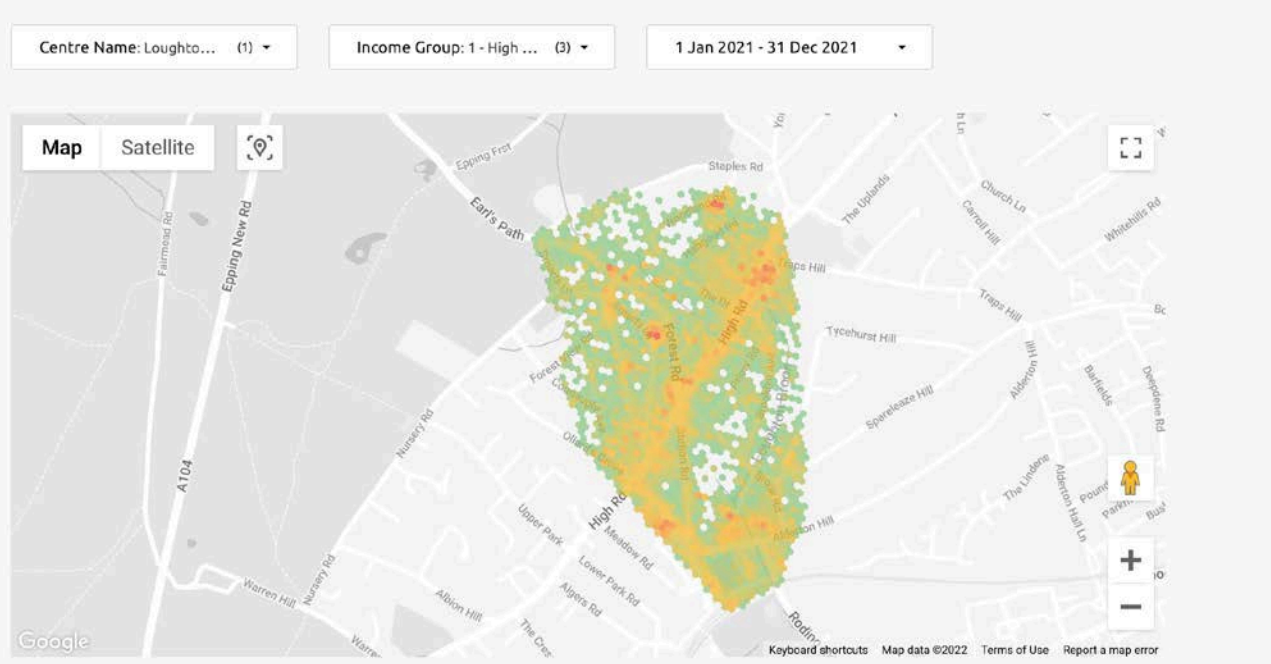
The above shows the density map for Q1 of 2022. Particular hotspots include various areas of the high road near a bus stop, multiple shops and places to eat, The Royal Oak pub on Forest Road, The Carpenters Arms pub on Smarts Lane, amongst others.



The above shows the density map for 2019, showing particular areas of high density along High Road and Old Station Road. Other hotspots include the Telephone Exchange on Priory Road and The Victoria Tavern on Forest Road.

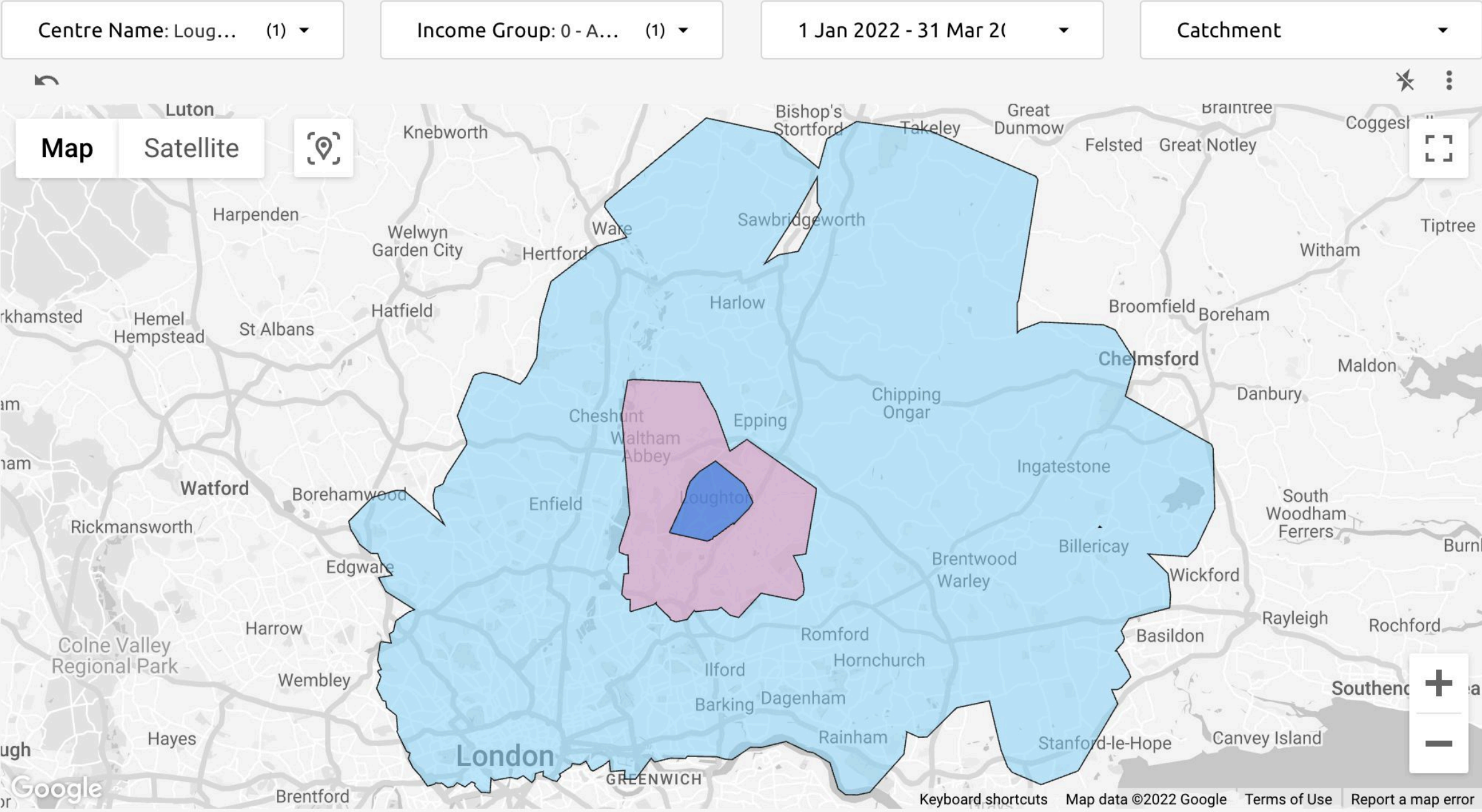


The above shows the density map for 2020, showing less density in general, with particular hotspots again along High Road and Old Station Road, near the Carpenters Arms pub and the Telephone Exchange on Priory Road.



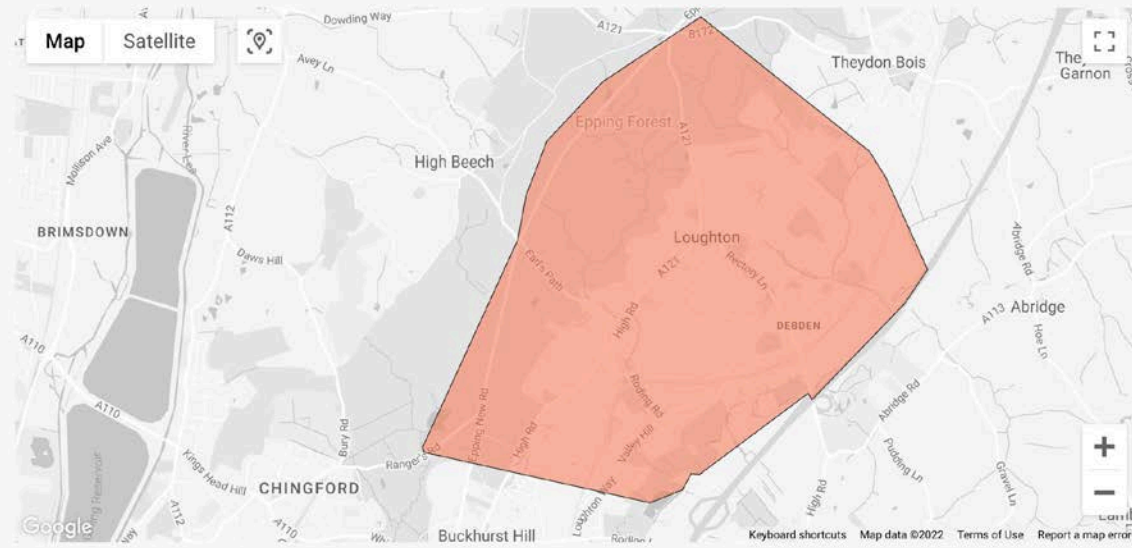
The above shows the density map for 2021, with particular hotspots centred around the north end of High Road near to various shops and restaurants. Other hotspots include the large Sainsbury's, the Carpenter's Arms pub, The Royal Oak pub.





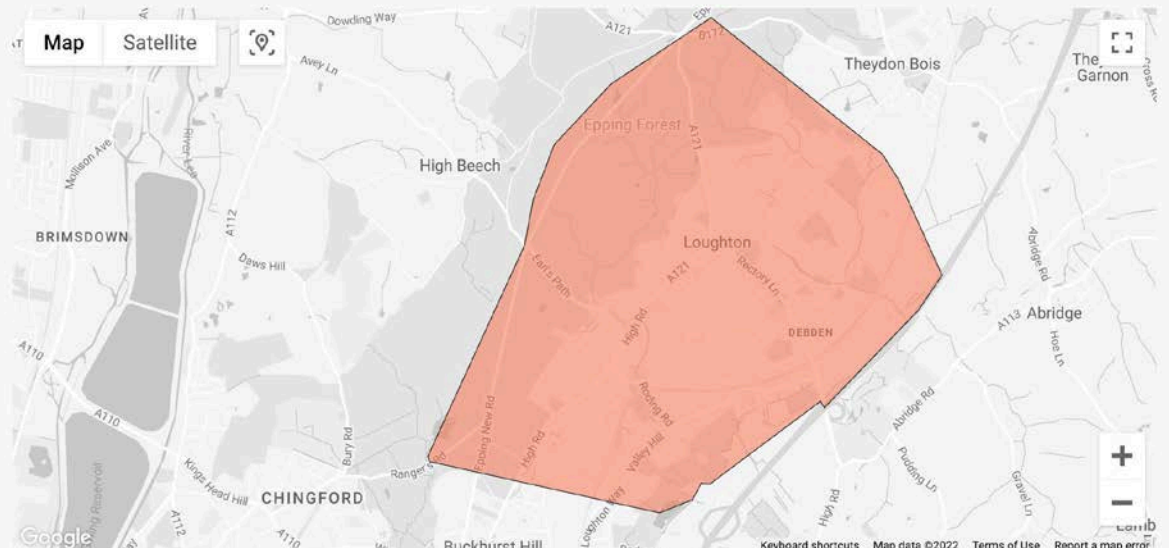
The above shows the 20%, 50% and 80% catchment for Loughton High Road in Q1 2022.

Centre Name: Lough... (1) ▼ Income Group: 0 - A... (1) ▼ 1 Jan 2019 - 31 Dec 2019 ▼ Catchment: 20 (1) ▼



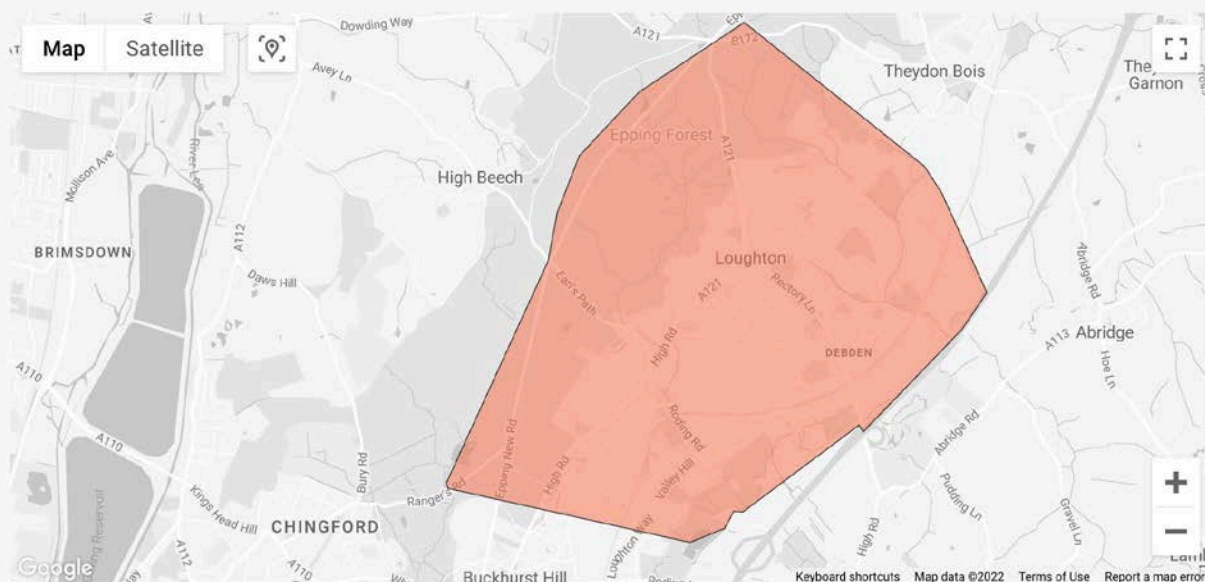
The above shows the 20% localised catchment for Loughton High Rd from Jan 19 - Dec 19.

