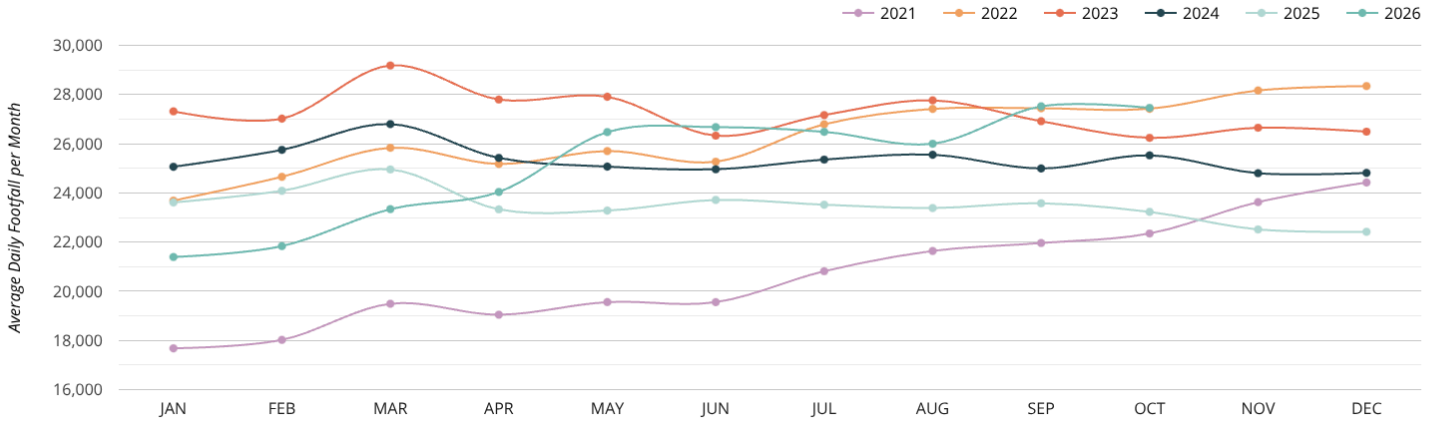
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Location Intelligence from Huq

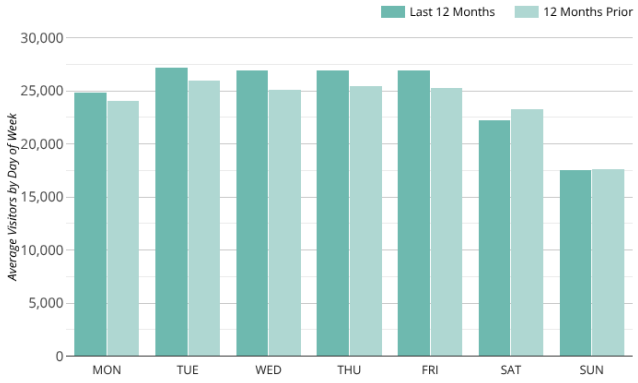
October 2026

	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
Oct 2026	851,120	192,570	28,052	25,998	27,455
YTD 2026	7,643,704	176,442	25,803	23,393	25,121
Sep 2026	825,587	189,656	28,184	25,692	27,520
Oct 2025	720,026	163,703	23,521	22,379	23,227
2025	8,564,598	163,980	23,894	22,464	23,468

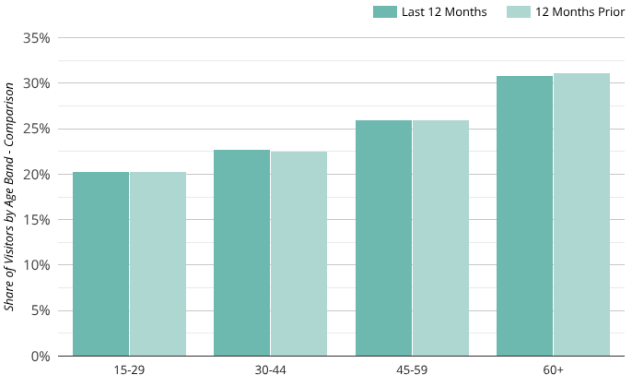
Average daily visitors by month and year



