



Footfall Figures

Monthly Report

February 2024

Visitor Behaviour Data - UK



Trend Analysis



Visitor Behaviour

Monthly Report - February

TOWN CENTRE ANALYSIS

The **Monthly Report** explores the footfall dynamics across 12 regions in the UK for February 2024, with a specific emphasis on drawing a comparison in foot traffic with 2023 footfall data.



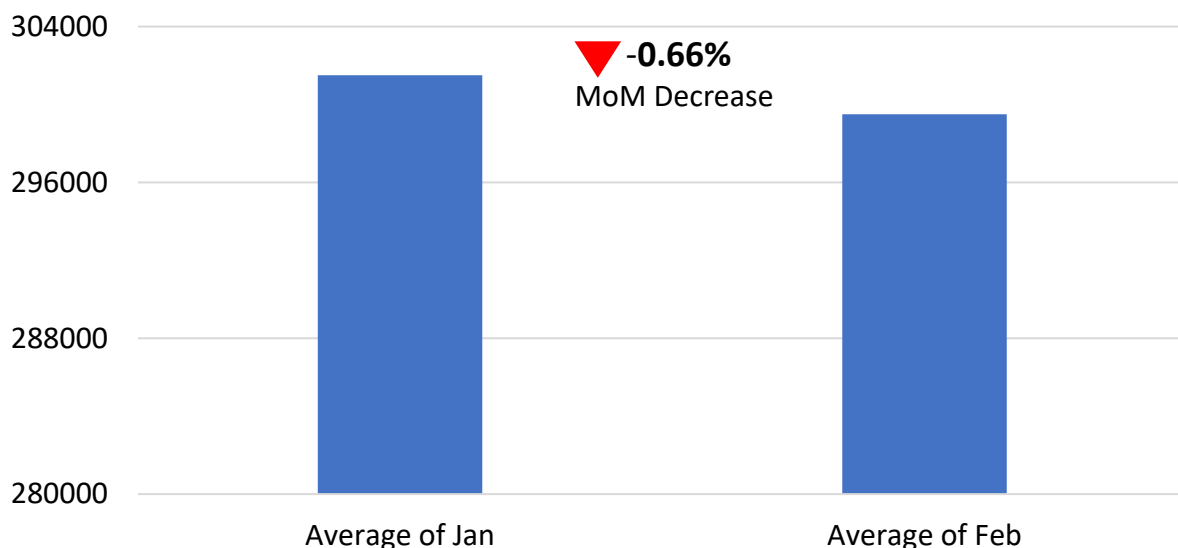
UK Region	YoY % Change in Footfall
Scotland	▼ -1.65 %
North-East	▼ -3.31 %
North-West	▼ -2.49 %
Yorkshire and the Humber	▼ -1.85 %
East Midlands	▼ -3.33 %
West Midlands	▼ -2.28 %
East Anglia	▼ -4.78 %
London	▼ -2.62 %
South-East	▼ -2.37 %
South-West	▼ -6.64 %
Wales	▼ -2.04 %
Northern Ireland	▼ -0.88 %



