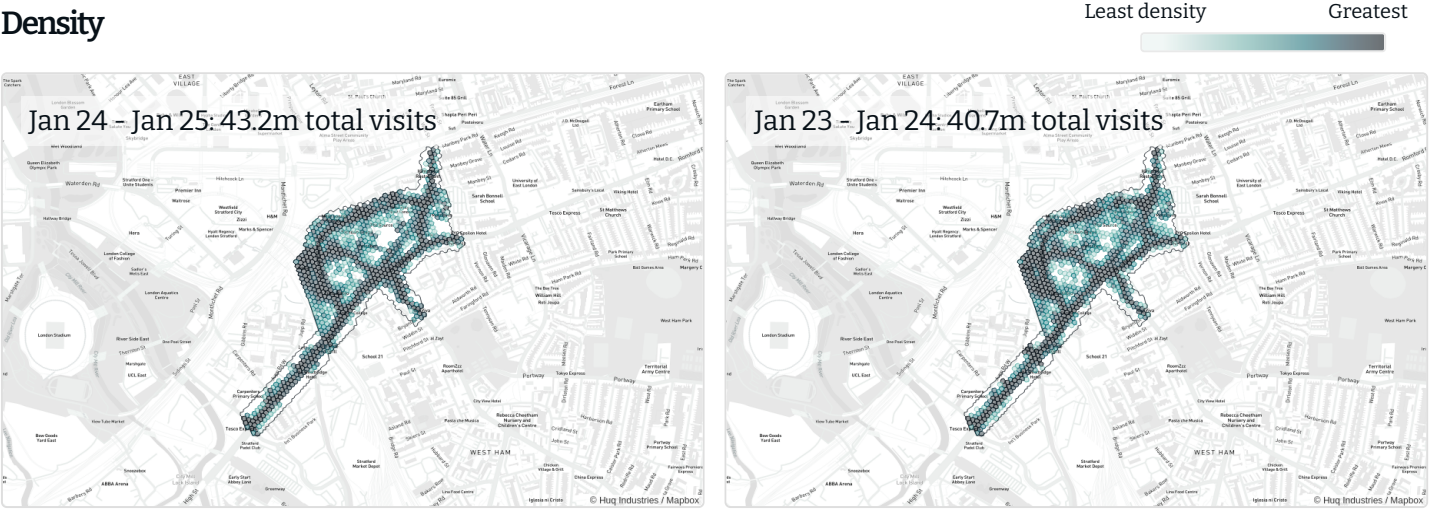
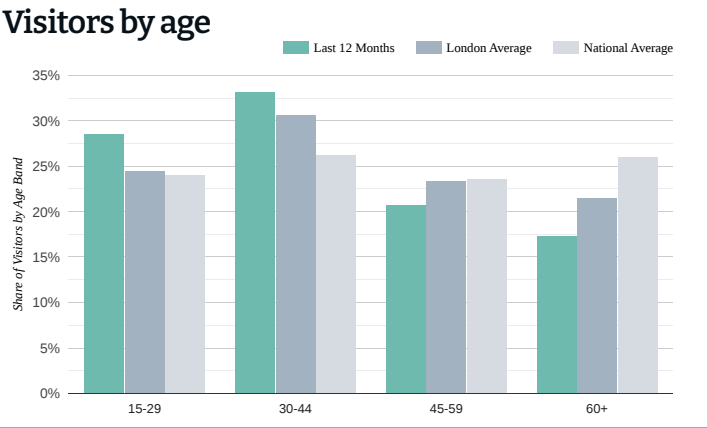
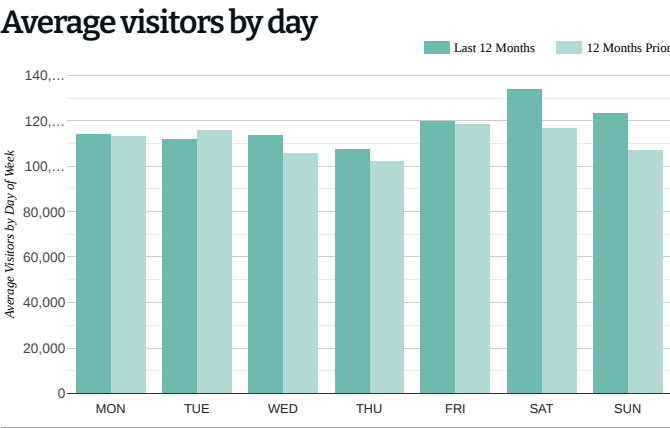