Centre Name: Lough... (1) ▼ Income Group: 0 - A... (1) ▼ 1 Jan 2020 - 31 Dec 2020 ▼ Catchment: 20 (1) ▼



The above shows the 20% localised catchment for Loughton High Rd from Jan 20 - Dec 20. We can see the catchment has not changed, indicating the nearest 20% of visitors are coming from the same area.

Centre Name: Lough... (1) ▼ Income Group: 0 - A... (1) ▼ 1 Jan 2021 - 31 Dec 2021 ▼ Catchment: 20 (1) ▼



The left image shows the 20% localised catchment for Loughton High Rd from Jan 21 - Dec 21. This catchment has again not changed and indicated that Loughton High Rd has an established area that it has serviced well across the last three years. This catchment has a bias to the north that seems linked to the A121, a bias to the south east covering Debden and a bias to the south west along the A121 and High Rd.



## Footfall

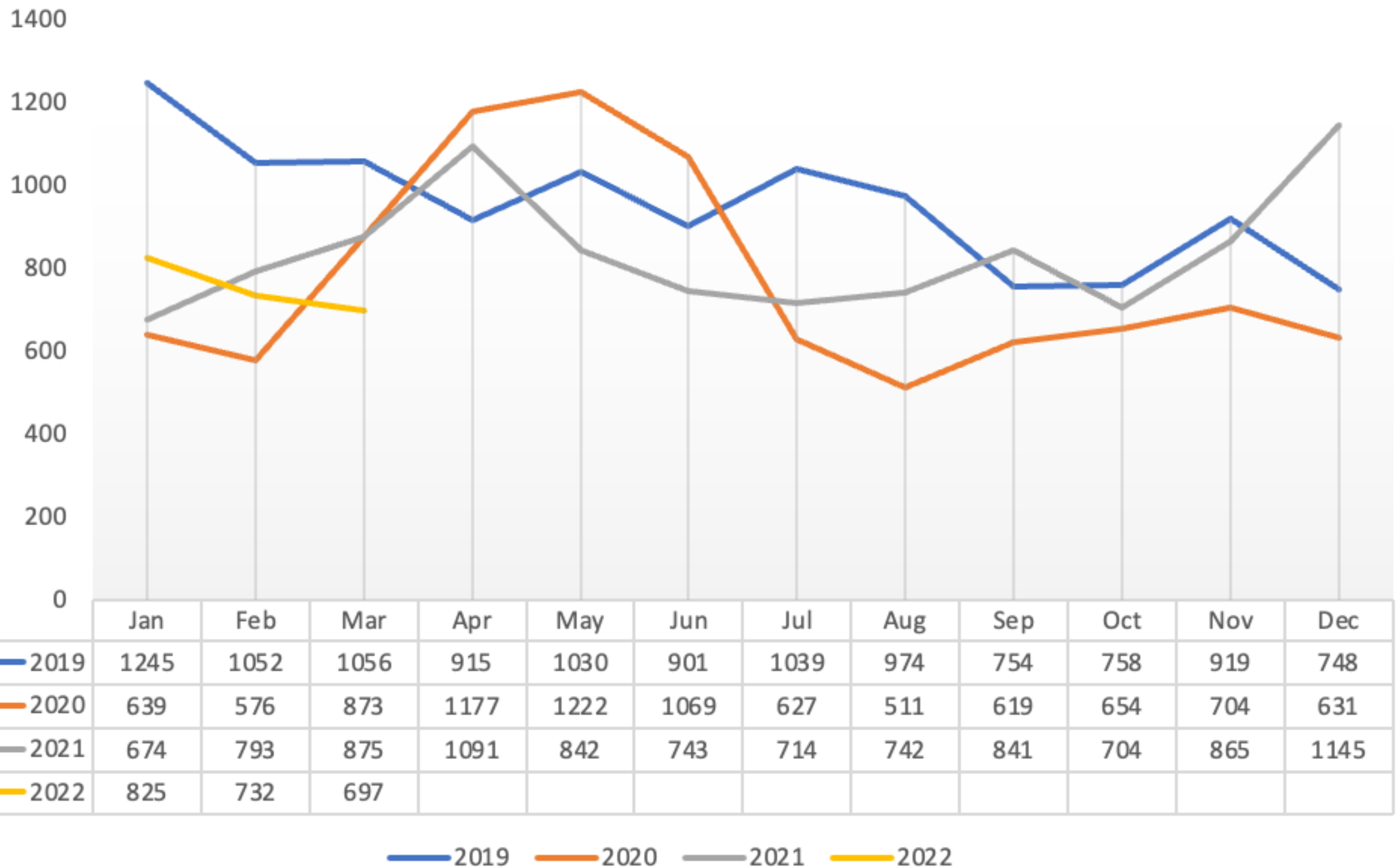
Ongar saw a decrease in footfall throughout 2020, although had a spike from April - June. 2021 saw positive signs of recovery with some particular spikes in April, September and December exceeding pre pandemic levels. Footfall has fallen slightly in February and March of 2022. Overall footfall in Q1 of 2022 was down by **4%** when compared to Q1 of 2021. (p.42)

Daily footfall comparison using our Covid timeline shows that footfall fell during Covid Measures but is showing positive signs of recovery across the last year, particularly on the weekend. (p.43)

Hourly footfall comparison shows that weekday footfall fell during key commuter periods during Covid Measures, but increased during the day, likely due to individuals choosing to remain. Since lockdown measures ended we have seen footfall during morning commuter periods increase and footfall increase further in the early morning, exceeding pre pandemic levels. Weekend hourly footfall fell during Covid Measures but has exceeded pre pandemic levels over the last year, in particular in the morning and in the evening from 6pm onwards. (p.44)

