

Monthly Report

February 2024

Visitor Behaviour Data - UK



Footfall Figures



Trend Analysis



Visitor Behaviour



February Monthly Report

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 historic footfall data.

Place Informatics draw on their extensive database tracking over a hundred billion movement datapoints a year to produce a comprehensive national report.

We are the **only** UK provider that measures all 2300 towns across the UK enabling robust understanding of footfall trends from the smallest town centre to major cities.

This report spotlights footfall at a regional level but if you are interested in visitor origins, dwell, demographics and spend insights

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Place Informatics

*experts in visitor behaviour analytics
since 2015*




UK	% Year on Year Change	
Scotland	▼	-3.09%
North East	▼	-4.38%
North West	▼	-2.95%
Yorkshire and the Humber	▼	-3.05%
East Midlands	▼	-4.19%
West Midlands	▼	-2.56%
East Anglia	▼	-3.65%
London	▼	-3.47%
South East	▼	-3.47%
South West	▼	-3.92%
Wales	▼	-4.79%
Northern Ireland	▼	-4.57%

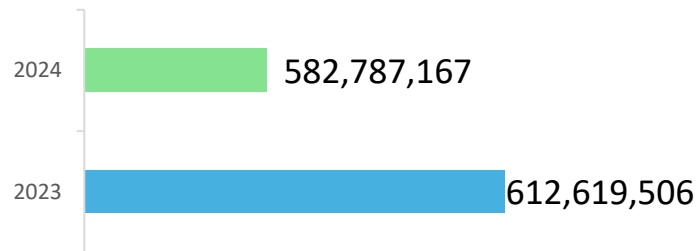


Town Centre Footfall Analysis

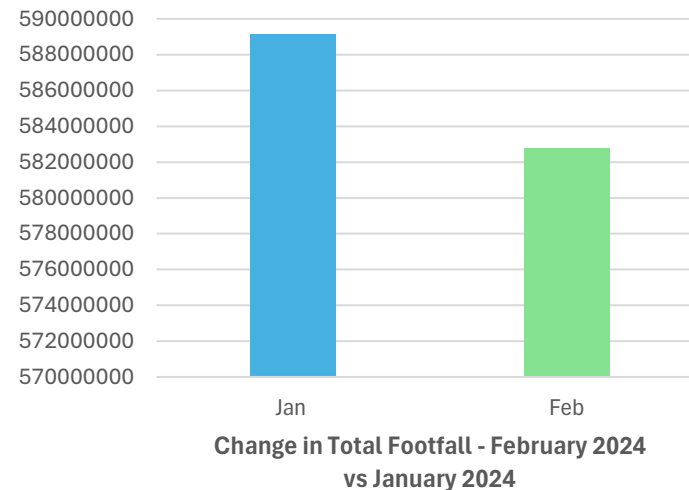
United Kingdom

February 2024

 **-4.87%**
Year on Year
Change



 **-1.07%**
Month on Month
Change




Top 10 Ranked Towns

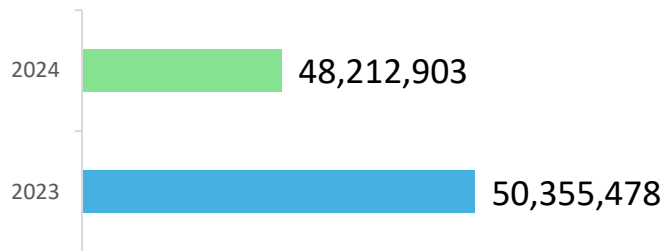
Year on Year Change for Town Centres with more than 100,000 Footfall per month

Rank	Town	Year on Year Change
1	Warrington	5.70%
2	Mold	5.65%
3	Keighley	5.47%
4	Hitchin	5.11%
5	Clapham Junction	4.86%
6	Royal Wootton Bassett	4.24%
7	Kensington	4.18%
8	New Oscott	4.10%
9	Chelsea	3.88%
10	Carlisle	3.86%