Average visitors by day

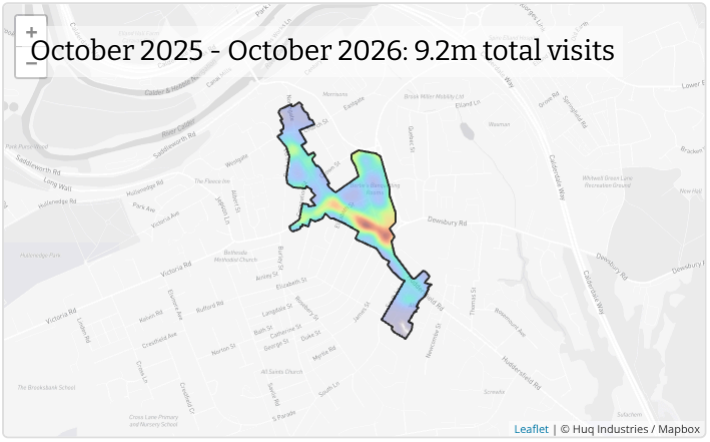


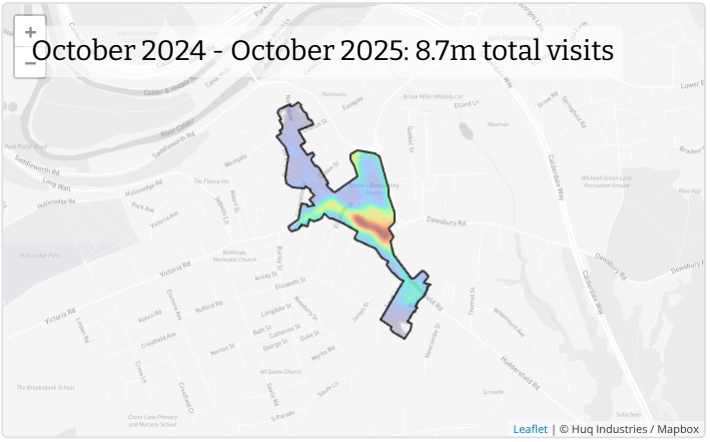
Visitors by age



Density

Least Highest





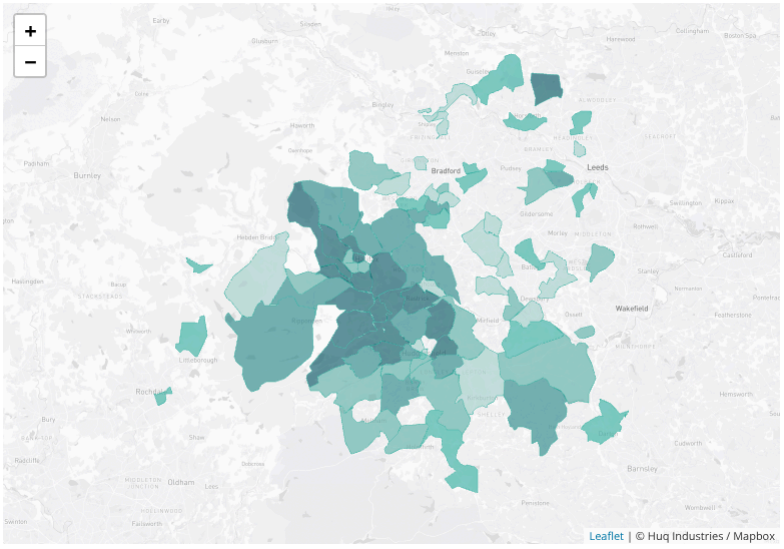
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Location Intelligence from Huq