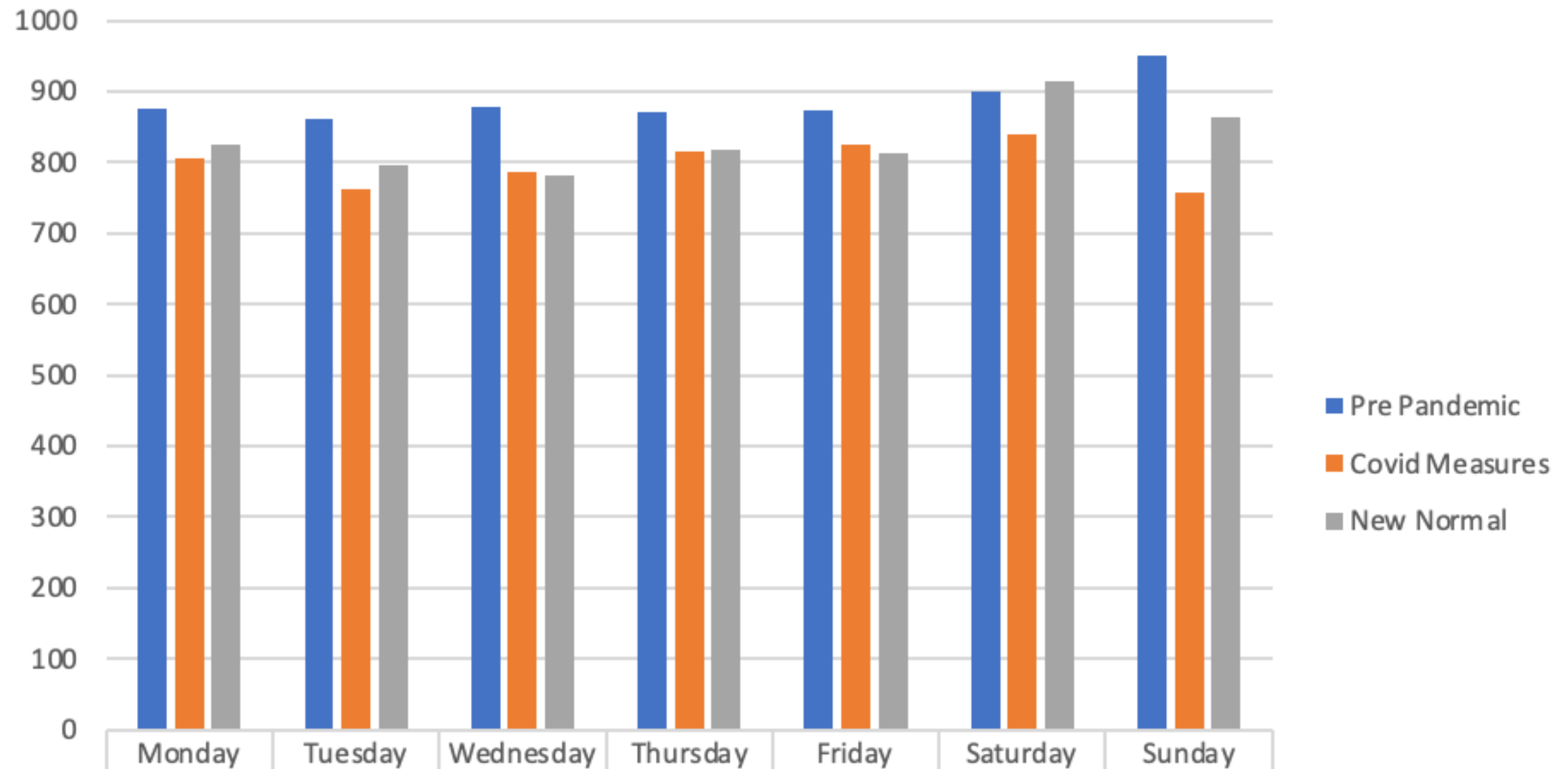


## Ongar - Average Daily Footfall



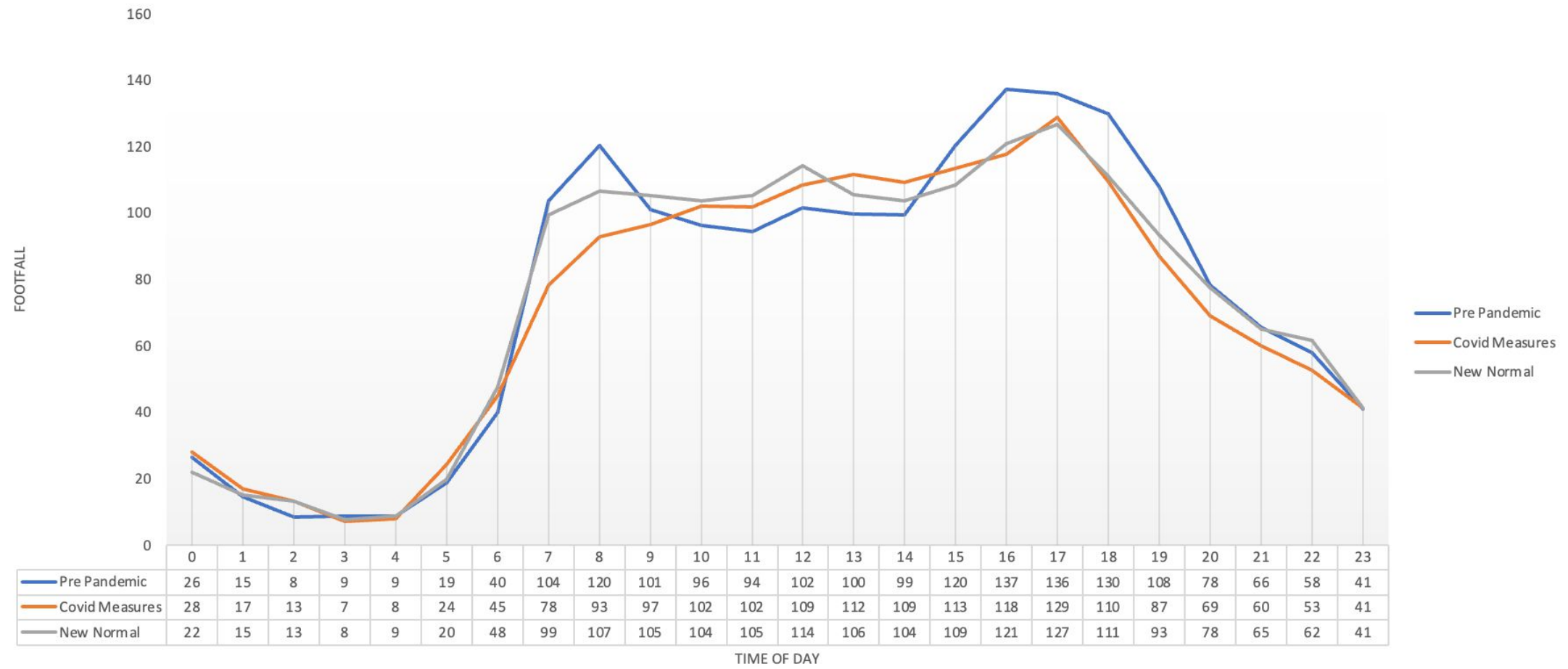


## Ongar Daily Footfall - Covid Timeline Comparison

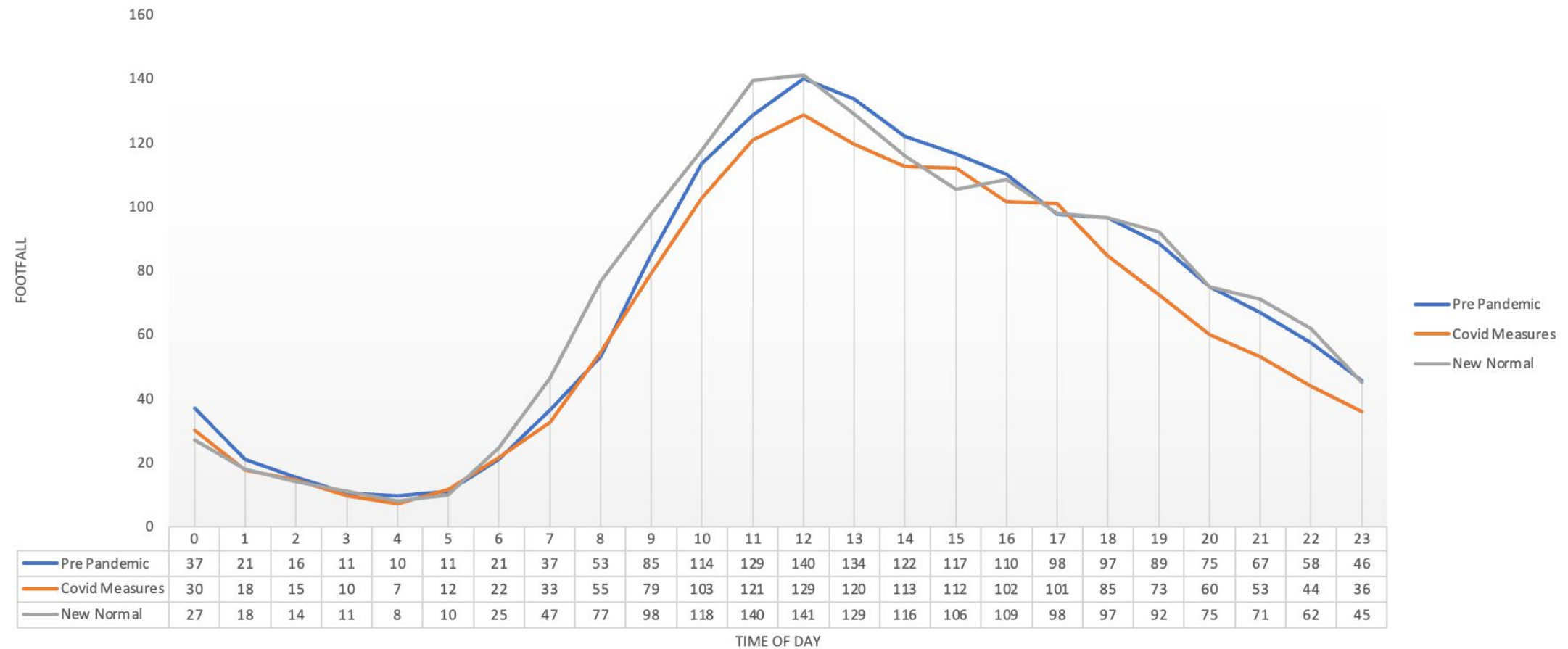


	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Pre Pandemic	875	861	879	871	872	901	952
Covid Measures	806	763	786	815	825	839	757
New Normal	826	796	781	819	812	915	865

### Ongar Hourly Footfall - Weekdays

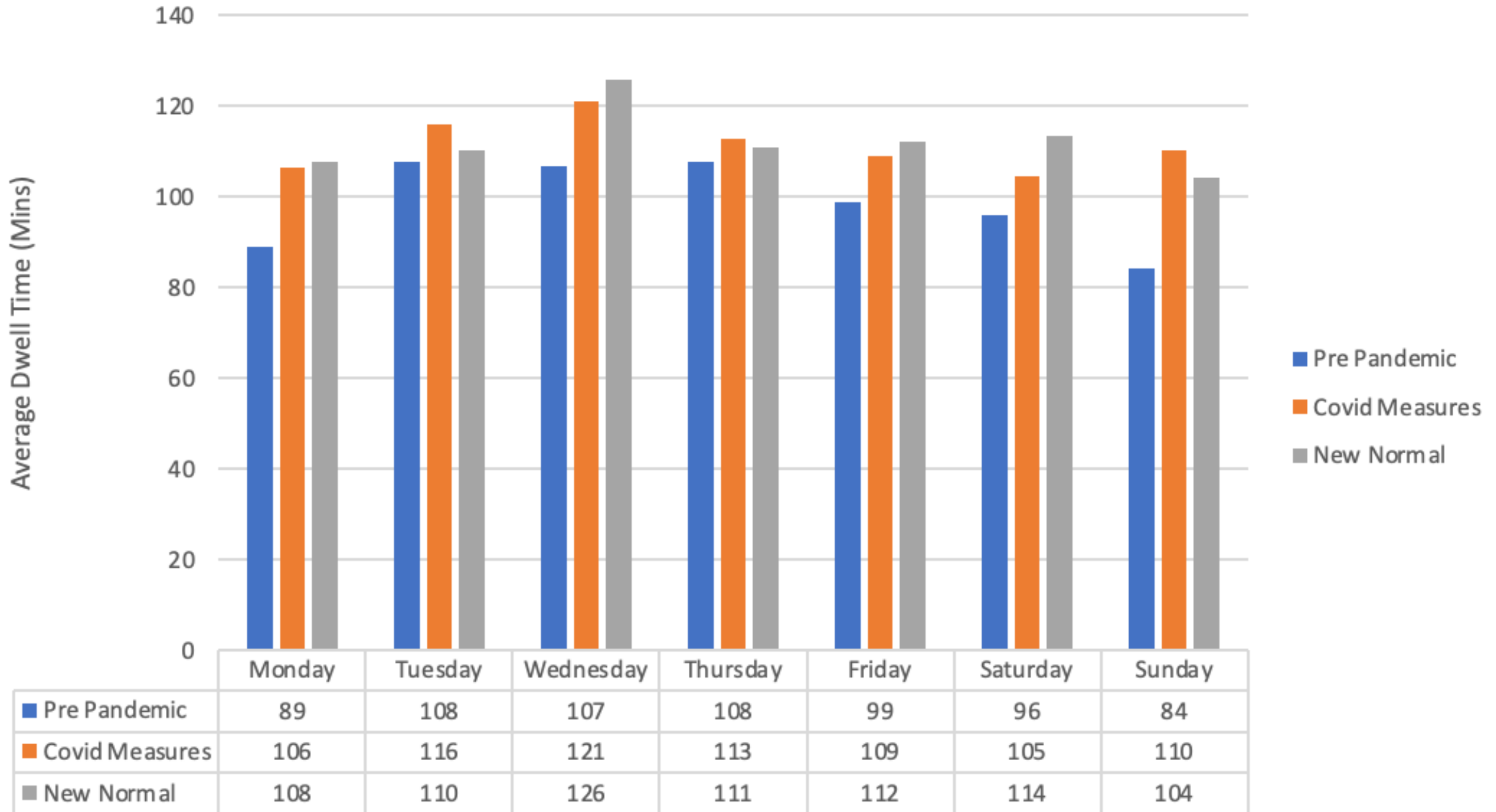


### OngarHourly Footfall - Weekends





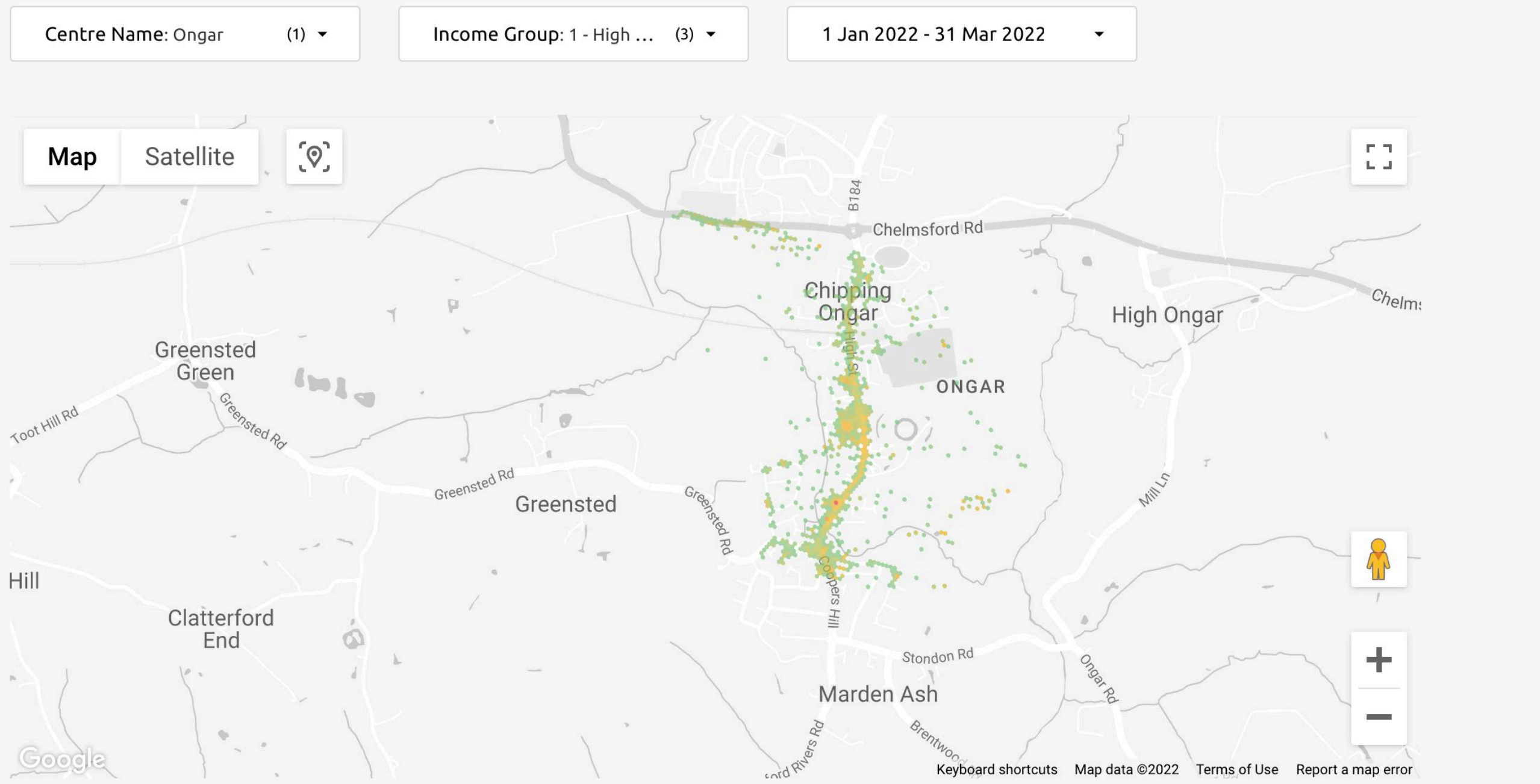
## Ongar - Average Daily Dwell Time



Dwell time increased during Covid Measures and has seen a small increase on average since lockdown measures ended.