February Footfall



Change in Average Footfall – Jan 2024 vs Feb 2024



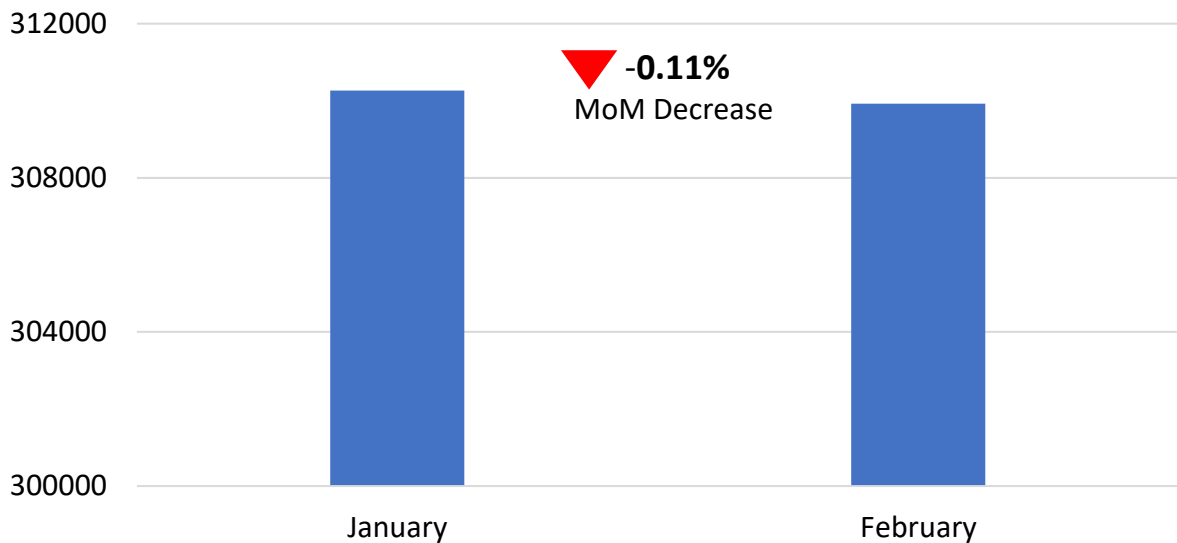
Top 10 Towns – YoY Change (Feb 2023 vs Feb 2024)

Rank	Town
1	Bloomsbury
2	Chichester
3	Victoria
4	Binley
5	Helsby
6	Edinburgh West End
7	Glengormley
8	Welham Green
9	Cirencester
10	Holmes Chapel

February Footfall



Change in Average Footfall – Jan 2024 vs Feb 2024



Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Edinburgh West End	12.15%
2	Crieff	10.80%
3	Dingwall	10.15%
4	Stenhousemuir	9.81%
5	Galston	9.75%

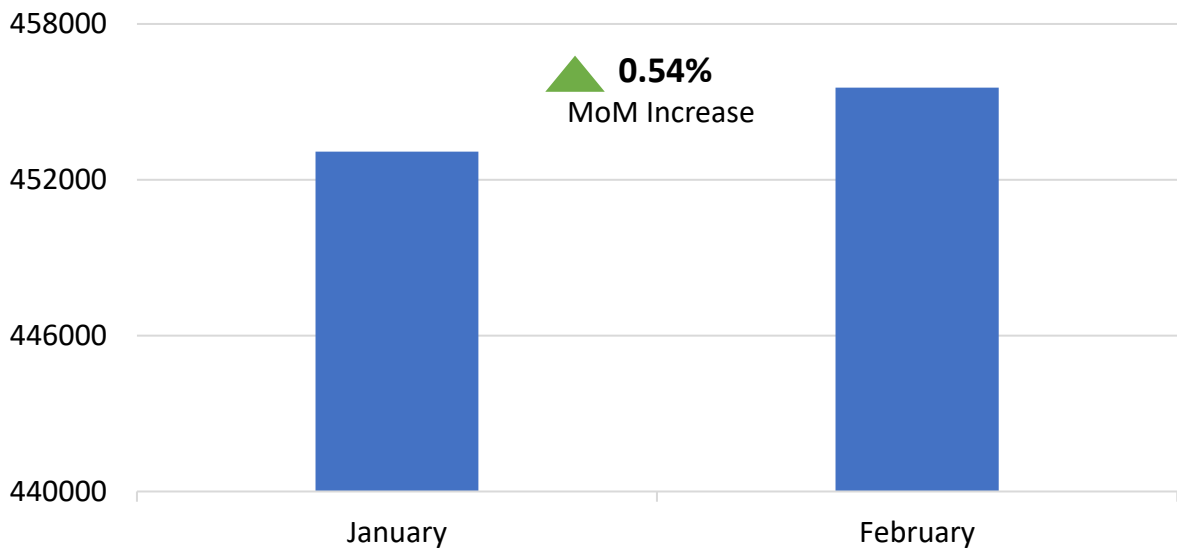
Northern Ireland

TOWN CENTRE ANALYSIS

February Footfall



Change in Average Footfall - Jan 2024 vs Feb 2024



Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Glengormley	12.14%
2	Enniskillen	11.22%
3	Hollywood	9.89%
4	Ballyclare	9.89%
5	Foyleside	8.38%