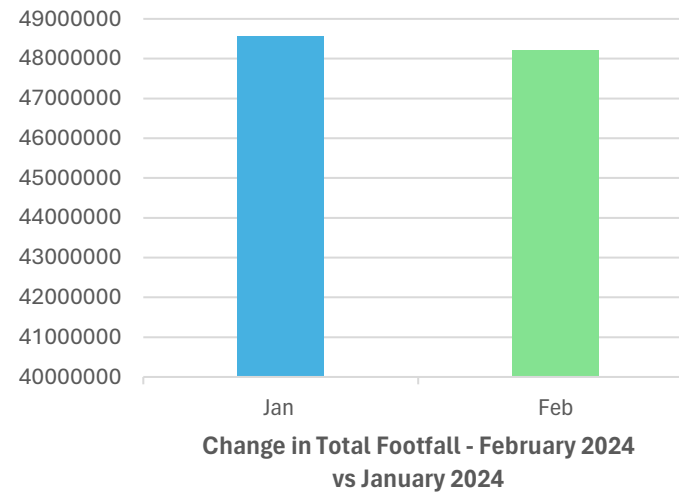
Town Centre Footfall Analysis Scotland

 **-4.25%**
Year on Year
Change



February 2024

 **-0.72%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Hamilton	3.03%
2	Sterling	2.93%
3	Cumnock	1.80%
4	Glenrothes	1.58%
5	Haddington	1.47%
6	Perth	1.30%
7	Blairgowrie	1.12%
8	Coatbridge	1.12%
9	Linwood	0.32%
10	Prestwick	0.22%

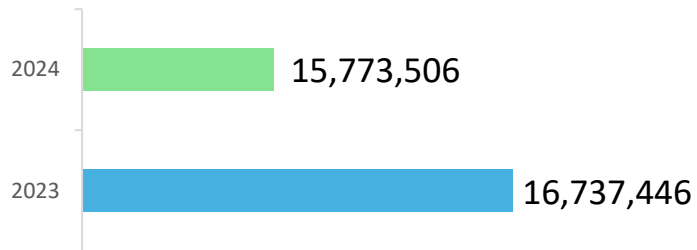



Town Centre Footfall Analysis

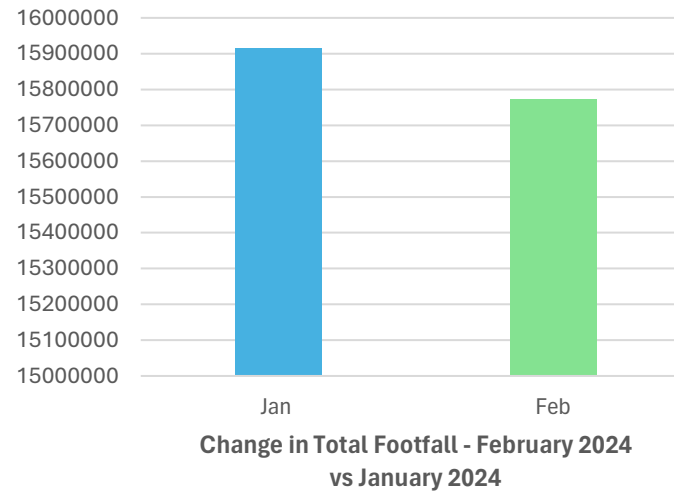
North East

February 2024

 **-5.76%**
Year on Year
Change



 **-0.89%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month

Rank	Town	Year on Year Change
1	Washington	1.51%
2	South Shields	1.32%
3	Birtley	-2.06%
4	Newcastle upon Tyne	-2.56%
5	Gosforth	-3.39%
6	Cramlington	-3.83%
7	Houghton Le Spring	-4.40%
8	Pennywell	-5.30%
9	Byker	-5.39%
10	Felling	-5.70%




