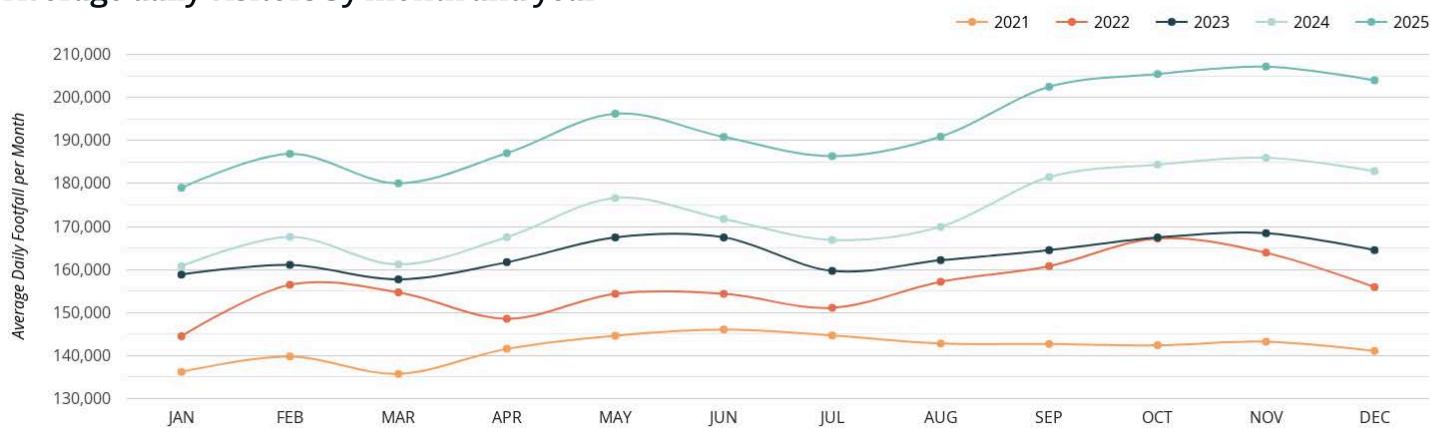


	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
Dec 2025	6,323,305	1,428,575	203,434	205,540	203,978
YTD 2025	70,450,488	1,352,985	192,118	195,205	193,007
Nov 2025	6,214,876	1,462,617	210,108	201,272	207,163
Dec 2024	5,668,880	1,283,440	181,160	187,040	182,867
2024	63,340,229	1,212,360	170,786	178,837	173,070

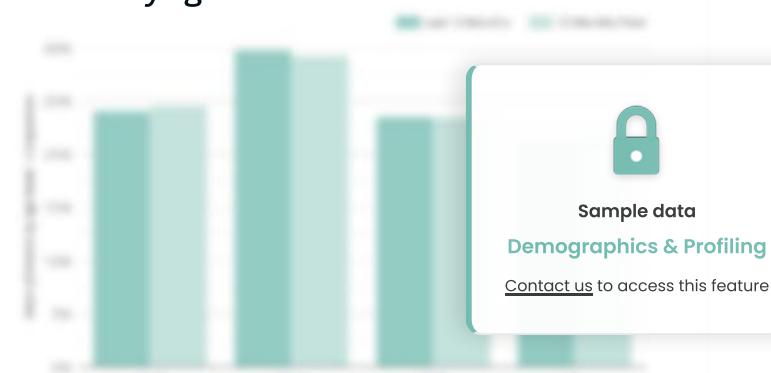
Average daily visitors by month and year