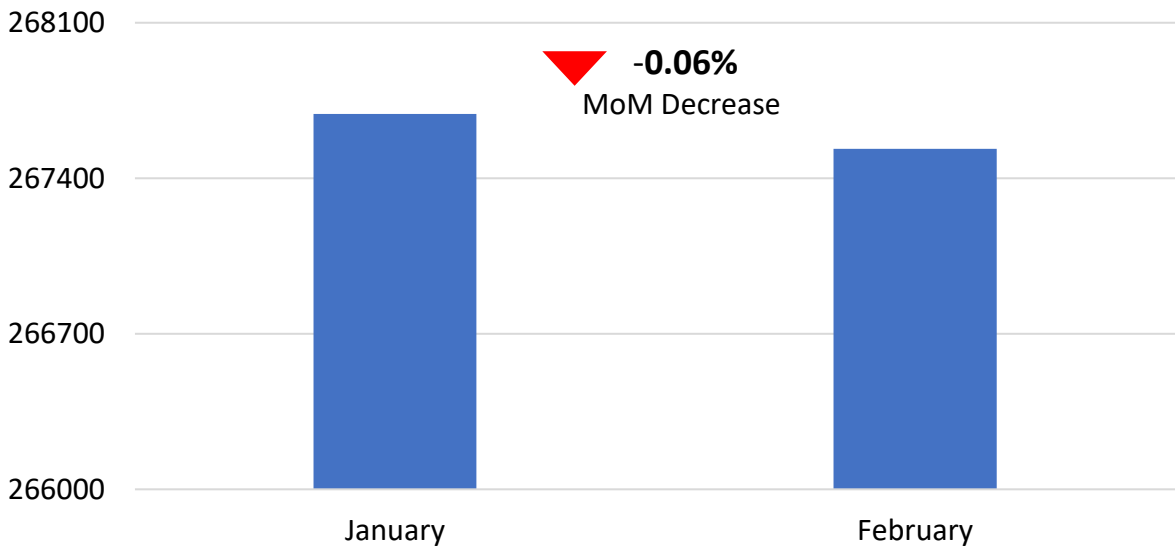
North-East

TOWN CENTRE ANALYSIS

February Footfall



Change in Average Footfall - Jan 2024 vs Feb 2024



Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Bensham	8.43%
2	Longbenton	7.60%
3	Houghton-le-Spring	7.54%
4	Dunston	6.12%
5	Stanhope	6.02%