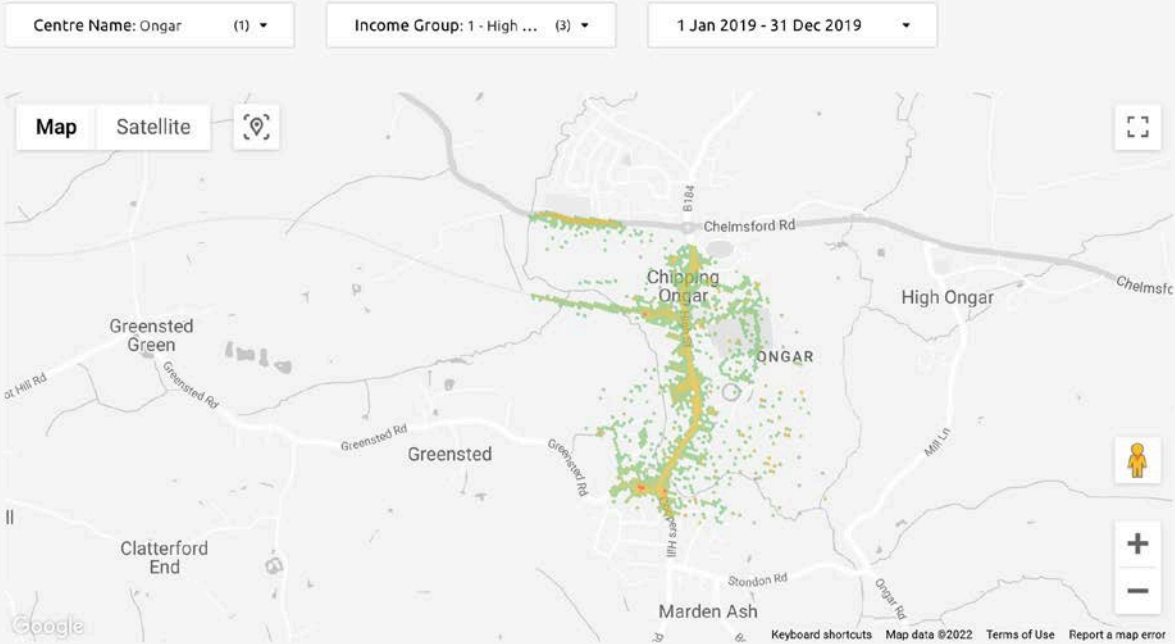
# Community Vision | Epping Forest

Monitoring centre footfall daily for Local Government teams

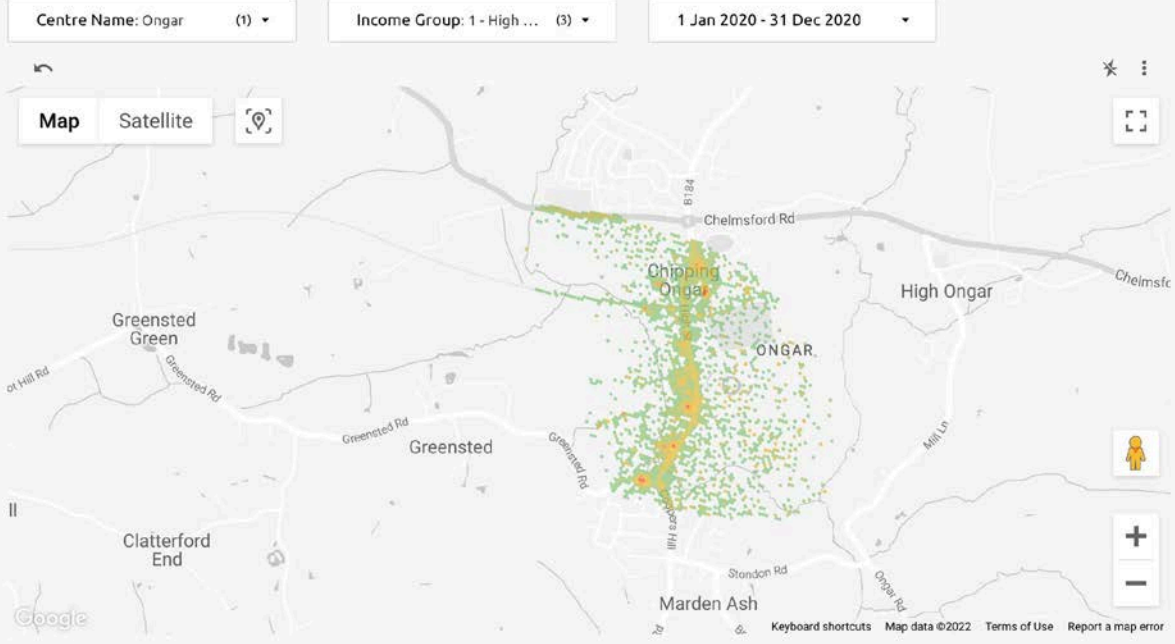


The above shows the density map for Q1 2022. Particular hotspots include an area of High St with various shops, the Sainsbury's and a Tesco express Esso garage.

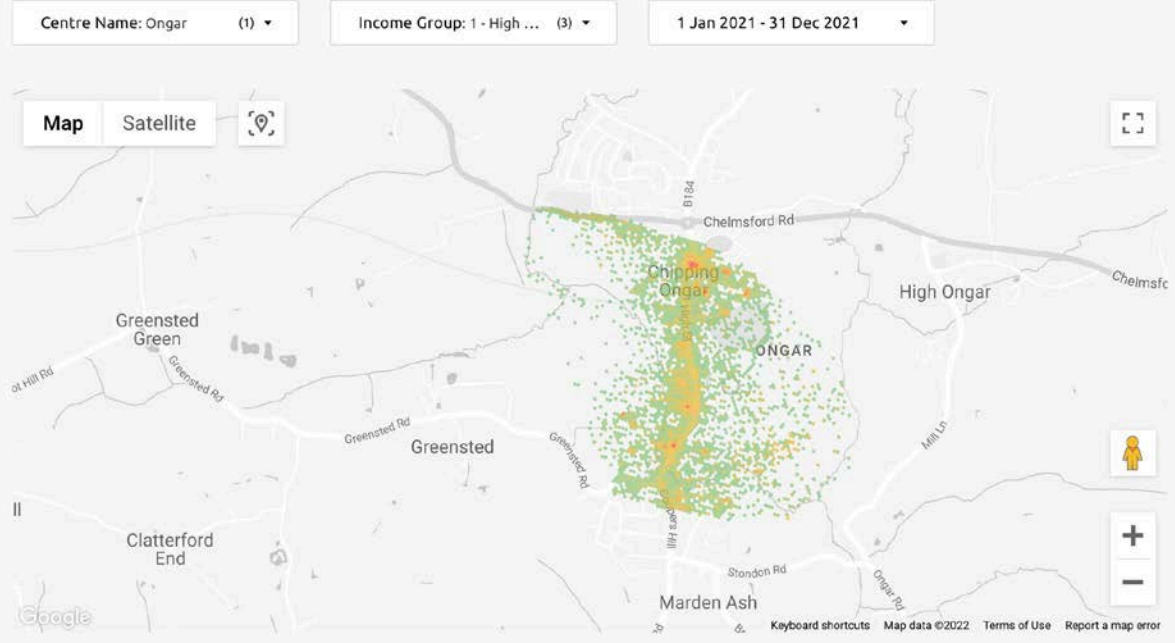




The above shows the density map for 2019, showing particular areas of high density along High St, with additional hotspots near a Jewson on The Borough and The Two Brewers pub on Coopers Hill.



The above shows the density map for 2020, showing a small increase in density, with particular hotspots again along High St as well as the Jewson on The Borough.



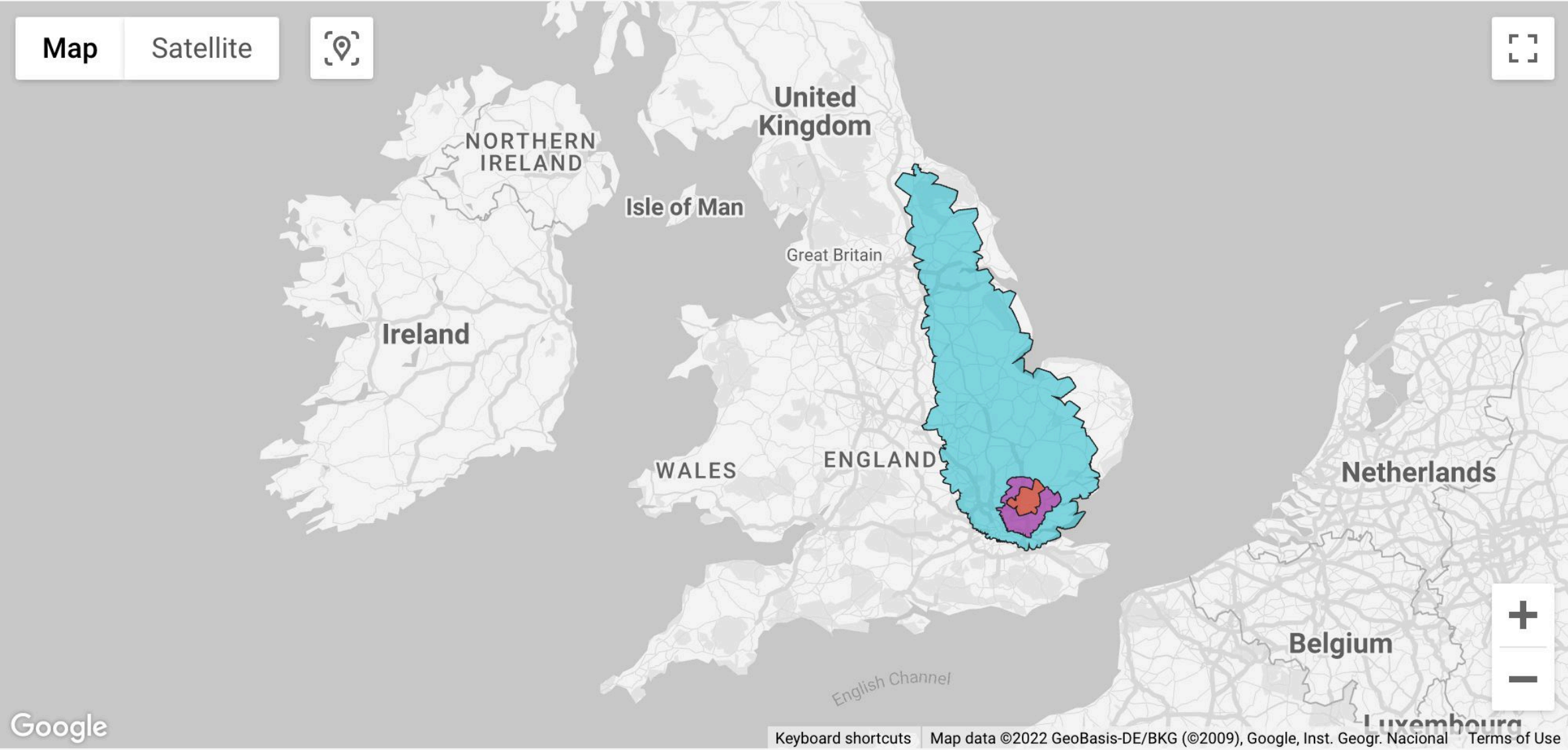
The above shows the density map for 2021, with a further increase to density along High St, in particular the TW1 gym as well as several residential areas.

Centre Name: Ongar (1) ▾

Income Group: 0 - A... (1) ▾

1 Jan 2022 - 31 Mar 2022 ▾

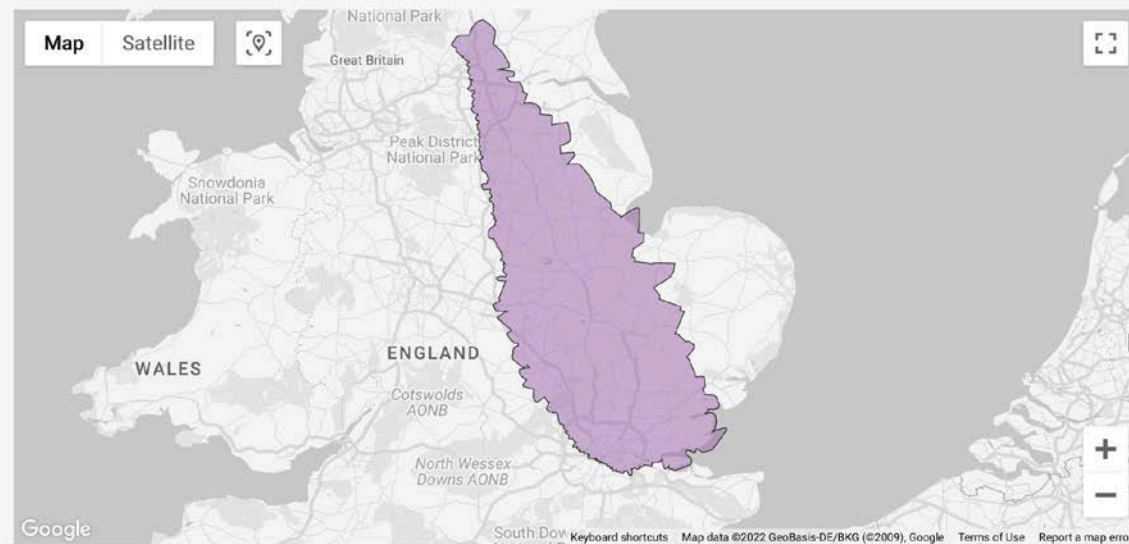
Catchment ▾



The above shows the 20%, 50% and 80% catchment for Ongar for Q1 2022.