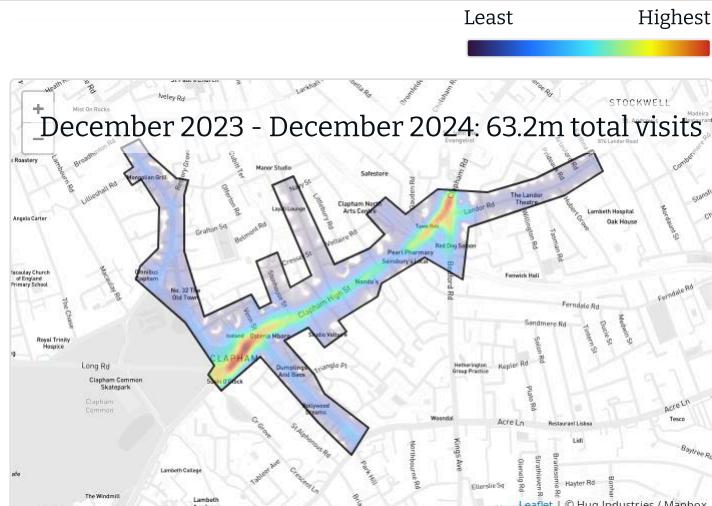
Average visitors by day



Visitors by age



Density

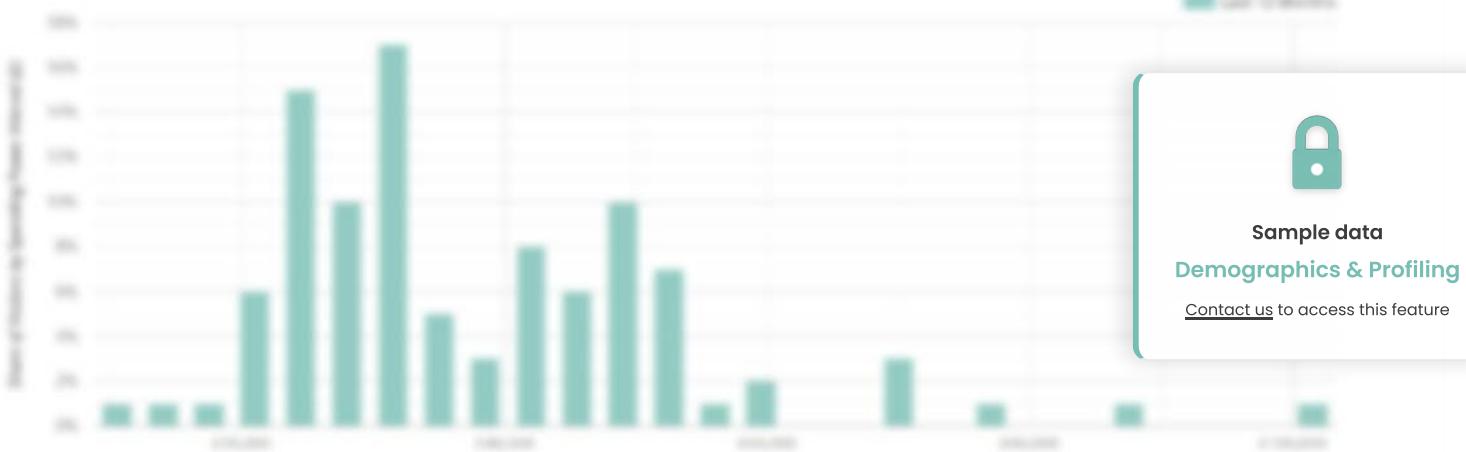


Catchment area, last 12 months

Visitor source by postcode district

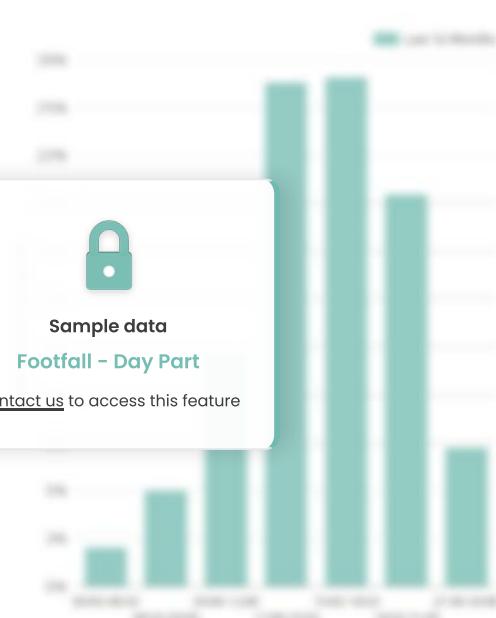


Spending power of visitors, last 12 months



Visits by day part

December 2025



Due Date	Dec 2025	Nov 2025	Dec 2024
Completion	95% complete	95% complete	95% complete
Effort	150min	147min	76min