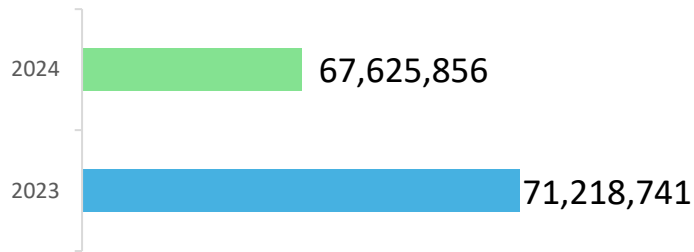
Town Centre Footfall Analysis


North West

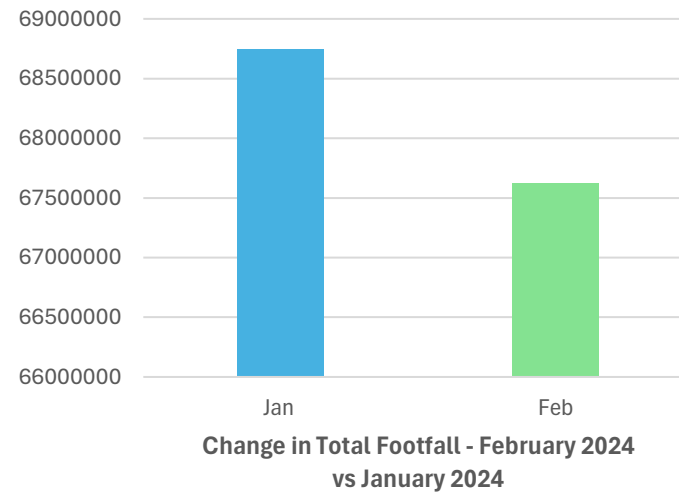


February 2024

 **-5.04%**
Year on Year
Change



 **-1.63%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Warrington	5.70%
2	Carlisle	3.86%
3	Retail Core Quarter	3.06%
4	Widnes	2.08%
5	Macclesfield	1.38%
6	Buckshaw Village	1.30%
7	Penrith	1.18%
8	Longsight	0.45%
9	Irlam	0.37%
10	Bredbury	0.26%

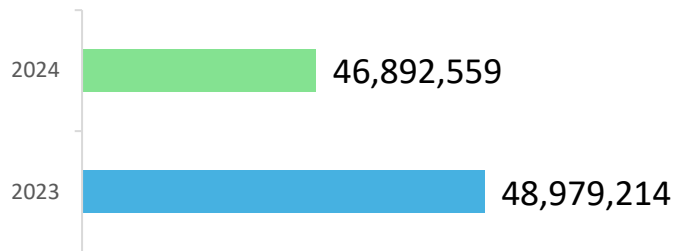



Town Centre Footfall Analysis

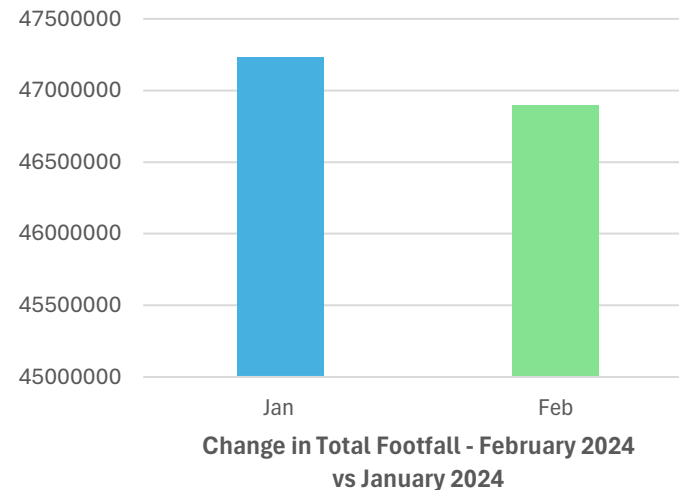
Yorkshire and the Humber

February 2024

 **-4.26%**
Year on Year
Change



 **-0.72%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Keighley	5.47%
2	Northallerton	2.97%
3	Ilkley	2.56%
4	Thirsk	1.60%
5	Brighouse	1.40%
6	Acomb	0.77%
7	Richmond (Yorkshire)	0.38%
8	Haxby	0.34%
9	Mirfield	0.34%
10	Stokesley	0.19%