North-West

TOWN CENTRE ANALYSIS

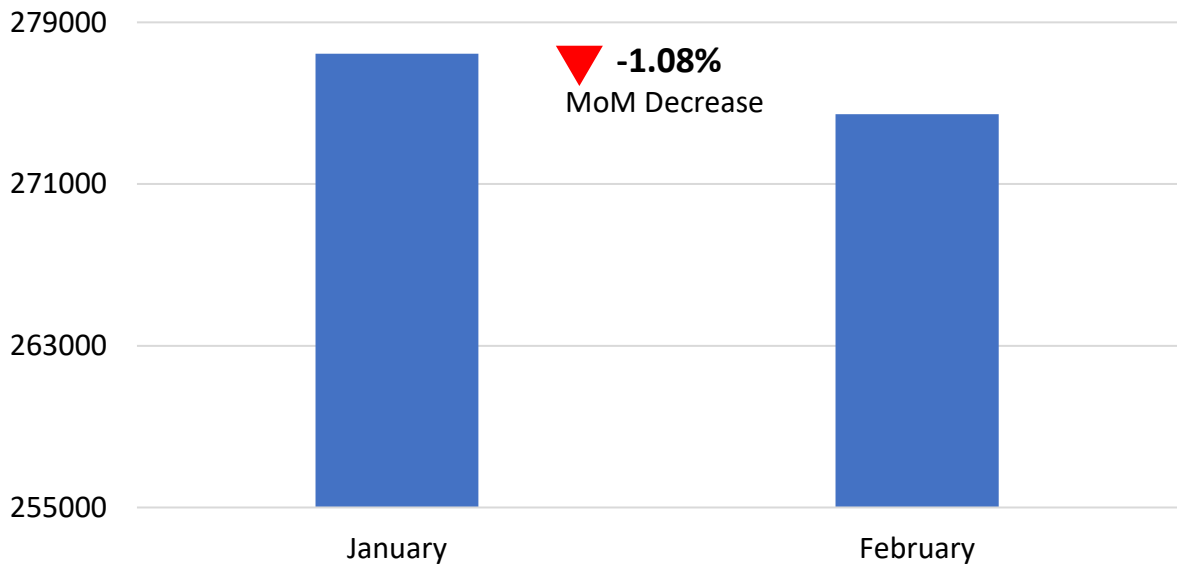
February Footfall



2024  70,808,693
2023  72,614,560

 **-2.49%**
YoY Decrease

Change in Average Footfall - Jan 2024 vs Feb 2024



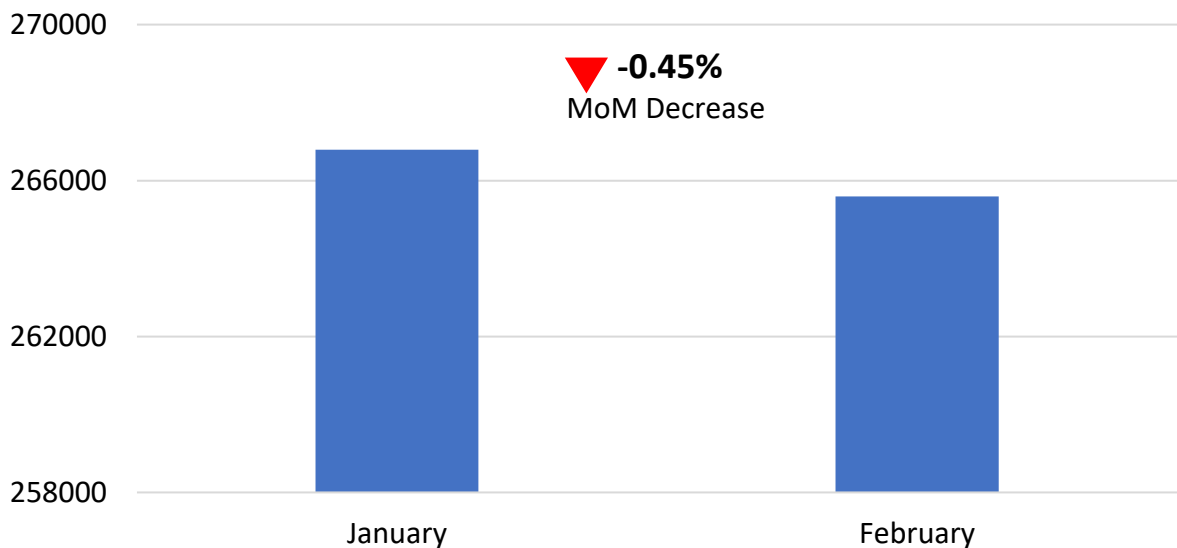
Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Helsby	12.36%
2	Holmes Chapel	11.85%
3	Boroughton	11.63%
4	Padiham	10.38%
5	Salford	9.79%