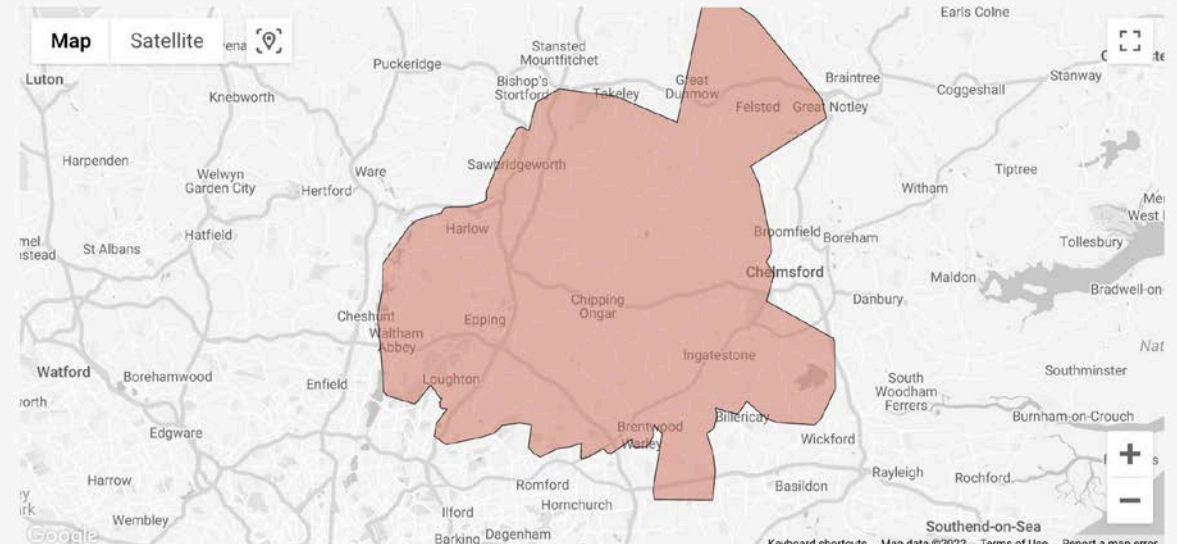


Centre Name: Ongar (1) Income Group: 0 - A... (1) 1 Jan 2019 - 31 Dec 20 Catchment: 20 (1)



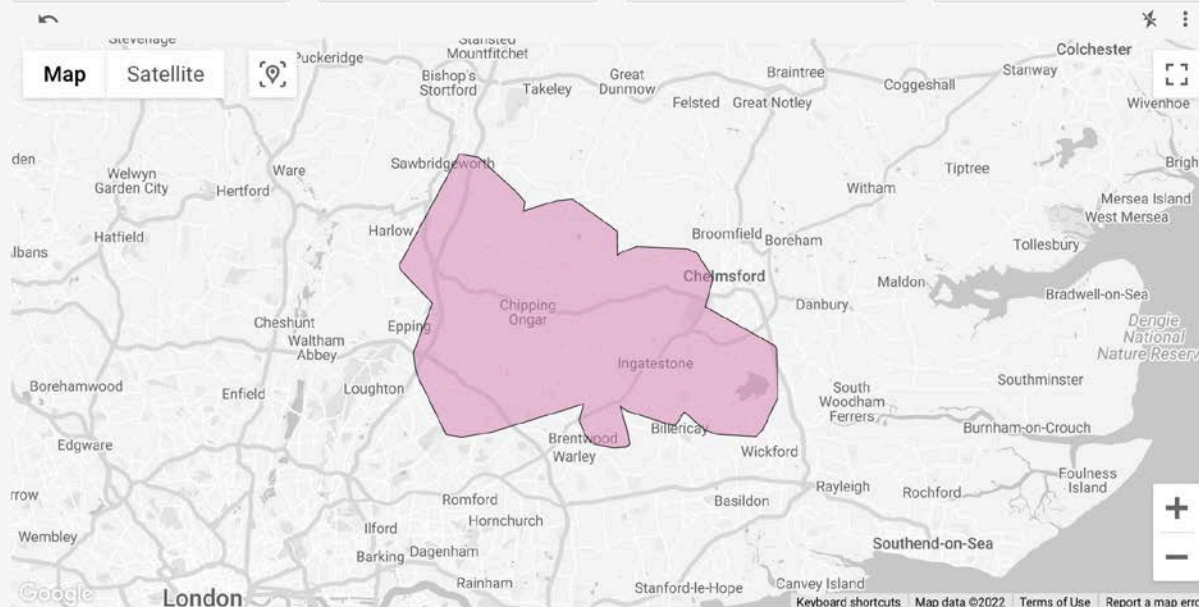
The above shows the 20% localised catchment for Ongar from Jan 19 - Dec 19.

Centre Name: Ongar (1) Income Group: 0 - A... (1) 1 Jan 2020 - 31 Dec 20 Catchment: 20 (1)



The above shows the 20% localised catchment for Ongar from Jan 20 - Dec 20. We can see that the catchment is much smaller than the previous year, indicating its nearest 20% of visitors were coming from a much smaller area, likely due to decreased travel during Covid Measures.

Centre Name: Ongar (1) Income Group: 0 - A... (1) 1 Jan 2021 - 31 Dec 21 Catchment: 20 (1)



The left image shows the 20% localised catchment for Ongar from Jan 21 - Dec 21. This catchment has shrunk again, now reaching as far as Sawbridgeworth in the north but excluding Great Notley and Great Dunmow and not extending as far as Bishop's Stortford. This catchment also now excludes Waltham Abbey, much of Epping and Loughton.





# Waltham Abbey

## Footfall

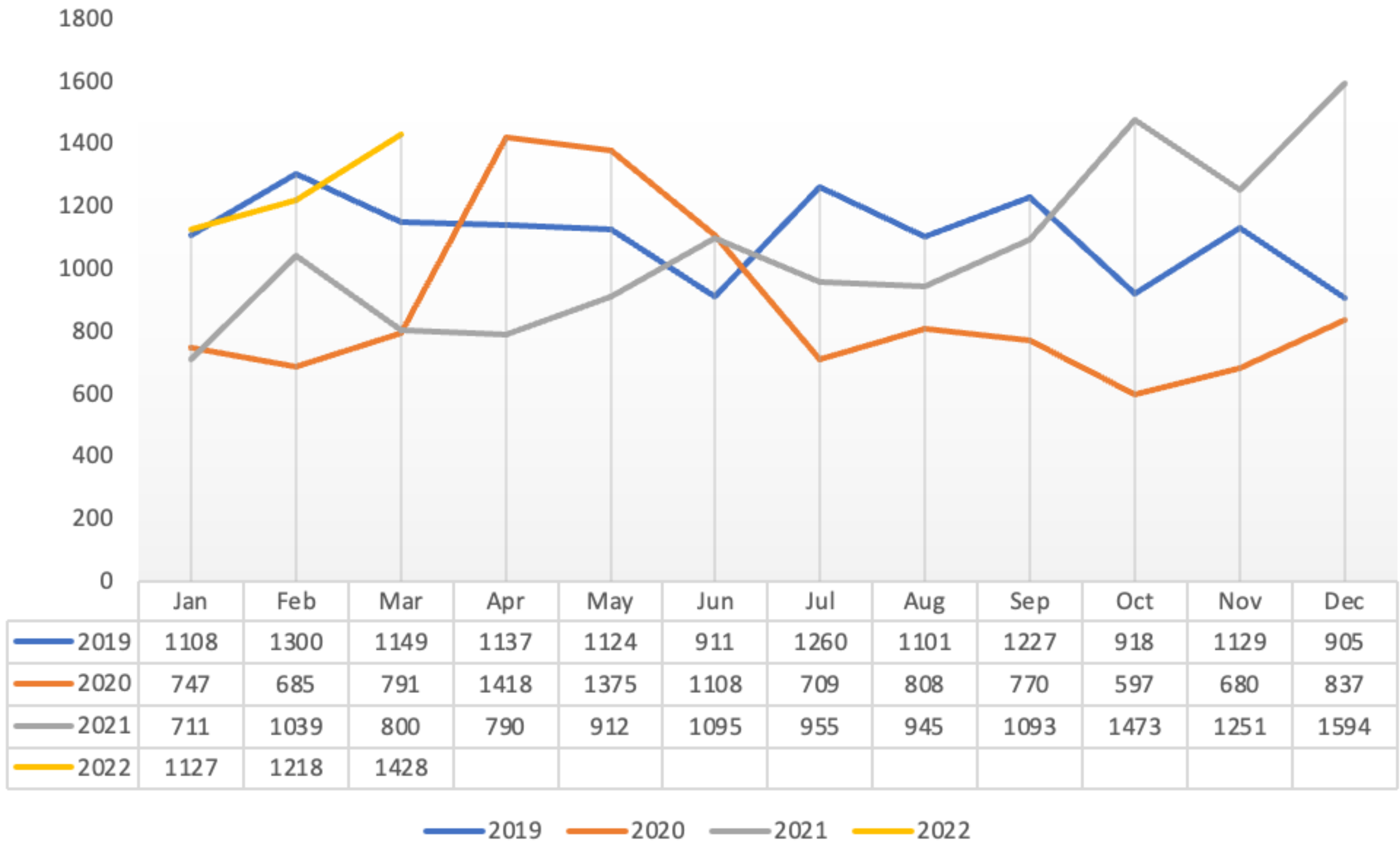
Waltham Abbey saw a decrease in footfall throughout 2020, although had a spike from April - June. Q4 of 2021 saw positive signs of recovery with footfall continuing to exceed pre pandemic levels in Q1 of 2022. Overall footfall in Q1 of 2022 saw a **48%** increase when compared to Q1 of 2021. (p.51)

Daily footfall comparison using our Covid timeline shows that footfall fell during Covid Measures but has significantly increased over the last year, particularly during the week and on Sundays. (p.52)

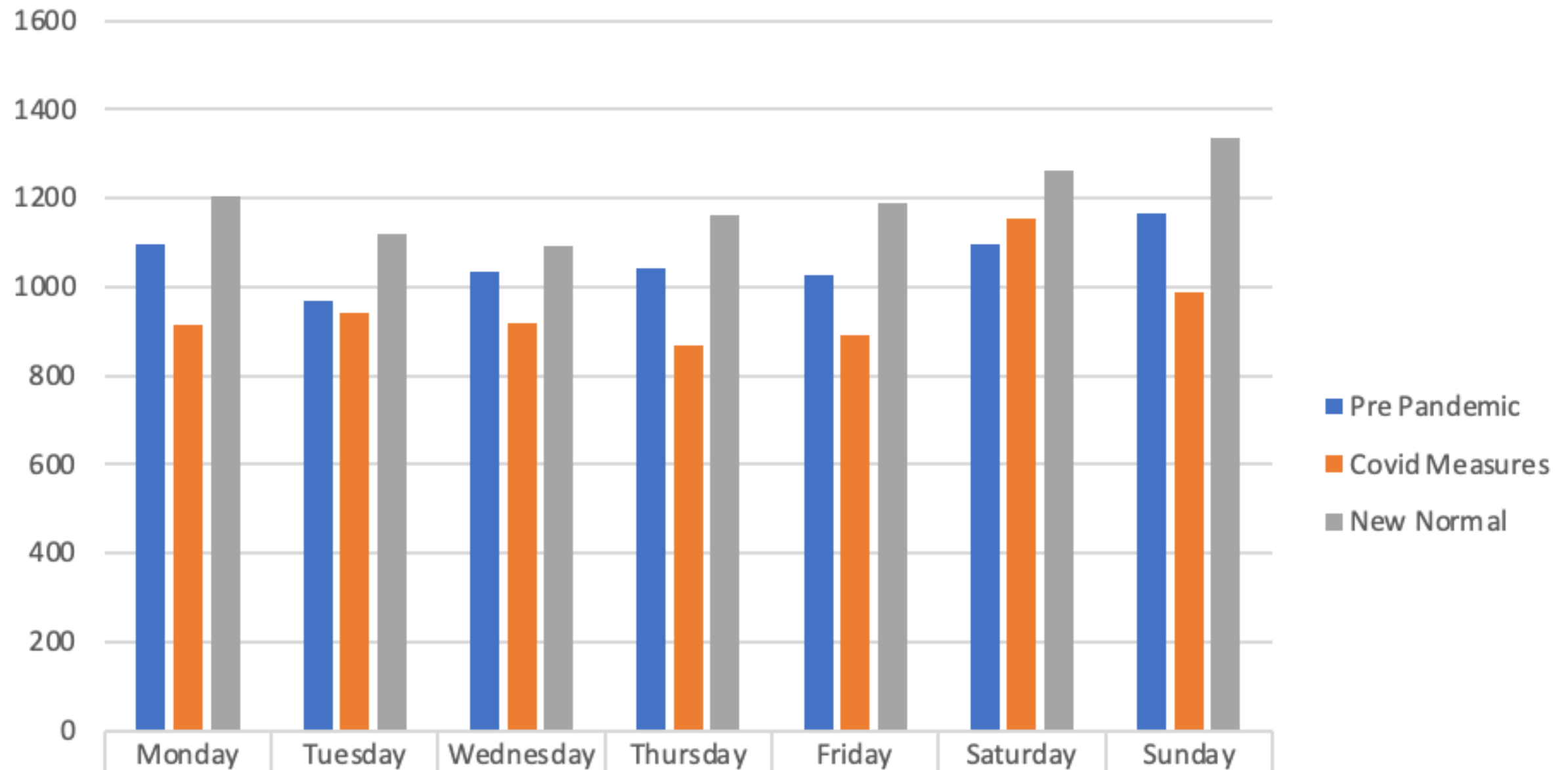
Hourly footfall comparison shows that weekday footfall fell across the board during Covid Measures. Since lockdown measures ended we have seen a sharp increase at key commuter periods, exceeding pre pandemic levels and a significant increase to evening footfall levels. Weekend hourly footfall was not drastically affected by Covid Measures, but over the last year has increased significantly, particularly from 8am - 12pm and in the evenings. (p.53)