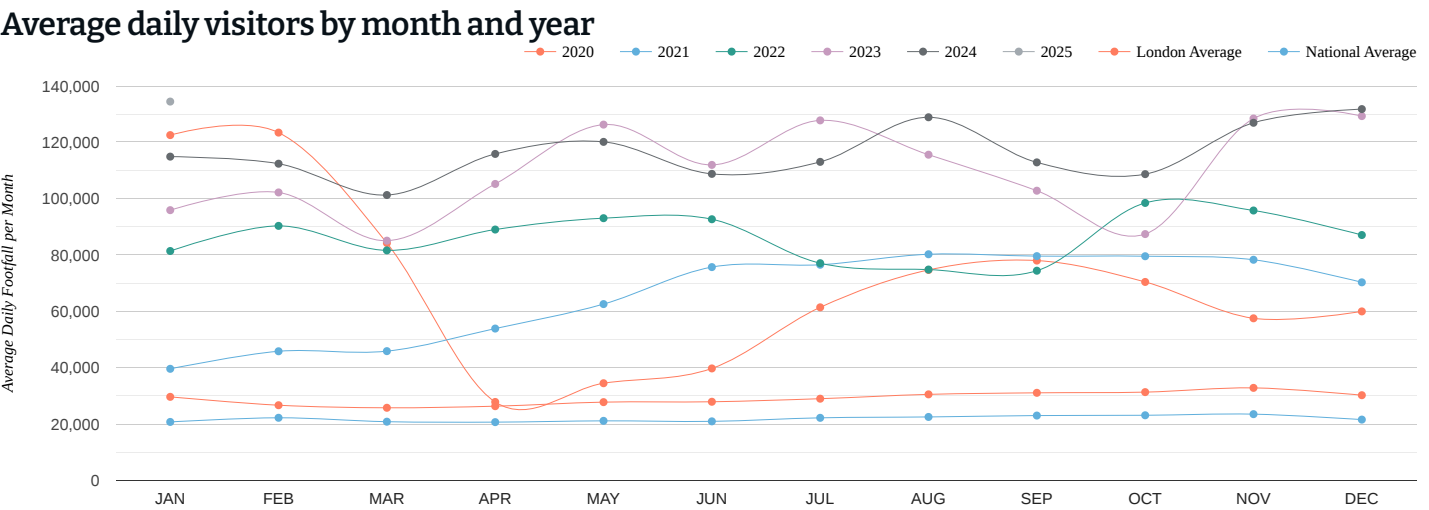
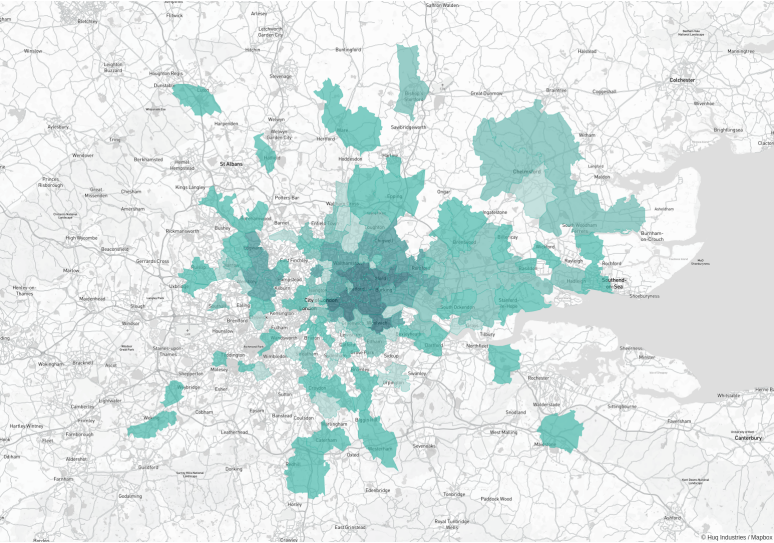