Sample data

Footfall – Day Part

Contact us to access this feature



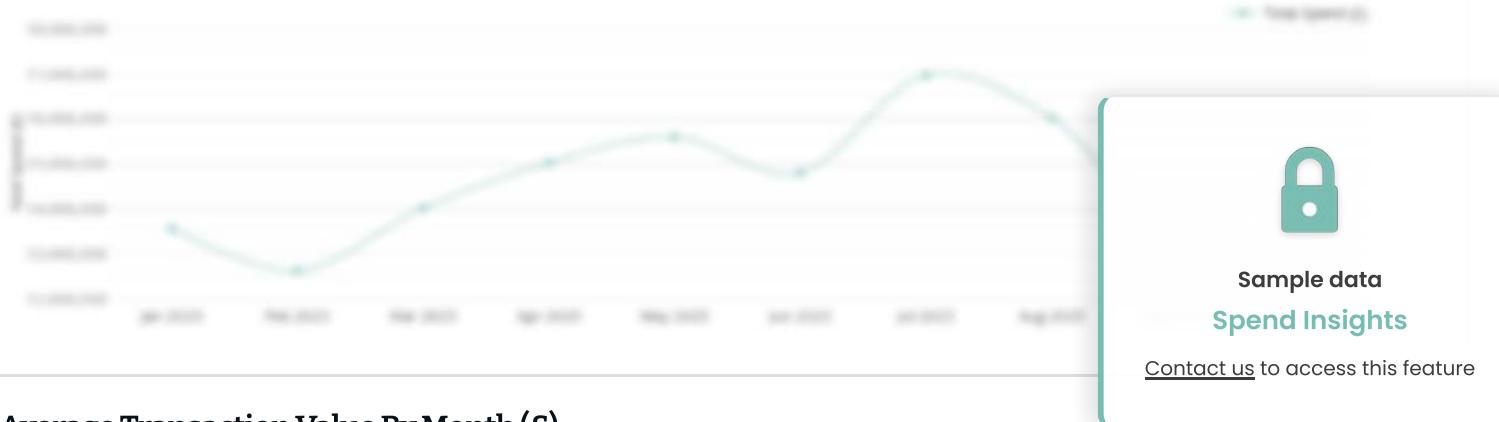
Sample data

Dwell

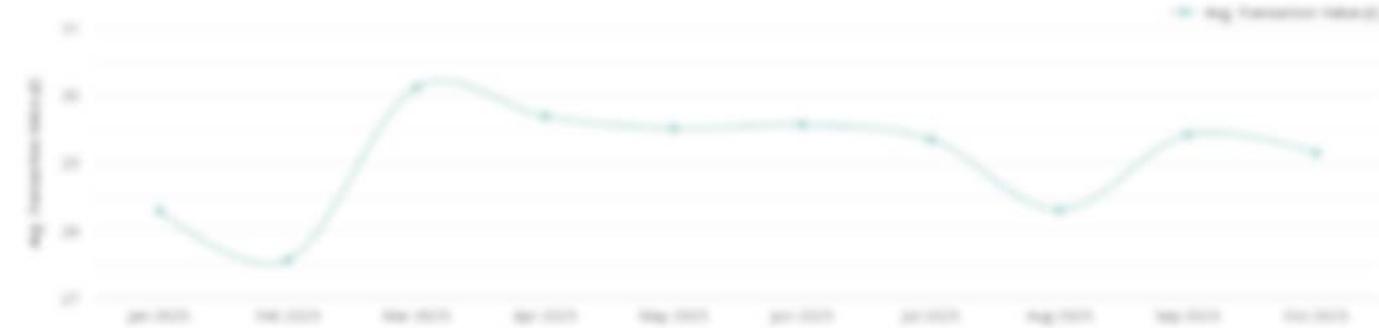
Contact us to access this feature

Spend History Trend	Total Spend (£) <small>Total spend in chosen period</small>	Avg. Transaction Value (£) <small>Value of the Avg. Transaction</small>	Avg. Transactions Per Day <small>Transactions made across the day</small>
October 2025	15.2m	2935	16.8k
September 2025	13.5m	2942	15.3k
YTD 2025	147.3m	2930	16.4k

Total Spend By Month (£)