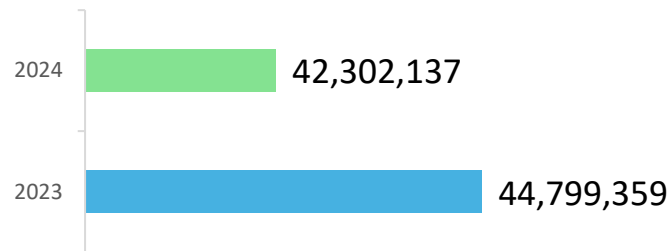



Town Centre Footfall Analysis

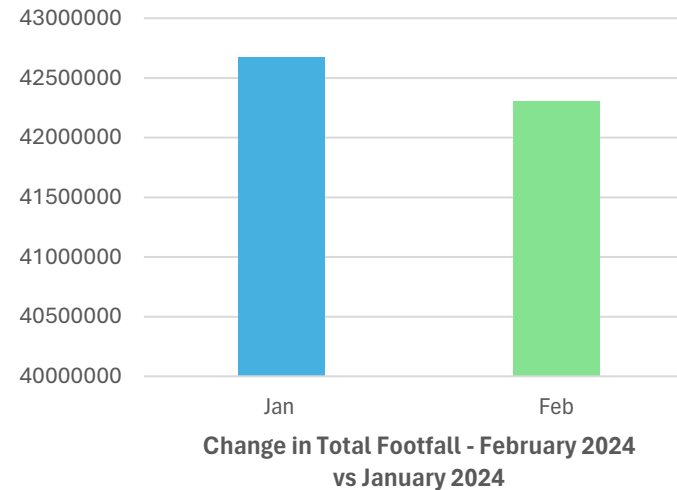
East Midlands

February 2024

 **-5.57%**
Year on Year
Change



 **-0.86%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Grantham	3.39%
2	Mansfield	1.66%
3	Newark-on-Trent	1.23%
4	Market Harborough	0.54%
5	Gainsborough	0.38%
6	Mapperley	-0.28%
7	Hinckley	-0.40%
8	Lutterworth	-0.55%
9	Kettering	-0.58%
10	Oadby	-0.81%

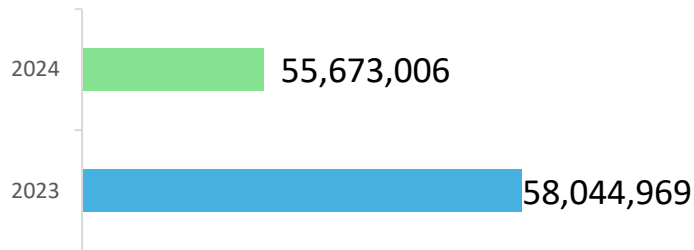



Town Centre Footfall Analysis

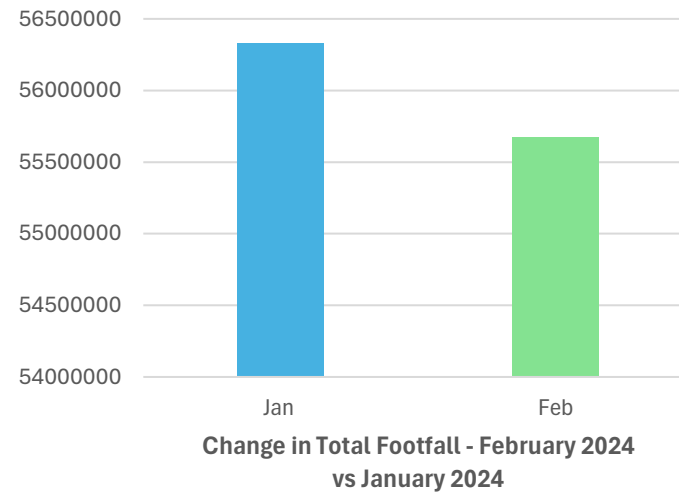
West Midlands

February 2024

 **-2.56%**
Year on Year
Change



 **+2.15%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	New Oscott	5.23%
2	Broadway	4.38%
3	Market Drayton	4.35%
4	Bromsgrove	4.11%
5	Wolstanton	4.08%
6	Sedgley	3.83%
7	Bearwood	3.83%
8	Bromyard	3.49%
9	Burton upon Trent	3.42%
10	Rugby	3.26%