	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
January 2025	4,169,115	941,413	137,645	125,409	134,488
YTD 2025	4,169,115	941,413	137,645	125,409	134,488
Last 12 Months	43,191,611	826,069	113,692	128,888	118,010
2024	42,585,683	814,480	111,513	128,552	116,354



Catchment area, last 12 months

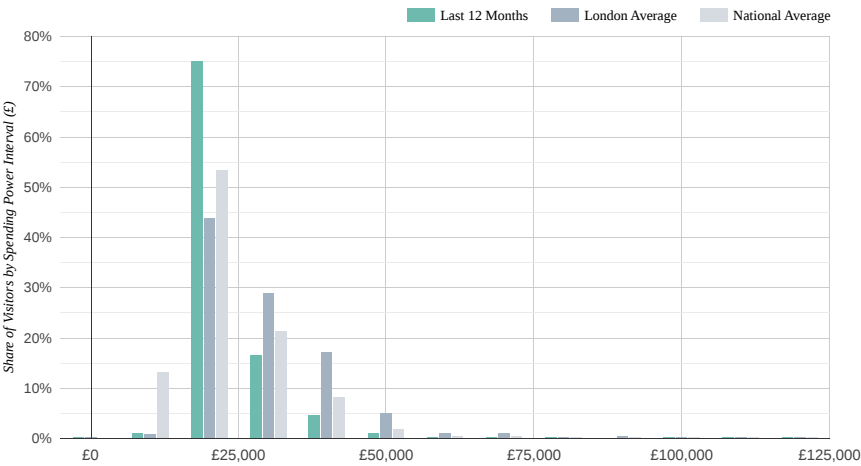


Visitor source by postcode district

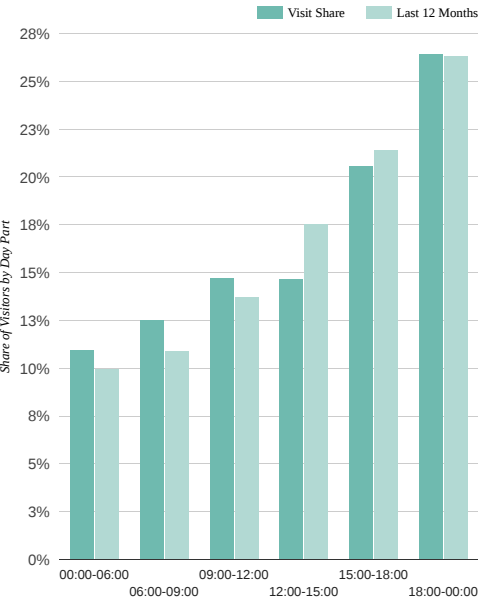
Source	Distance	Visit Share	YoY Δ
E15	0.3km	1.92%	0.0% ↑
E20	1.1km	0.13%	0.1% ↑
E7	2.1km	1.21%	0.3% ↑
E3	2.3km	0.54%	-0.3% ↓
E13	2.4km	1.71%	-0.1% ↓
E9	2.7km	0.28%	-0.1% ↓
E10	3.2km	0.55%	-0.0% ↓
E11	3.5km	0.79%	-0.0% ↓
E12	3.6km	0.66%	-0.2% ↓
E5	4.2km	0.29%	0.0% ↑

County	Visitor Share	YoY Δ
London	80.17%	3.9% ↑
Essex	6.73%	-0.2% ↓
Hertfordshire	1.26%	-0.7% ↓
Kent	1.14%	-0.3% ↓
Thurrock	1.02%	-0.3% ↓
Surrey	0.62%	-0.1% ↓
Suffolk	0.61%	0.1% ↑
Norfolk	0.60%	0.0% ↑

