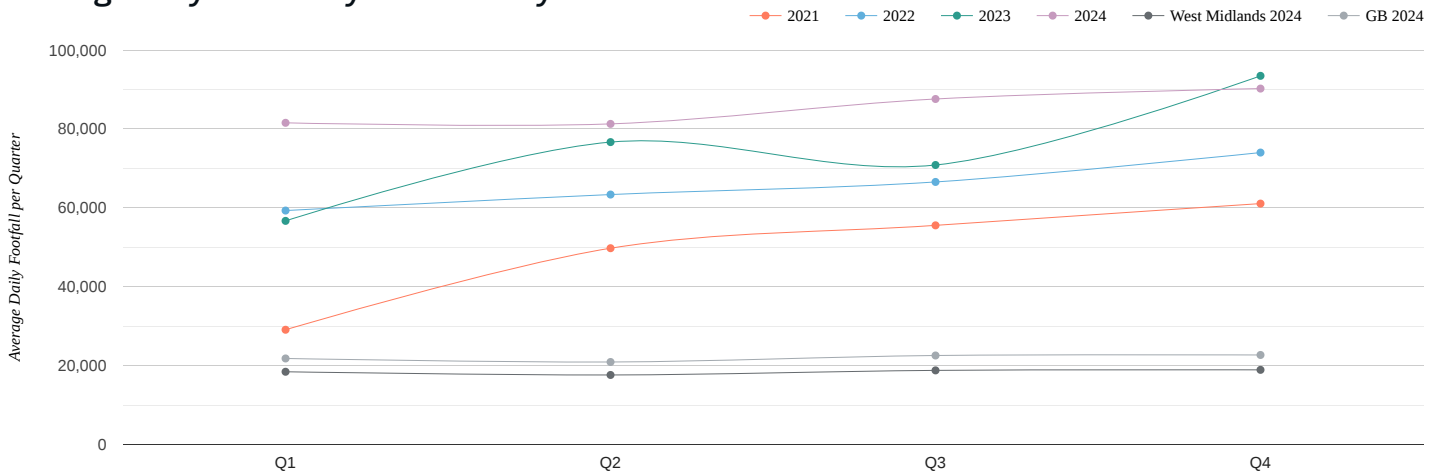
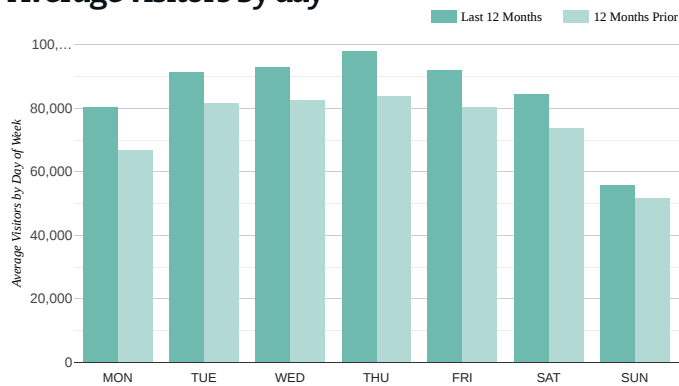


	Total visitors in period	Avg. Weekly visitors in period	Peak Daily visitors in period	Avg. Daily visitors in period
Q4 2024	8,301,101	631,606	158,571	90,229
YTD 2024	31,176,042	596,263	158,571	85,180
Last 12 Months	31,176,042	596,263	158,571	85,180
2023	27,192,927	521,508	169,501	74,501

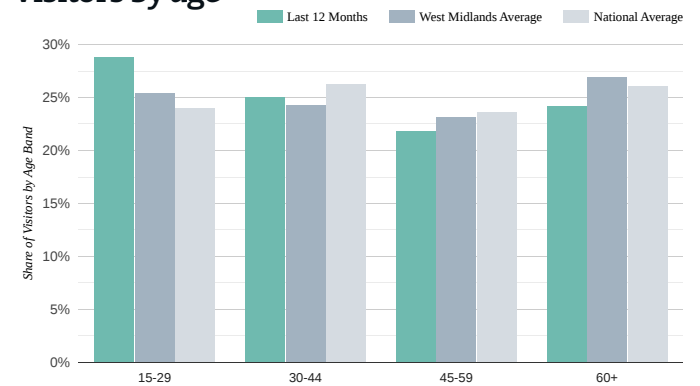
Average daily visitors by month and year