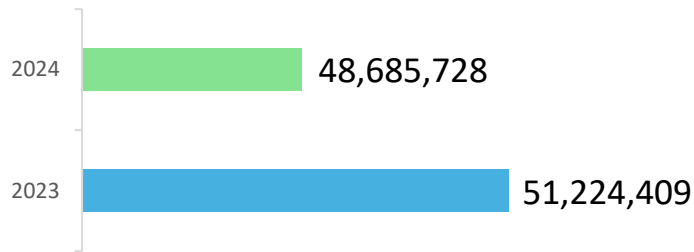


Town Centre Footfall Analysis

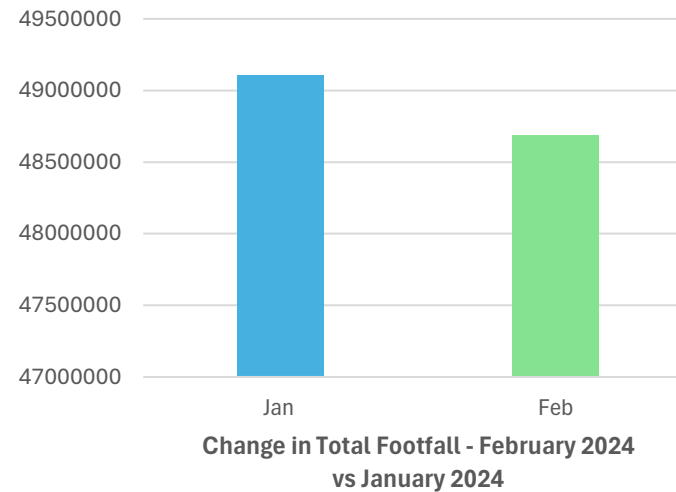
East Anglia

February 2024

 **-3.65%**
Year on Year
Change



 **+2.09%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Hitchin	2.90%
2	Watton	2.77%
3	Soham	2.51%
4	Tiptree	2.28%
5	Radlett	1.26%
6	Halstead	1.20%
7	Cheshunt	1.04%
8	Wymondham	0.99%
9	Leighton Buzzard	0.45%
10	Cambourne	0.43%

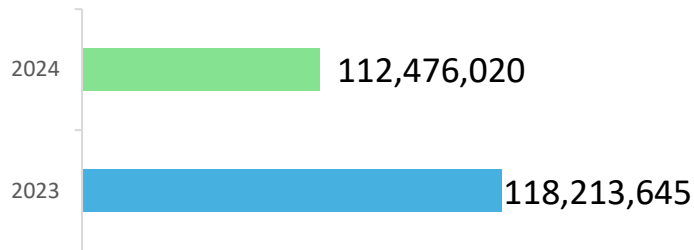



Town Centre Footfall Analysis

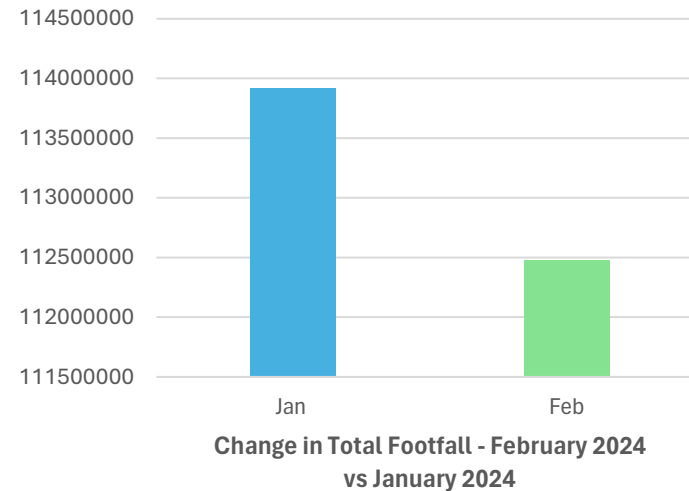
London

February 2024

 **-3.47%**
Year on Year
Change



 **+1.53%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Marble Arch	5.60%
2	Battersea	3.48%
3	Uxbridge	3.26%
4	Wimbledon	2.79%
5	Kensington	2.75%
6	Earlsfield	2.55%
7	Notting Hill	2.46%
8	Stepney	2.38%
9	Coulsdon	2.28%
10	Rotherhithe	2.23%