Spending power of visitors, last 12 months



Visits by daypart  
January 2025

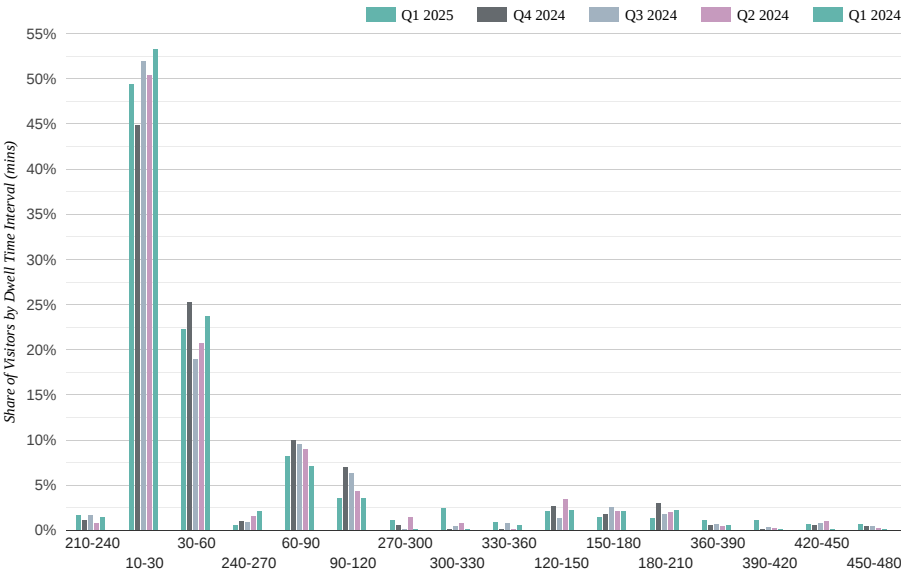


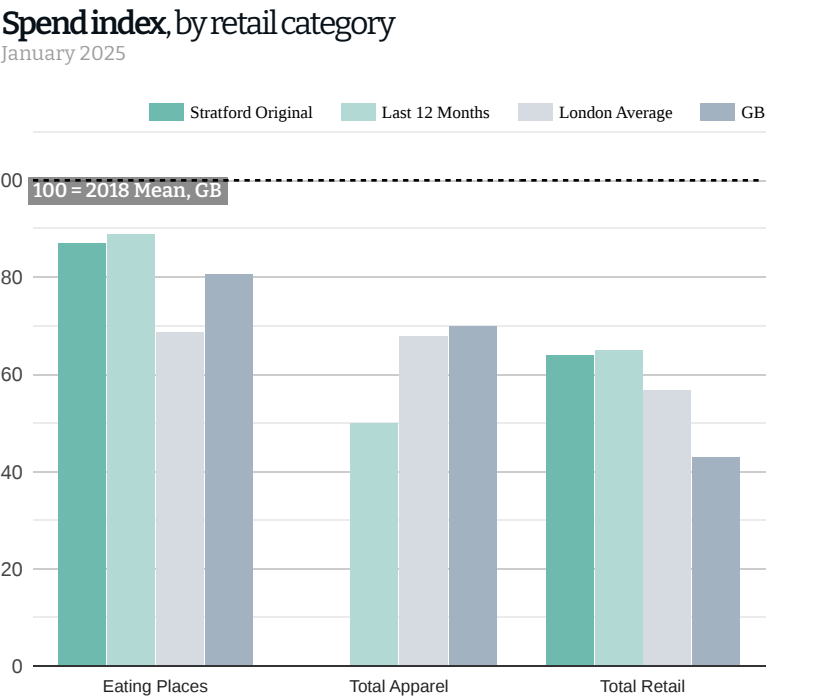
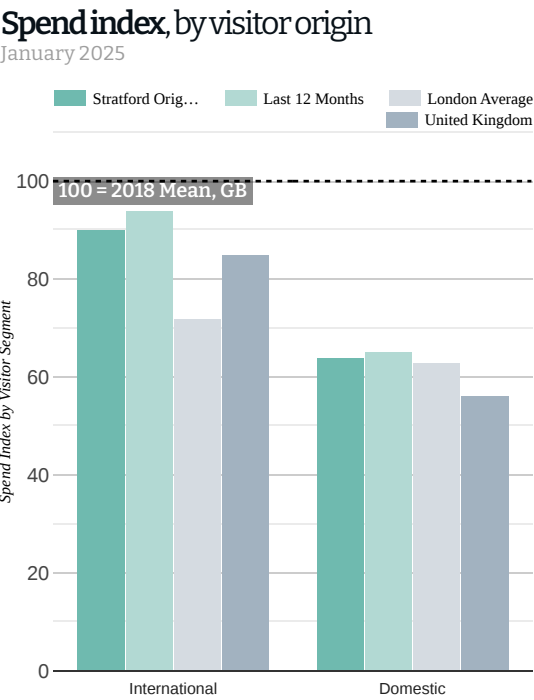
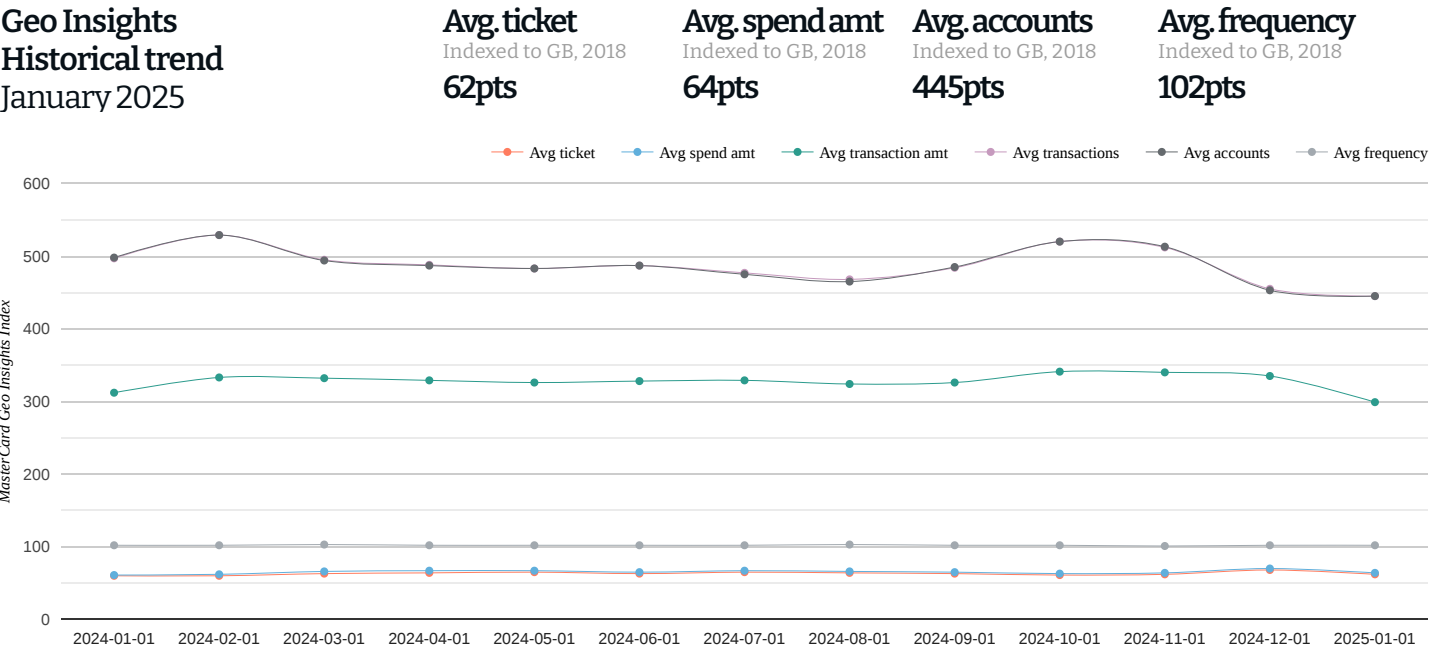
Dwell time  
Last 12 months  
64min