## Waltham Abbey - Average Daily Footfall



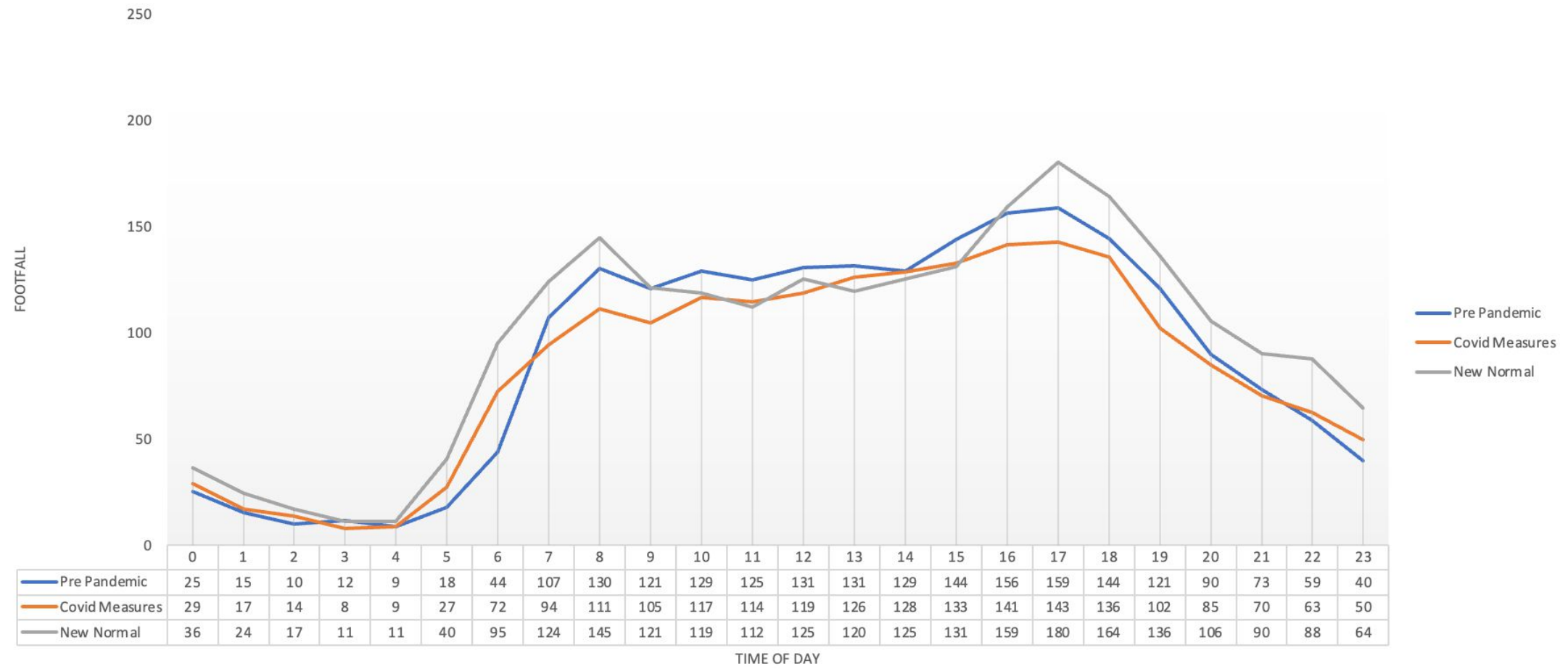
## Waltham Abbey Daily Footfall - Covid Timeline Comparison



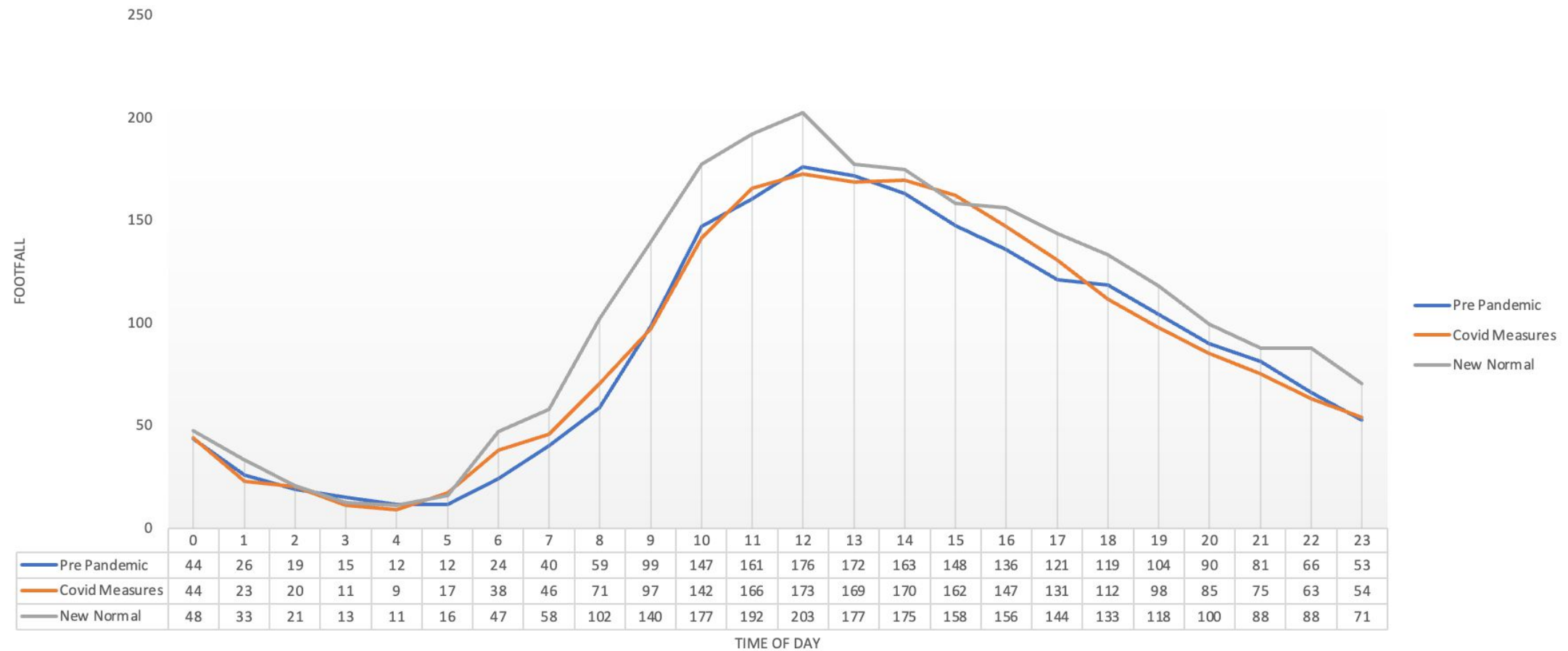
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Pre Pandemic	1094	969	1033	1040	1026	1094	1167
Covid Measures	913	943	920	868	892	1155	989
New Normal	1203	1119	1094	1162	1189	1264	1336



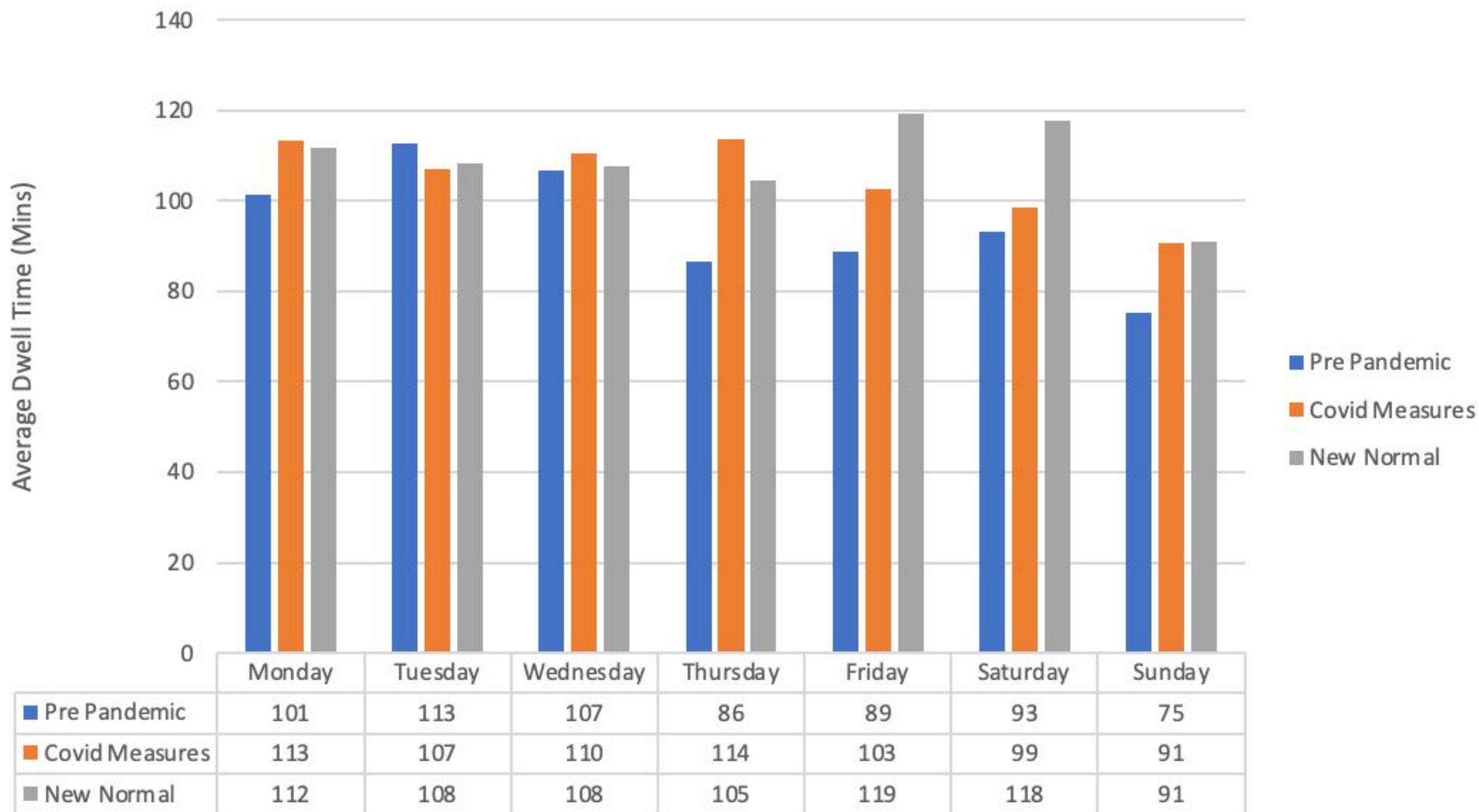
### Waltham Abbey Hourly Footfall - Weekdays



### Waltham Abbey Hourly Footfall - Weekends



## Waltham Abbey - Average Daily Dwell Time



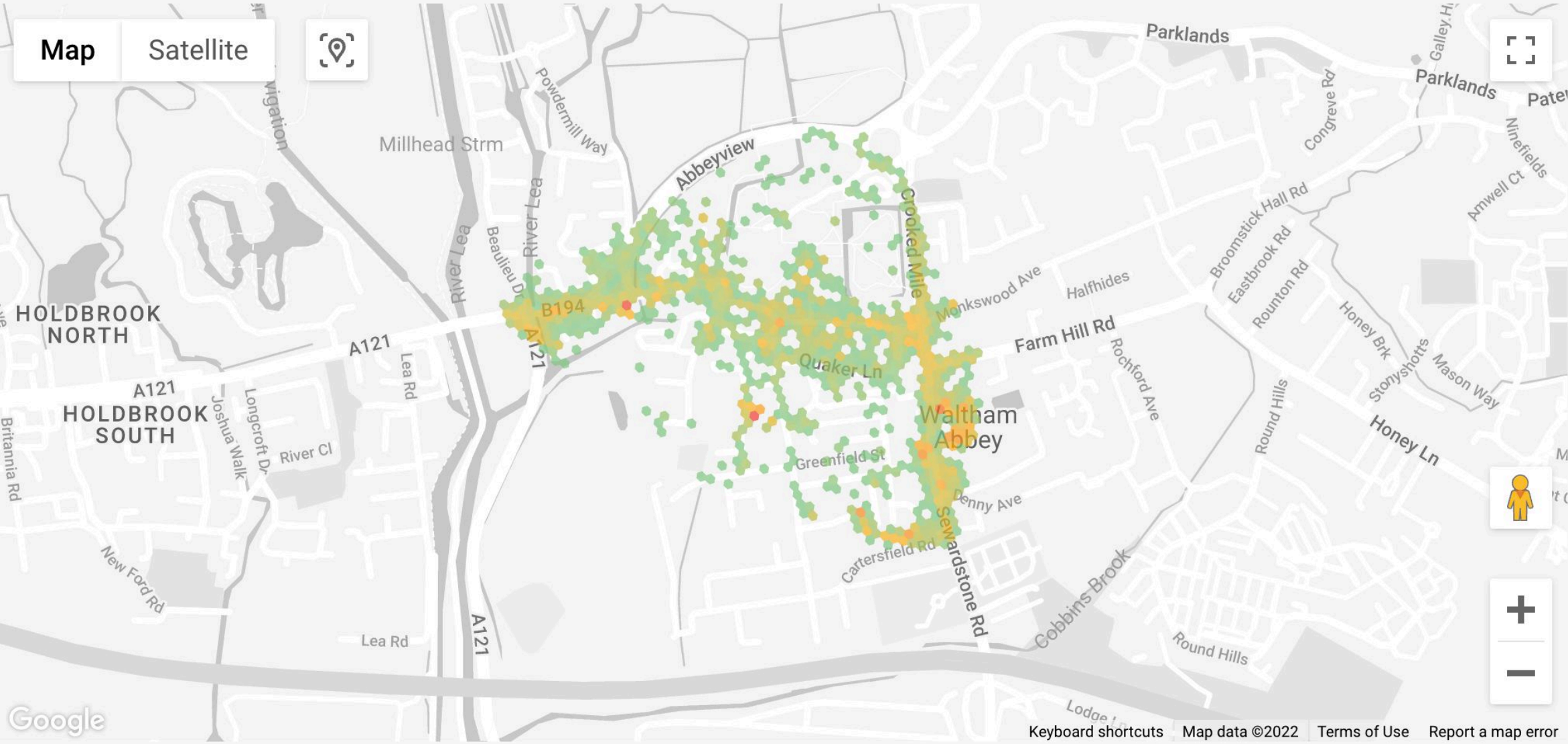
Dwell time increased on average during Covid Measures and has since seen a particular increase on Fridays and Saturdays, likely in line with the increase seen in hourly footfall into the evening, feeding the night time economy.