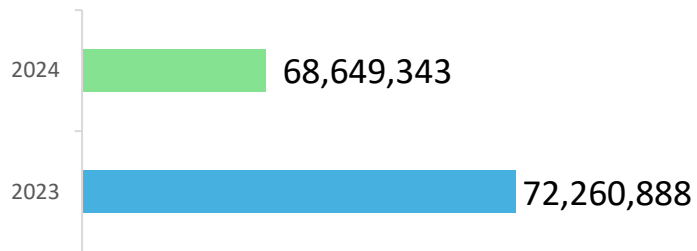



Town Centre Footfall Analysis

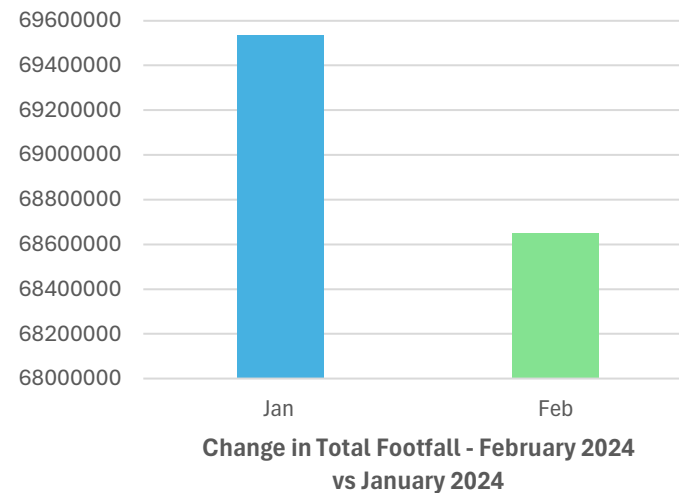
South East

February 2024

 **-5.00%**
Year on Year
Change



 **-1.27%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Chesham	3.39%
2	Abingdon	2.57%
3	Amersham Old Town	1.89%
4	Horsham	1.67%
5	Waterlooville	1.60%
6	Guildford	1.54%
7	Havant	1.45%
8	Cranleigh	1.43%
9	Winchester	1.03%
10	Buckingham	0.99%

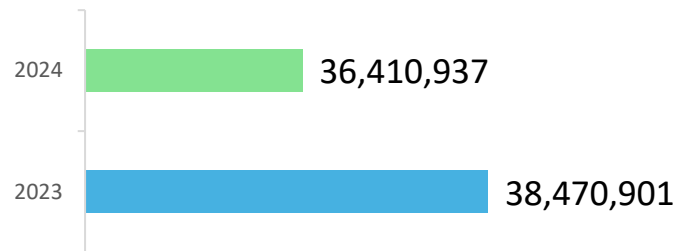


Town Centre Footfall Analysis

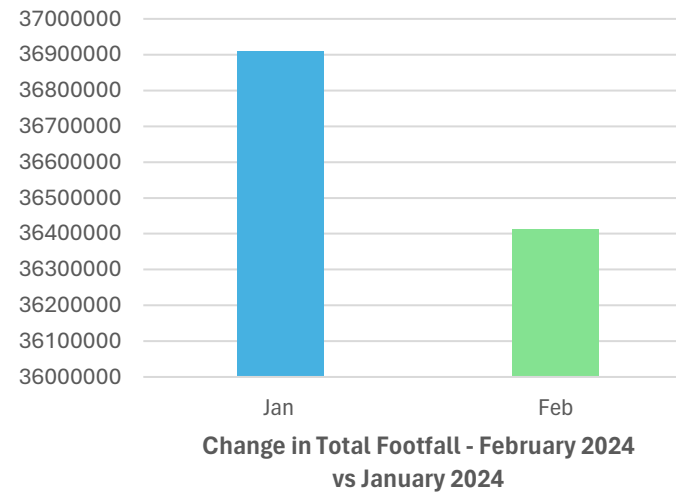
South West

February 2024

 **-3.92%**
Year on Year
Change



 **-1.35%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Royal Wootton Bassett	4.24%
2	Bradford-on-Avon	2.23%
3	Westbury	2.01%
4	Dursley	1.68%
5	South Molton	0.85%
6	Nailsworth	0.43%
7	Cinderford	0.37%
8	Tiverton	0.35%
9	Bridgwater	0.11%
10	Stroud	-0.21%