October 2026

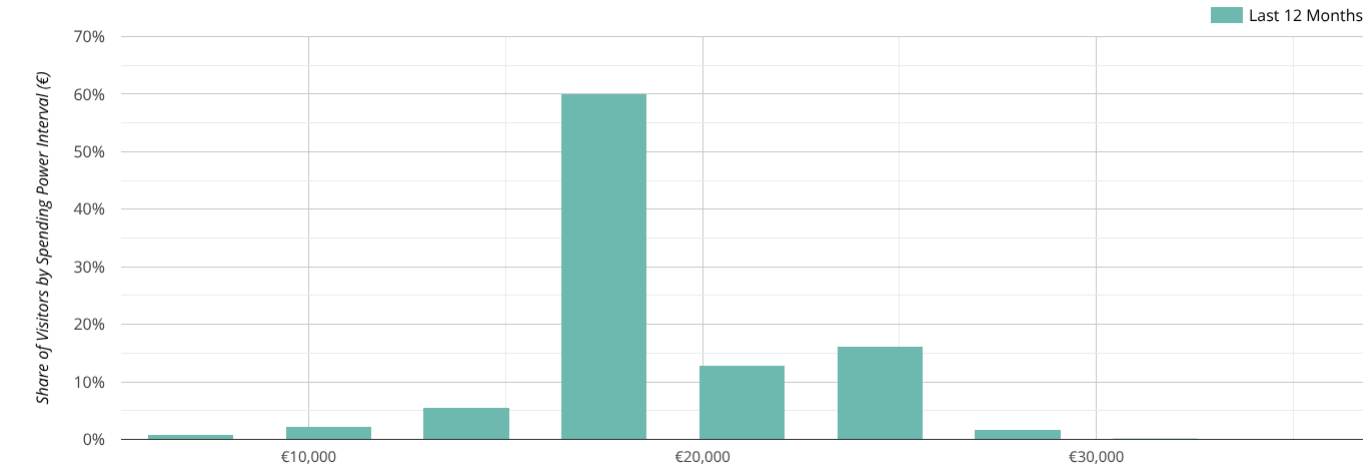
Catchment area, last 12 months



Visitor source by postcode district

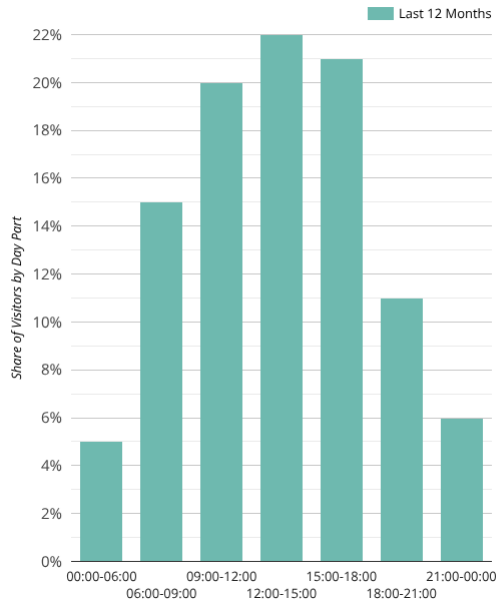
Source	Distance	Visit Share
HX5 0	0.6 km	12%
HX4 8	4.8 km	7%
HD6 3	5.0 km	6%
HX3 9	3.1 km	6%
HX3 0	4.4 km	5%
HX5 9	1.5 km	4%
HD3 3	4.5 km	4%
HD3 4	4.2 km	2%
HX4 9	5.0 km	2%
HX1 5	5.9 km	2%