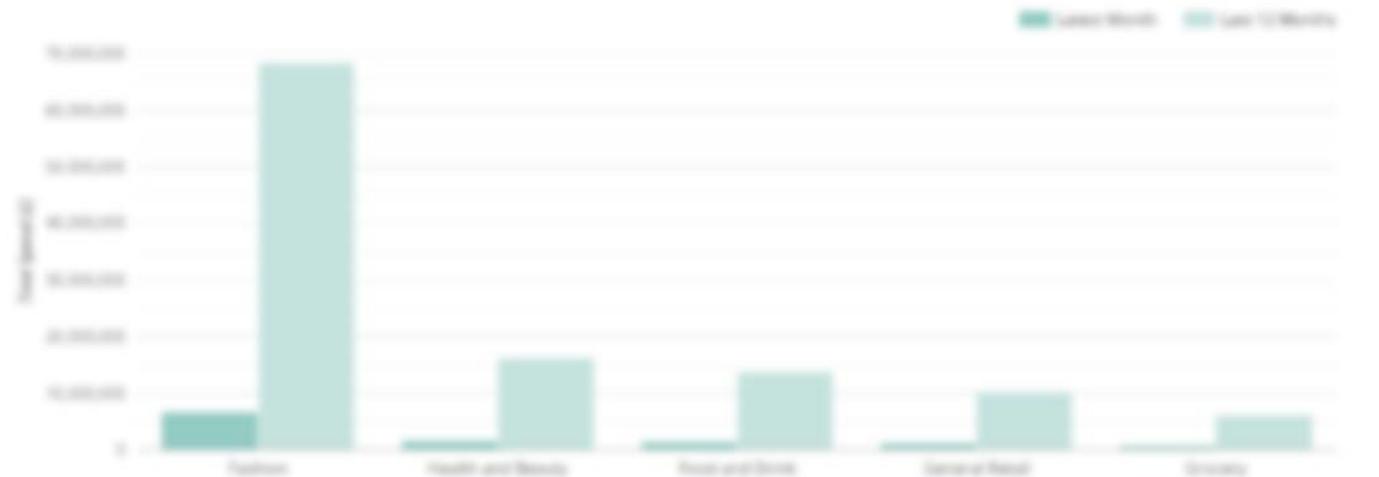


Average Transaction Value By Month (£)



Spend By Category, Top 5

December 2025



METRIC	DESCRIPTION
Total Spend (£)	Total amount spent in this area for the selected time period.
Avg. Transaction Value (£)	The average transaction value, calculated from the total spend and all transactions in the selected period.
Avg. Transactions Per Day	The Avg. Transactions per day, calculated from all transactions across the given period.

Spend by Category is the average total spend for the reporting month, broken down by business category and shown for the selected area, local region, and nationally.

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Spend insights, delivered in partnership with Experian

Unlocking insights: Where spend meets footfall

KPI Metrics KPIs include average daily footfall, the peak footfall recorded on any day, and total footfall over the month. Daily footfall is a count of unique visitors in a day. Metrics are provided for the reporting month, month prior and same month over the last three years.

Visitors by Month and Year A time-series chart showing daily footfall for each month for the year to date and preceding three full years. The chart also shows average footfall across all retail centres in the county region, and nationally as benchmarks.

Average Visitors by Day The average number of daily visitors to the centre by weekday over the last 12 months, and over the 12 months preceding.

Visitors by Age The proportion of visitors to the centre across four generalised age brackets, with county region and national equivalents shown as benchmarks.

Density The density of footfall across the centre area shaded according to decile. Density is calculated by summing unique hourly visits observed each month across H3 hexbin subdivisions, and averaging that figure over last 12 months and 12 months preceding.

Catchment Area show only postcode districts within 50km of the centre location. The same data is shown in tabular form, with the top 10 sorted by distance. Share of visitation is shown as a result, along with the change since the preceding 12 months.

Catchment by County Region The counties (Unitary Authorities) supplying the greatest share of visitation over the last 12 months is shown in a table, together with the change since the 12 months prior.

Visitor Spending Power Spending power of visitors over the last 12 months is shown as an average across a currency scale. The distribution for the centre is compared to the average for the county region and also nationally to provide a benchmark.

Visits by Day Part Share of visitation for the report month is shown by day part. The value provided is the result of the daily average over the course of month for this centre.

Dwell Time The average visit duration in minutes is shown for the centre over the last 12 months, for the report month, preceding month and equivalent month last year. Dwell time is shown as a distribution across minute intervals for the report month, and over the most recent four quarters in a column chart.

Footfall includes all traffic across the centre polygon, regardless of visitor intent or mode of transport used. Source data is collected on a first party basis through mobile apps. Consent to use this data for aggregated statistical purposes has been obtained prior to collection.

Results are validated with authoritative external sources prior to publication. We make every effort to ensure the accuracy of our reporting. As with all surveys based on population samples there may be differences between reported and actual values.

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