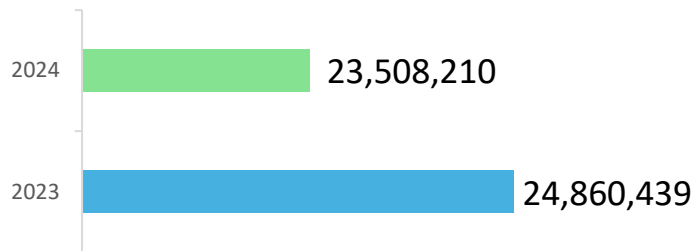



Town Centre Footfall Analysis

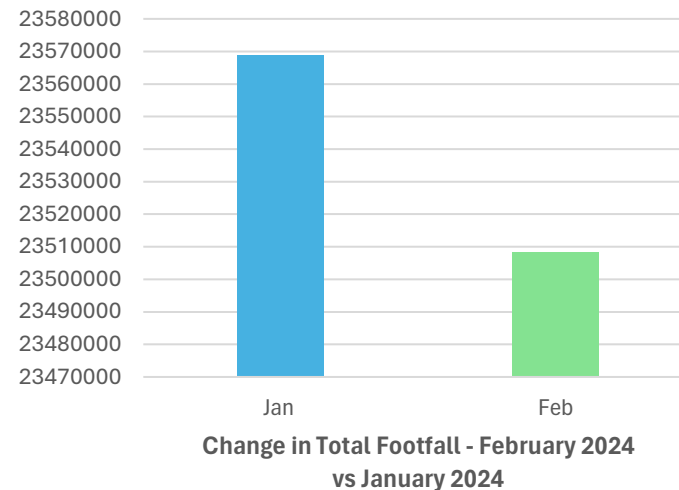
Wales

February 2024

 **-4.79%**
Year on Year
Change



 **-0.26%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month


Rank	Town	Year on Year Change
1	Mold	5.65%
2	Wrexham	-0.63%
3	Chepstow	-1.05%
4	Abergele	-1.91%
5	Abergavenny	-2.12%
6	Monmouth	-2.57%
7	Queensferry	-2.77%
8	Newtown	-2.78%
9	Cardiff	-3.06%
10	Blackwood	-3.06%

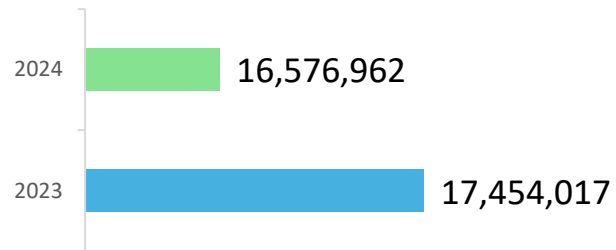



Town Centre Footfall Analysis

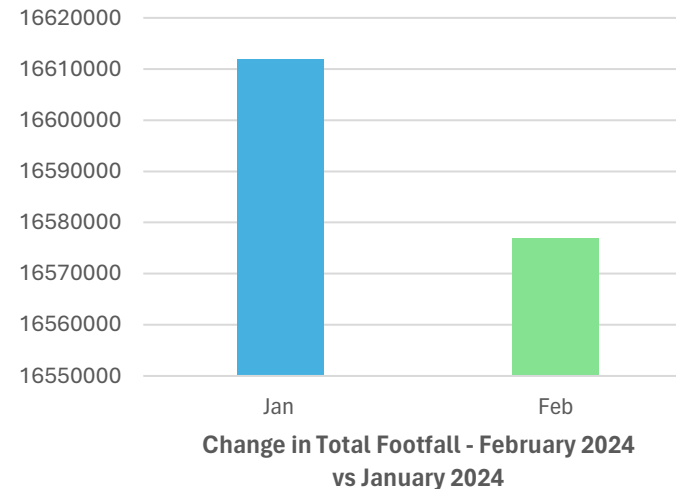
North Ireland

February 2024

 **-5.02%**
Year on Year
Change



 **-0.21%**
Month on Month
Change



Top 10 Ranked Towns

Year on Year Change for Town Centres with more than 100,000 Footfall per month

Rank	Town	Year on Year Change
1	Carrickfergus	2.56%
2	Newtownabbey	1.59%
3	Belfast	1.28%
4	Enniskillen	-1.78%
5	Portadown	-2.94%
6	Omagh	-2.96%
7	Lisburn	-3.08%
8	Bangor	-4.72%
9	Grand Total	-5.02%
10	Cookstown	-5.43%