Spending power of visitors, last 12 months



Visits by day part

October 2026

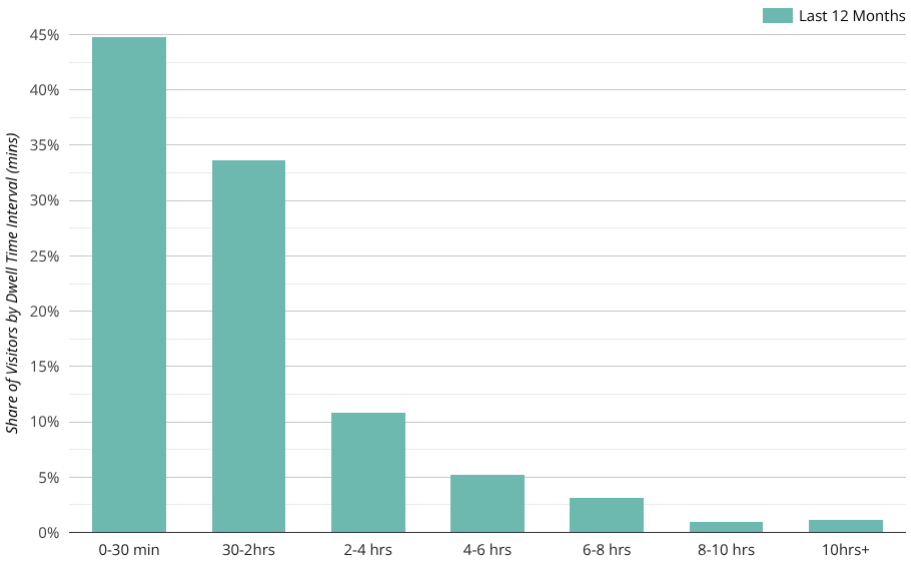


Dwell time

Last 12 months

90min

Oct 2026	Sep 2026	Nov 2025
avg. dwell time	avg. dwell time	avg. dwell time
65min	**65min**	**101min**



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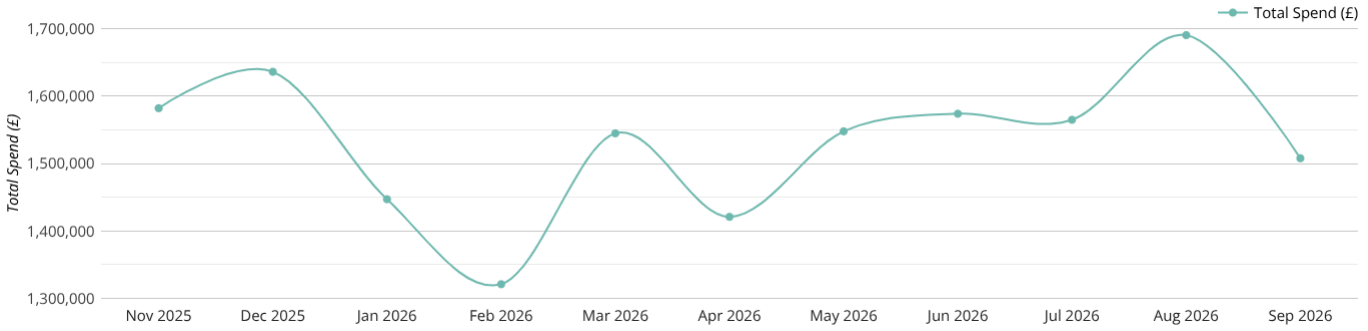
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Location Intelligence from Huq