February Footfall



Change in Average Footfall – Jan 2024 vs Feb 2024



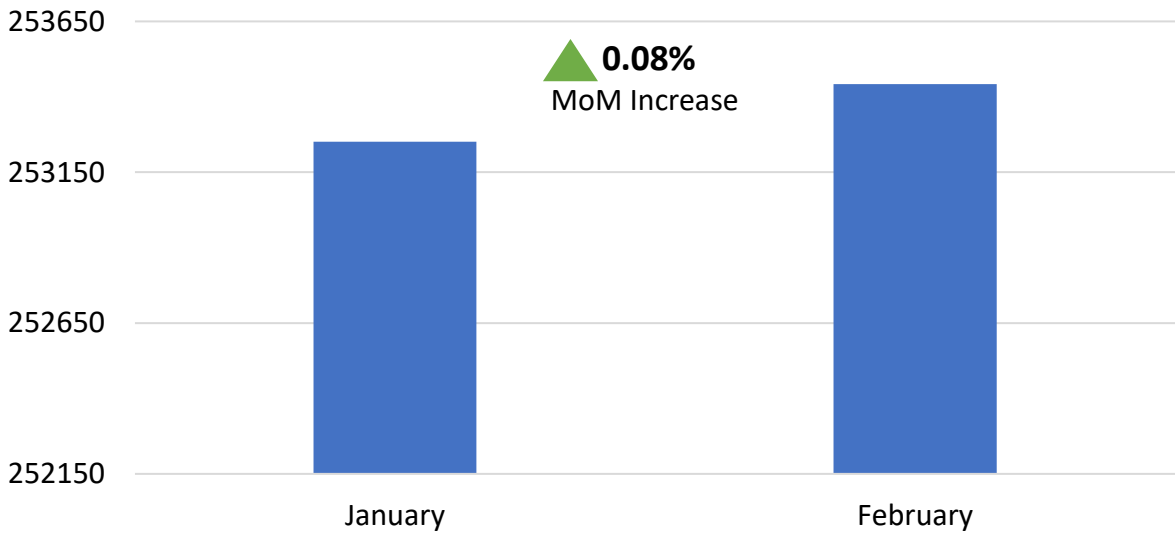
Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Jennyfield	10.00%
2	Hillsborough	9.85%
3	Cloughton	9.63%
4	Royston (Yorkshire)	8.65%
5	Norton on Derwent	8.60%

February Footfall



Change in Average Footfall - Jan 2024 vs Feb 2024



Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Pyle	10.95%
2	Cefn-Mawr	9.89%
3	Ebbw Vale	9.63%
4	Buckley	8.78%
5	Llangefni	8.63%

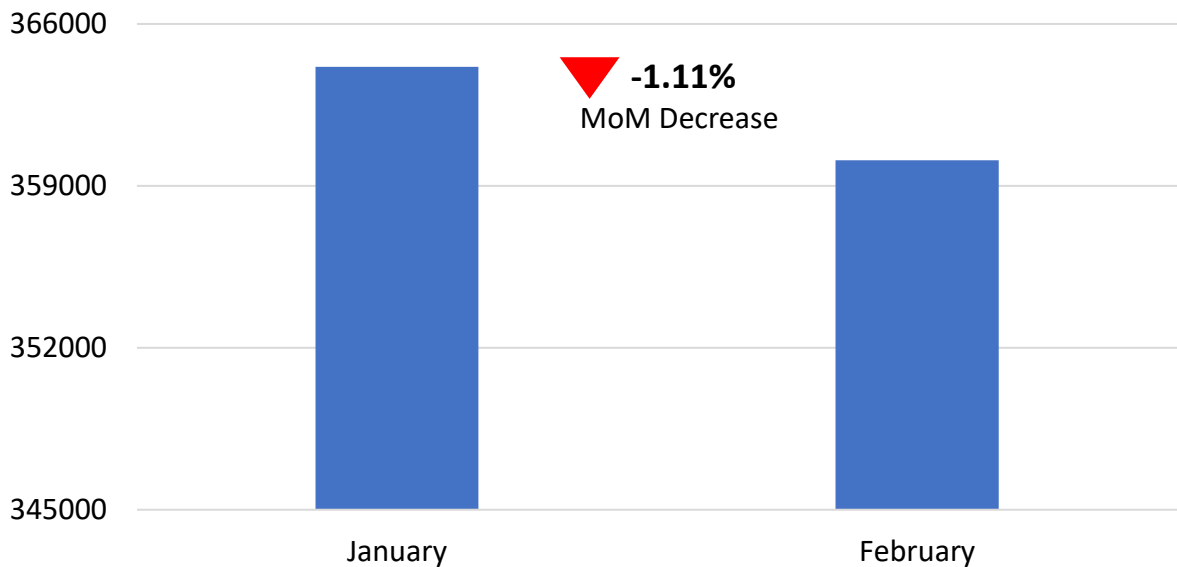
West Midlands

TOWN CENTRE ANALYSIS

February Footfall



Change in Average Footfall - Jan 2024 vs Feb 2024



Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Binley	12.49%
2	Poolbrook	9.43%
3	Market Drayton	9.39%
4	Parkfield	9.28%
5	Broadway	7.84%