Jan 2025  
avg. dwell time  
52min

Dec 2024  
avg. dwell time  
60min

Jan 2024  
avg. dwell time  
53min





**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 in a distribution across minute intervals for the report month, and over the most recent four quarters in a column chart.

Elite Reports

**Mastercard Geo Insights** With anonymised and aggregated data sourced from card transactions, Mastercard has developed data products designed to help clients better assess spending dynamics with implications to their business. These insights enable improved reliability and confidence in critical decision making by incorporating fact-based spend data across various industries, providing a view into the micro-economy of an area.

**Spend Indices** Indices are calculated relative to a fixed average which is assigned an index of 100. Indices are benchmarked against the whole of the UK through 2018. Accordingly the index provides a measure of change for each metric since that time, and as it continues to evolve.

**Centre Ranking** The average total transaction amount index is calculated for each centre, for the reporting month and month prior. The first table shows the position of the centre among others in the region. The second shows its position nationally, for the retail centre type. The third shows it nationally.

**Spend by Month** A line chart showing the average monthly value for all available metrics over the last 12 months, and summary metrics for the current reporting month. See overleaf for a description of these metrics.

Description of Metrics

Metric	Description
Avg ticket	Average Ticket index measuring average spend per transaction in the area
Avg spend amt	Average Spend Amt index measuring average spend per card number in the area
Avg transaction amt	Transaction Amount index measuring total spend in the area
Avg transactions	Transaction Count index measuring total number of transactions in the area
Avg accounts	Account Count index measuring total number of distinct card numbers in the area
Avg frequency	Average Frequency index measuring average number of transactions per card number in the area

**Spend by Origin** The average total transaction amount for the reporting month is shown for the centre, the local region, its equivalent retail centre type (nationally) and nationally. A reference line at 100 shows the equivalent level nationally in 2018.

**Spend by Category** Ther average total transaction amount across each type of business is shown for the current month for the centre. It is also shown for the local region and nationally.

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A partnership between **Huq** and **Mastercard**

Unlocking insights: Where spend meets footfall

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