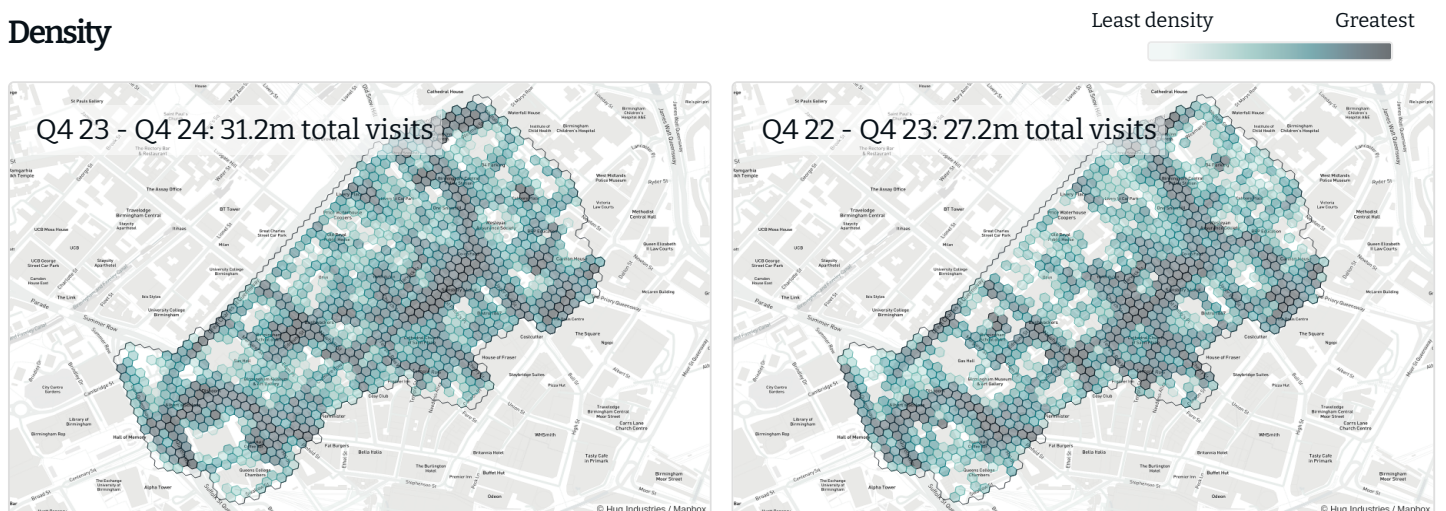
Average visitors by day



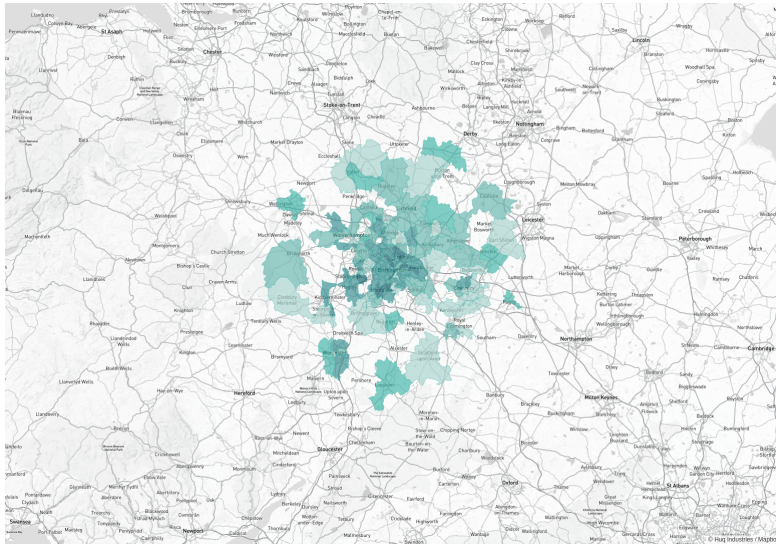
Visitors by age



Density



Catchment area, last 12 months

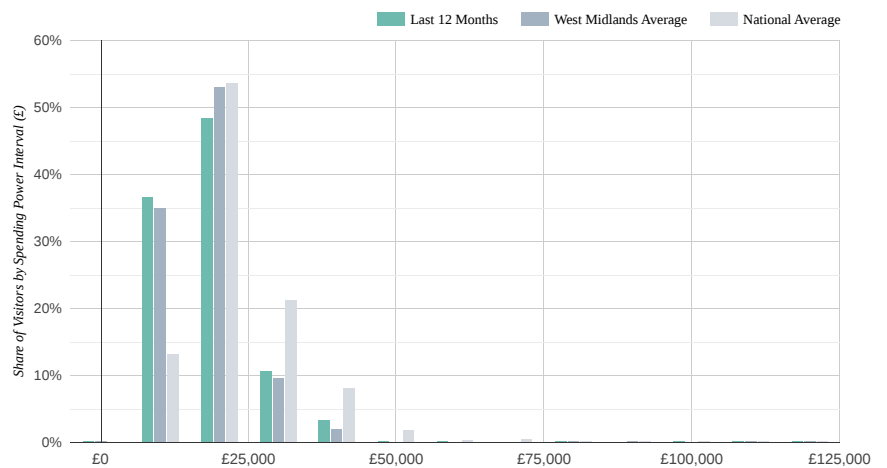


Visitor source by postcode district

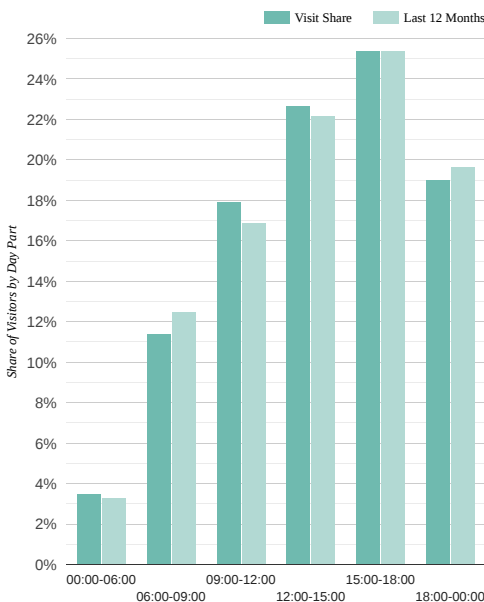
Source	Distance	Visit Share	YoY Δ
B3	0.3km	0.09%	0.1% ↑
B4	0.8km	0.23%	0.1% ↑
B1	0.8km	0.28%	0.1% ↑
B19	1.8km	0.67%	0.0% ↑
B5	2.0km	0.49%	-0.0% ↓
B18	2.2km	0.38%	-0.3% ↓
B12	2.5km	0.08%	-0.2% ↓
B16	2.5km	0.35%	0.0% ↑
B7	2.6km	0.12%	-0.1% ↓
B15	2.9km	0.23%	-0.4% ↓

County	Visitor Share	YoY Δ
West Midlands	58.89%	1.3% ↑