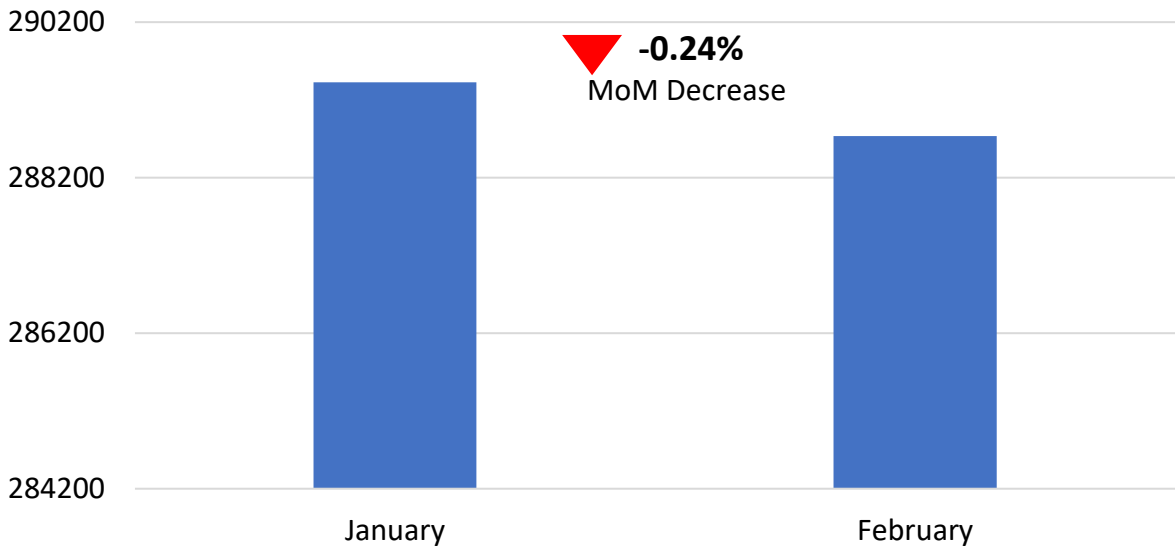
February Footfall



2024  43,887,580
2023  45,399,955

 **-3.33%**
YoY Decrease

Change in Average Footfall - Jan 2024 vs Feb 2024



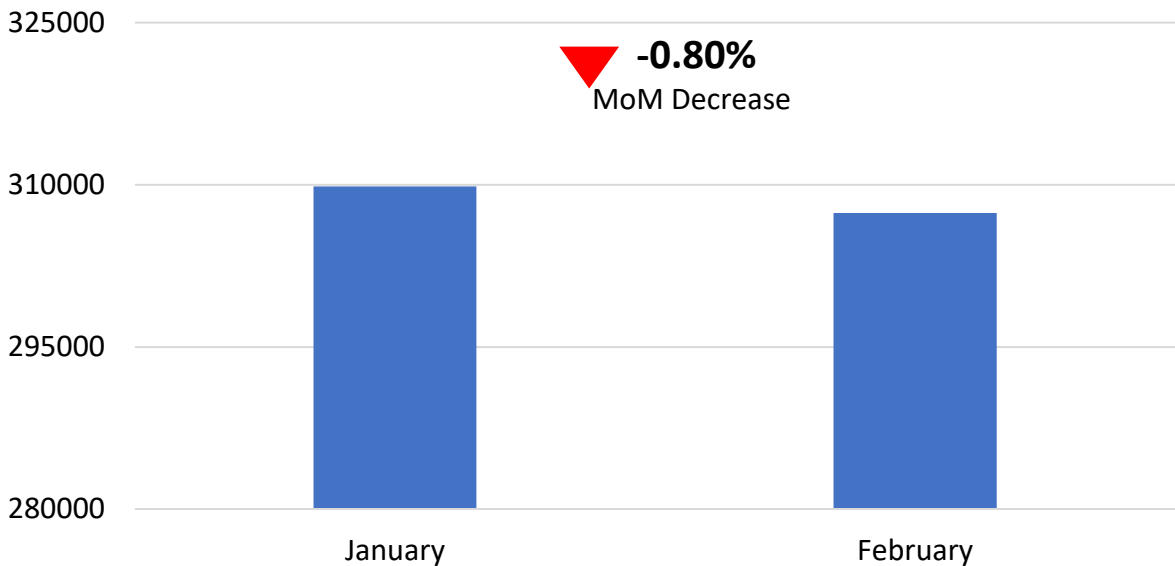
Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Shepshed	10.51%
2	Southwell	8.67%
3	Thurmaston	7.87%
4	Holbeach	7.85%
5	Carlton Square	7.39%