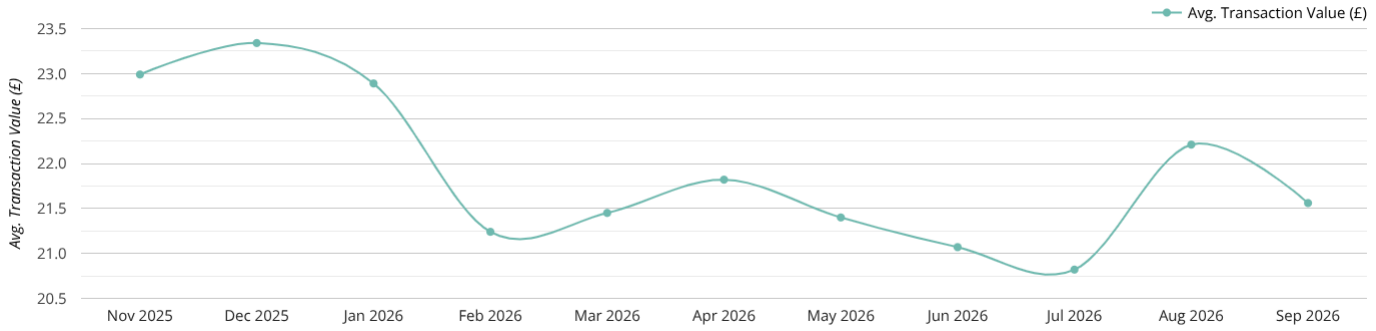
September 2026

Spend History Trend	Total Spend (£) Total spend across period	Avg. Transaction Value (£) Value of the Avg. Transaction	Avg. Transactions Per Day Transaction volume across the Avg. Day
September 2026	1.5m	21.56	2.3k
August 2026	1.7m	22.21	2.5k
YTD 2026	13.6m	21.61	2.3k

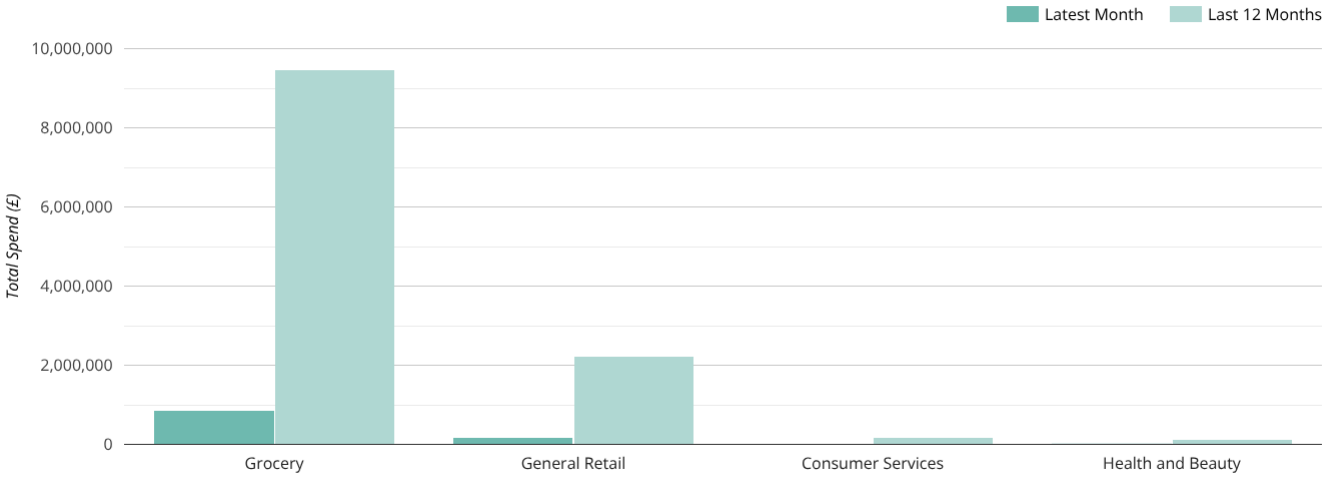
Total Spend By Month (£)



Average Transaction Value By Month (£)



Spend By Category, Top 5
September 2026



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Report Methodology

Huq Reports - Spend

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.

Disclaimer: This information is provided "AS IS" and for your internal use only. The terms contained here apply to your access and usage.

Spend insights, delivered in partnership with Experian

Unlocking insights: Where spend meets footfall

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Report Methodology

Huq Reports

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 Authoritaries) 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 distributon 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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