Worcestershire	5.88%	2.0% ↑
Staffordshire	4.83%	0.3% ↑
Warwickshire	3.23%	-0.5% ↓
London	3.18%	0.4% ↑
Shropshire	1.63%	-0.3% ↓
Leicestershire	1.57%	-0.6% ↓
Nottinghamshire	1.38%	0.4% ↑

Spending power of visitors, last 12 months



Visits by daypart Q4 2024



Dwell time Last 12 months

129min

Q4 2024 avg. dwell time

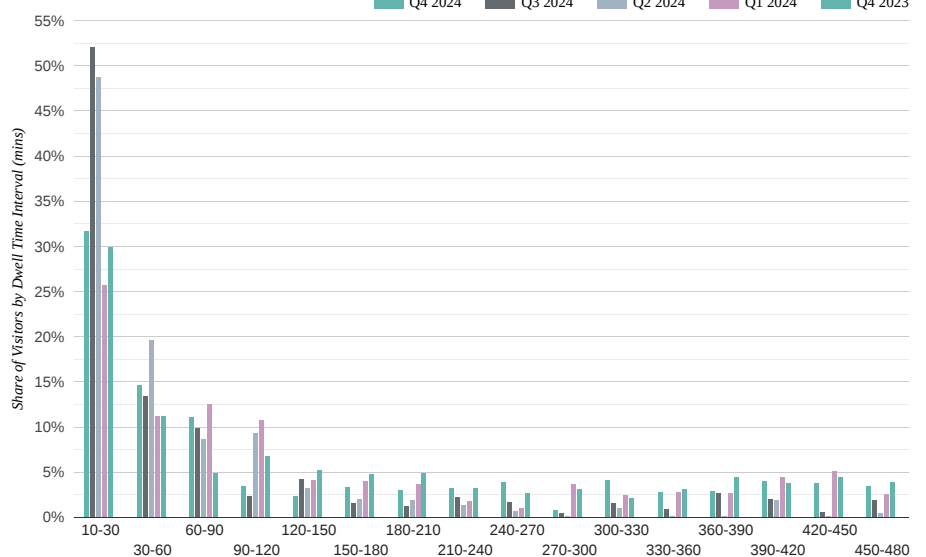
156min

Q3 2024 avg. dwell time

136min

Q4 2023 avg. dwell time

69min



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.

Advanced & Elite Reports

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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