February Footfall



Change in Average Footfall - Jan 2024 vs Feb 2024



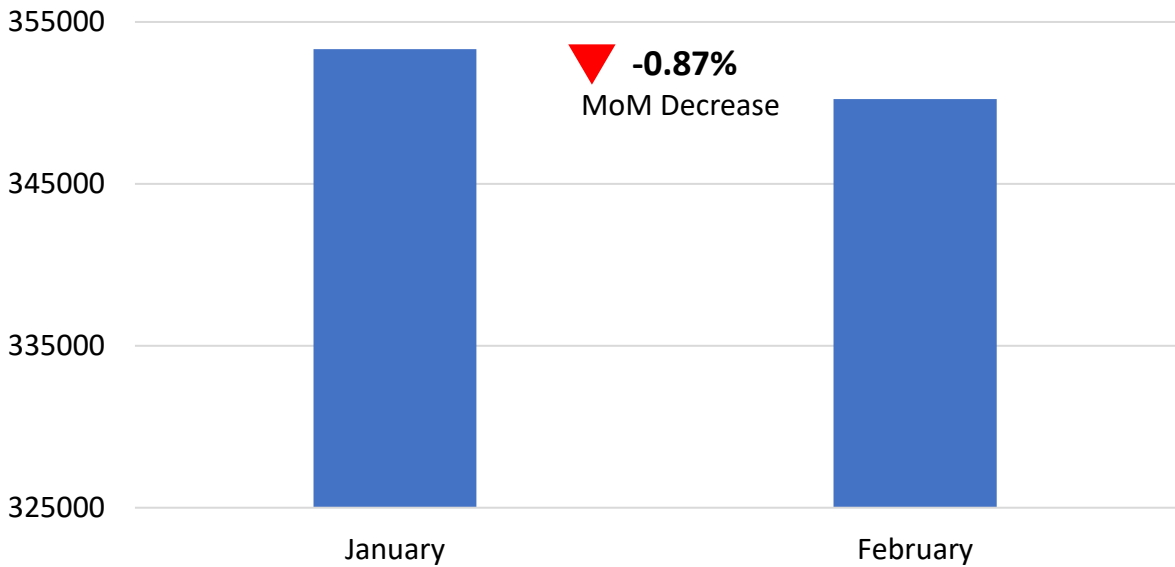
Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Welham Green	12.12%
2	Chipping Ongar	10.34%
3	South Woodham Ferrers	10.19%
4	Ramsey	9.84%
5	Clacton	9.56%

February Footfall



Change in Average Footfall - Jan 2024 vs Feb 2024



Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Bloomsbury	18.36%
2	Victoria	13.89%
3	Boleyn	11.18%
4	New Addington	10.57%
5	Old Street & Shoreditch	10.50%