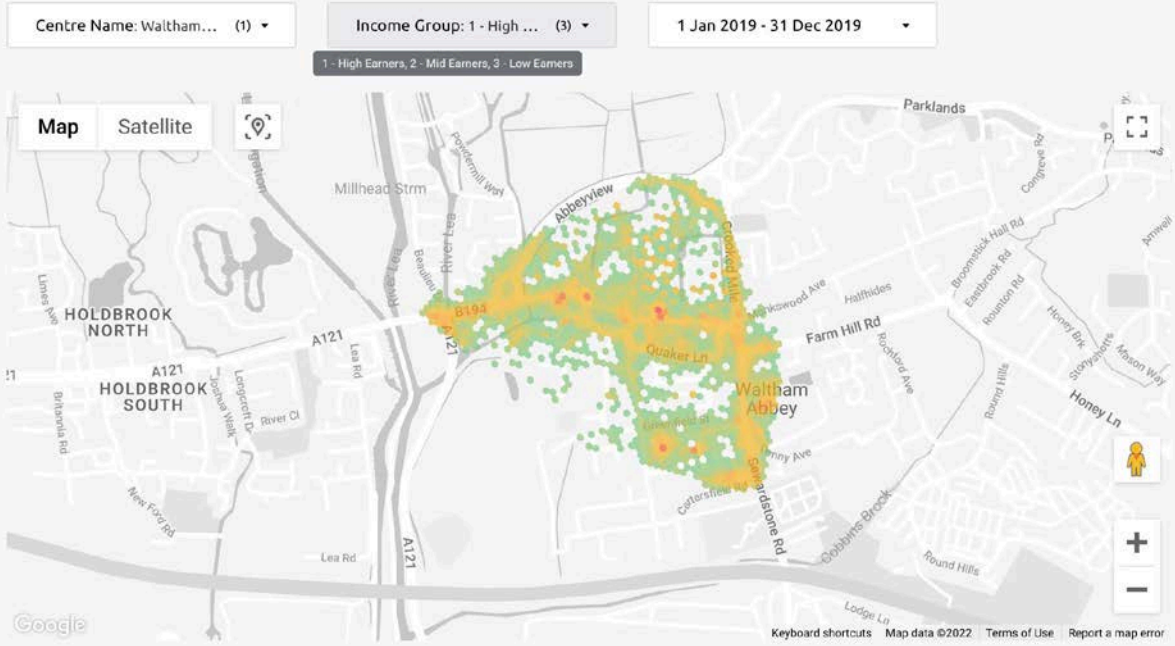
Centre Name: Waltham... (1) ▾

Income Group: 1 - High ... (3) ▾

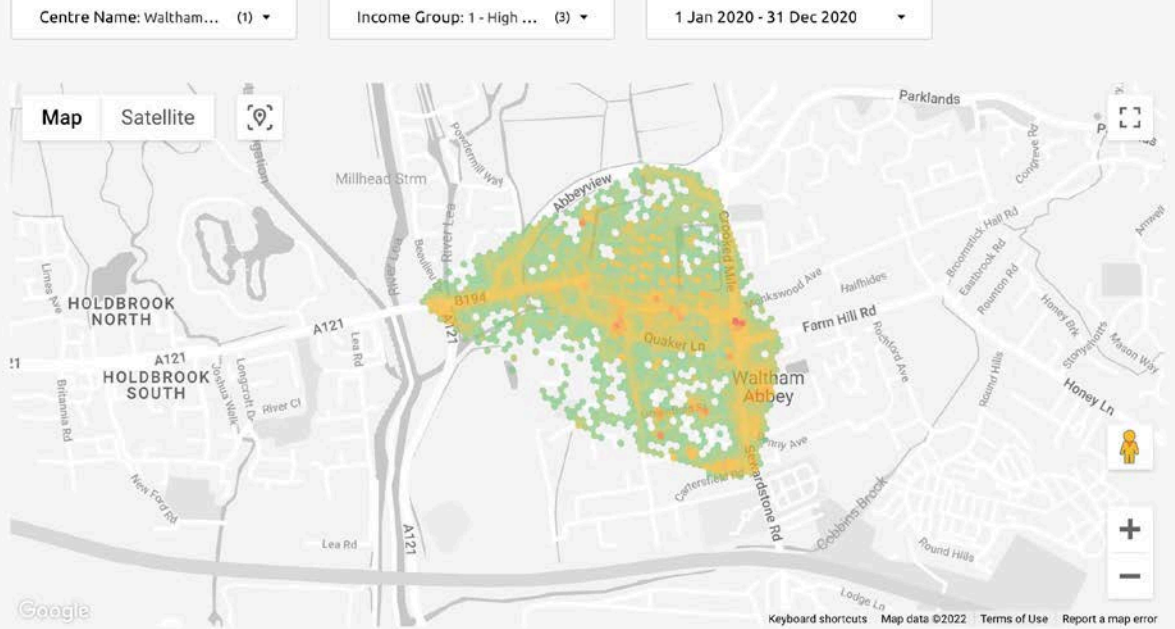
1 Jan 2022 - 31 Mar 2022 ▾



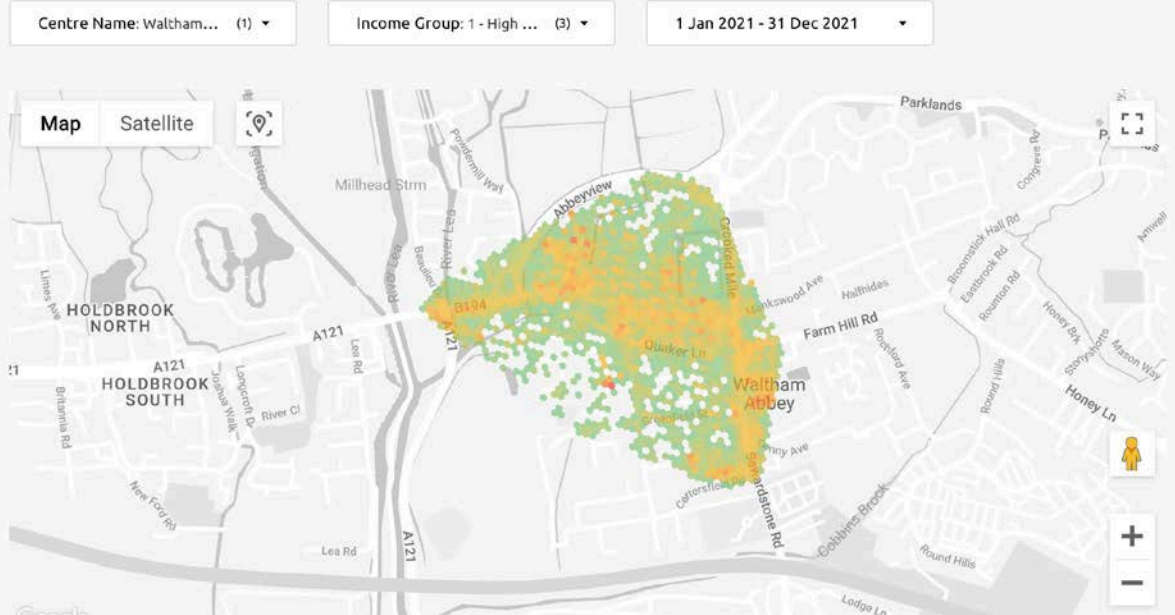
The above shows the density map for Q1 of 2022. Particular hotspots include a parking area on Highbridge St, a residential parking area on Town Mead Rd, an area of Sewardstone Rd near a BP garage and a bus stop and an area near Waltham Abbey Fire Station



The above shows the density map for 2019, showing particular areas of high density along Highbridge Street near to Waltham Abbey Church and the Town Council building. Sewardstone Rd and a parking area on Darby Drive were also high density areas.



The above shows the density map for 2020, showing a shift in hotspots towards an area of Sewardstone road near a Vinee's Restaurant & Bar and the square on Leverton Way.



The above shows the density map for 2021, with a noticeable increase to density across the area. Highbridge St and Sewardstone Rd remain areas of high density with additional hotspots near the large Tesco, near a parking area on Homeland and near a retail park on Meridian Way.