South-East

TOWN CENTRE ANALYSIS

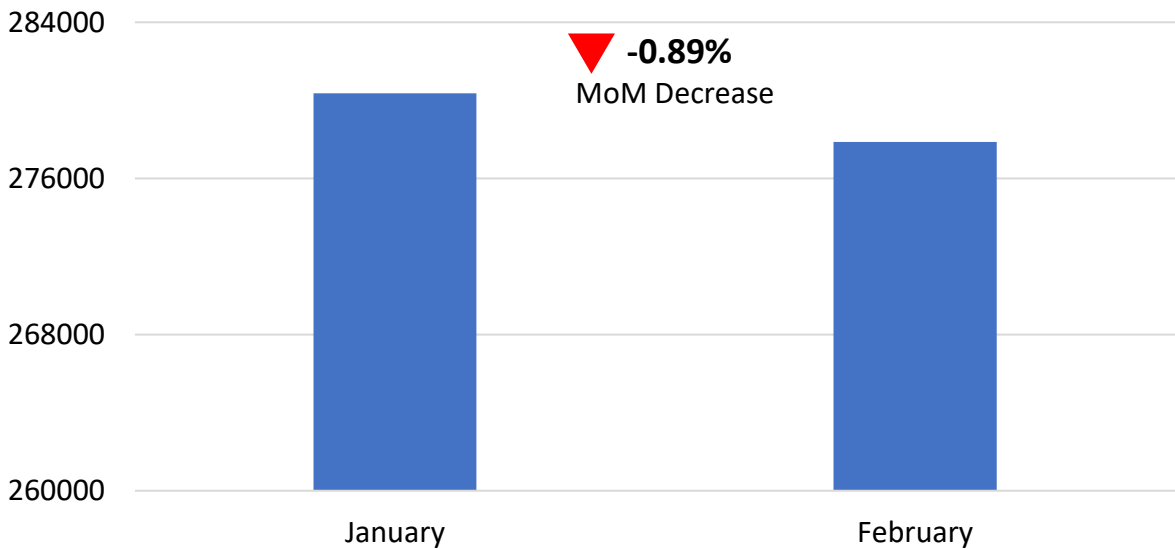
February Footfall



2024  70,299,490
2023  72,002,620

 **-2.37%**
YoY Decrease

Change in Average Footfall - Jan 2024 vs Feb 2024



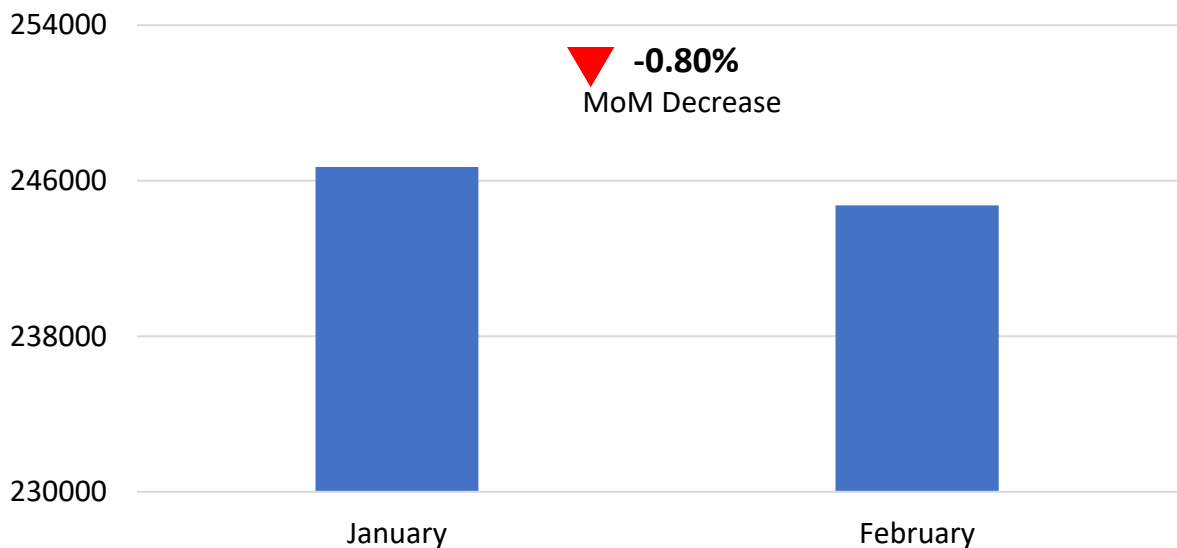
Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Chichester	15.04%
2	Havant	11.01%
3	Camberley	9.42%
4	Fawley	9.02%
5	Henfield	8.93%

February Footfall



Change in Average Footfall - Jan 2024 vs Feb 2024



Top Performing Towns - Feb 2023 vs Feb 2024

Rank	Town	YoY % Change
1	Cirencester	11.98%
2	Radstock	9.89%
3	Bishopston	9.60%
4	Broadmead	8.81%
5	Melksham	8.31%

Contact us

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