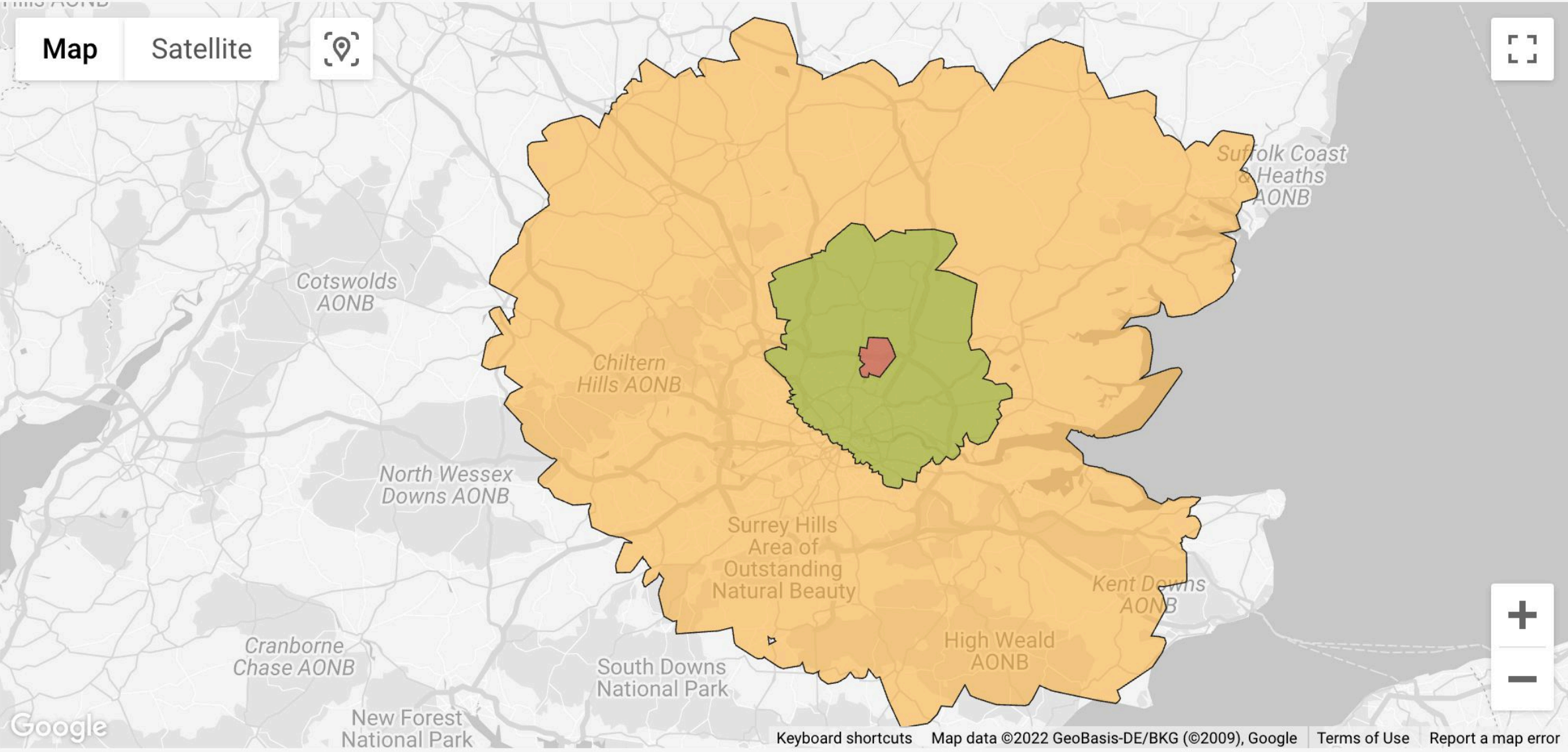


Centre Name: Walth... (1) ▾

Income Group: 0 - A... (1) ▾

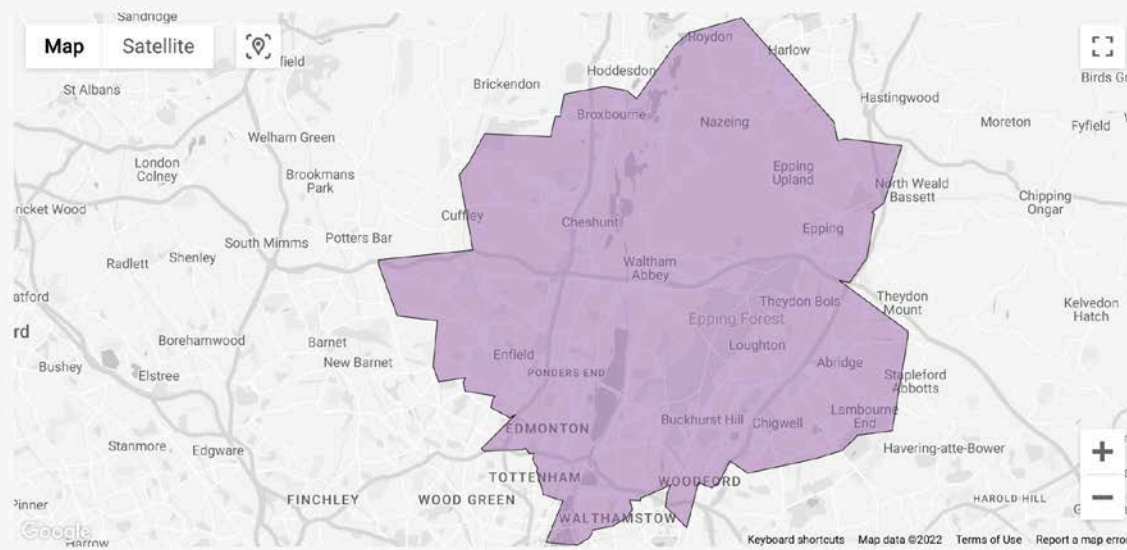
1 Jan 2022 - 31 Mar 2022 ▾

Catchment ▾



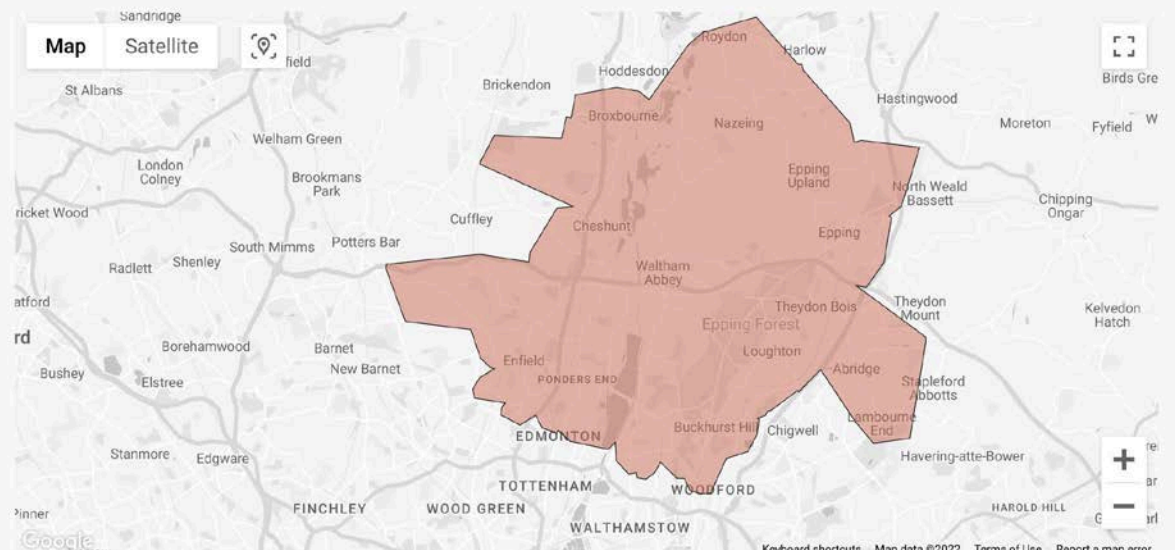
The above shows the 20%, 50% and 80% catchment for Loughton High Road for Q1 2022.

Centre Name: Walth... (1) ▼ Income Group: 0 - A... (1) ▼ 1 Jan 2019 - 31 Dec 20 (▼) Catchment: 20 (1) ▼



The above shows the 20% localised catchment for Waltham Abbey from Jan 19 - Dec 19.

Centre Name: Walth... (1) ▼ Income Group: 0 - A... (1) ▼ 1 Jan 2020 - 31 Dec 20 (▼) Catchment: 20 (1) ▼



The above shows the 20% localised catchment for Waltham Abbey from Jan 20 - Dec 20. We can see the catchment shrunk slightly when compared to the previous year, with a lower proportion of visitors coming from Chigwell, Cuffley and Walthamstow in particular.

Centre Name: Walth... (1) ▼ Income Group: 0 - A... (1) ▼ 1 Jan 2021 - 31 Dec 21 (▼) Catchment: 20 (1) ▼



The left image shows the 20% localised catchment for Waltham Abbey from Jan 21 - Dec 21. This catchment has shrunk significantly indicating that a higher proportion of the footfall is coming from the immediate area.





# Market Day Performance

## Waltham Abbey

*Tuesday Market:* Showing an increase in footfall of between **3%** and **15%** during Q1 and Q2 of 2021 when compared to other weekdays. Q3 and Q4 showing between **2%** and **9%** less footfall, with Q1 of 2022 currently showing **5%** less footfall on a Tuesday market day. (p.60)

*Saturday Market:* Generally showing between **8%** and **38%** more footfall when compared to Sundays across Q1-Q3 of 2021. Q4 showed **23%** less footfall when compared to the Sunday and 2022 Q1 showed **5%** less footfall. (p.60)

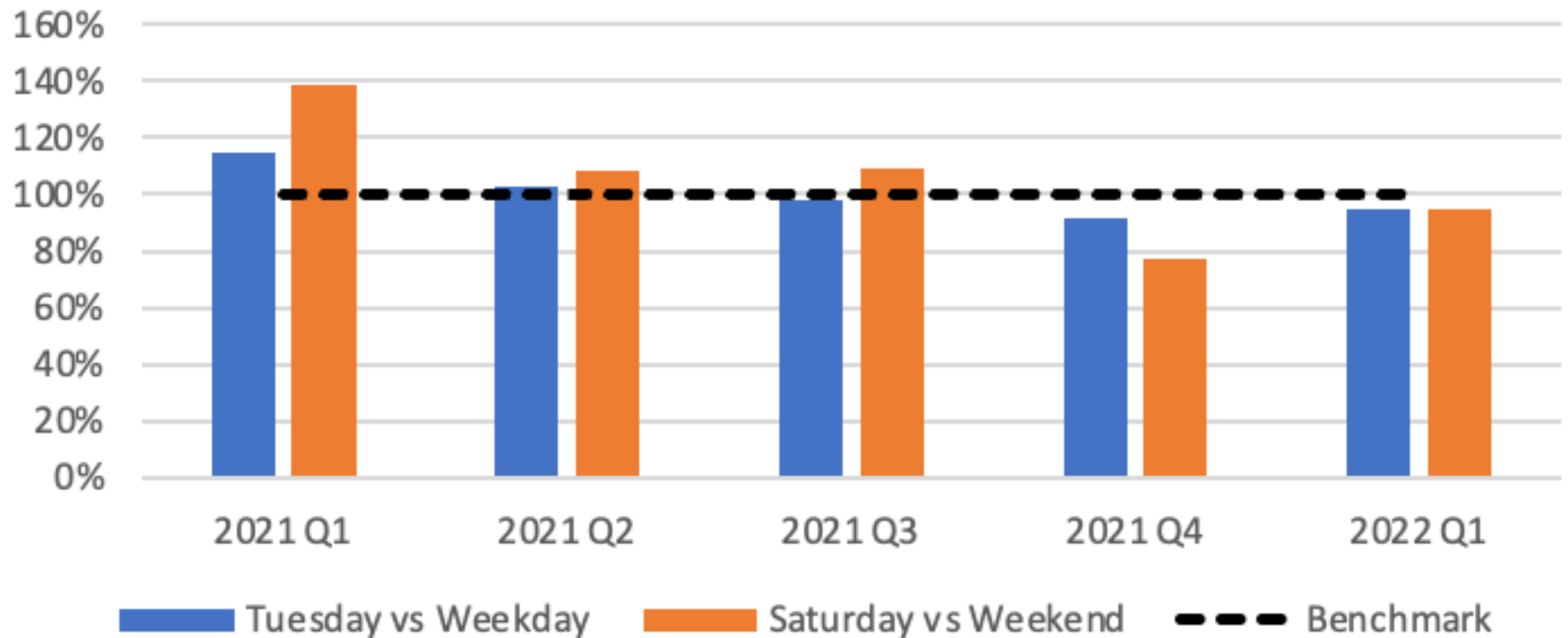
## Epping

*Monday Market:* Generally showing between **1%** and **19%** increase in footfall for Q1 - Q3 of 2021 when compared to other weekdays on average. Q4 saw a **12%** decrease in footfall and Q1 saw a **1%** decrease in footfall. (p.61)

## Ongar

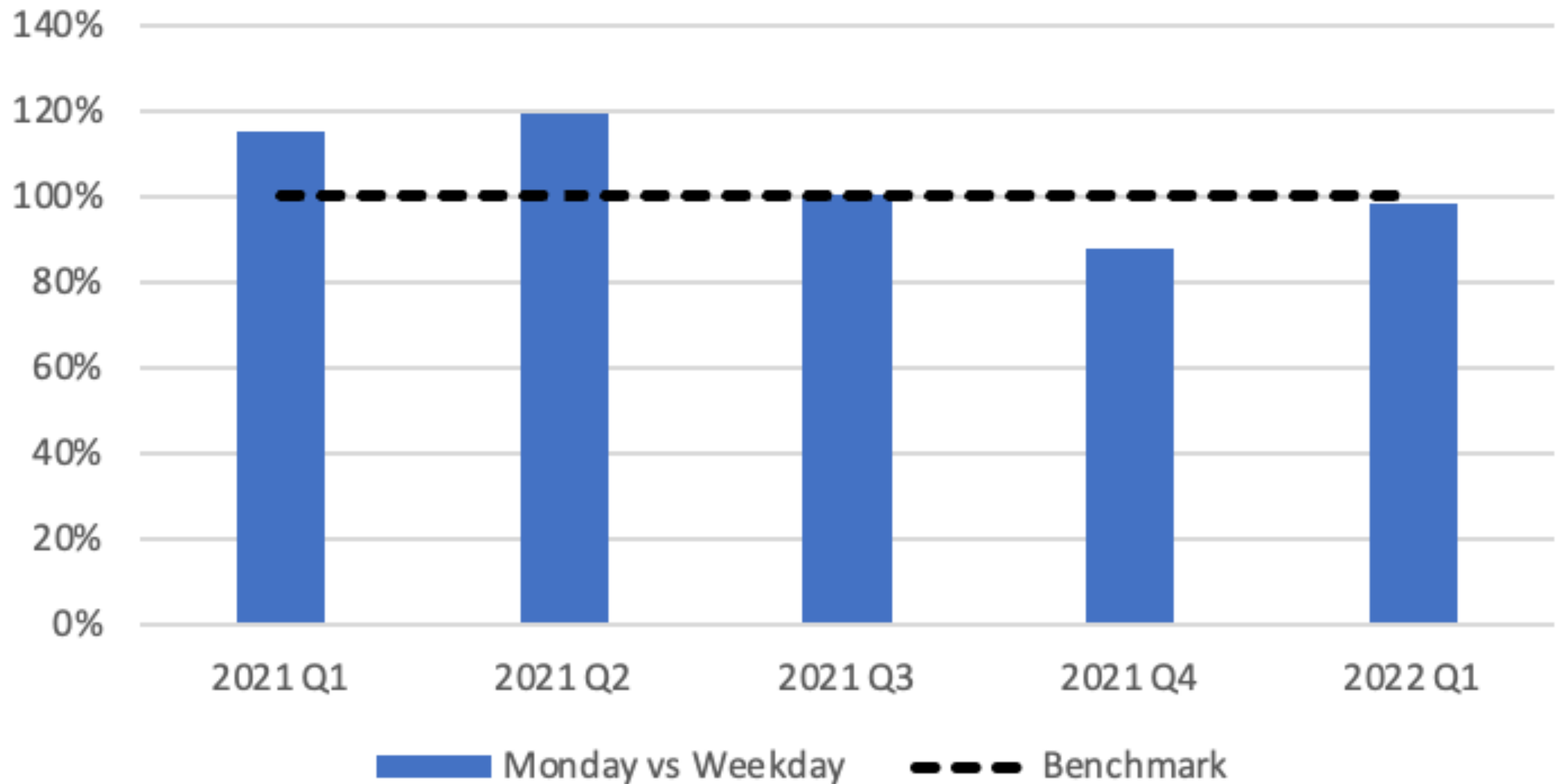
*Farmers Market:* Showing between **12%** and **44%** decrease in footfall across Ongar for Farmers Market days in 2021 when compared to other Sundays on average, excluding August which drew in **6%** more footfall than other Sundays. 2022 saw a huge improvement with the first Farmers market Sunday seeing a **98%** increase in footfall when compared to other Sundays in March. To be monitored throughout 2022 to determine whether this is an anomalous result or a continuing trend. (p.62)

## Market Day Footfall Performance - Waltham Abbey





## Market Day Footfall Performance - Epping



Farmers Market Footfall Performance - Ongar

