

Footfall Report for: Southport

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

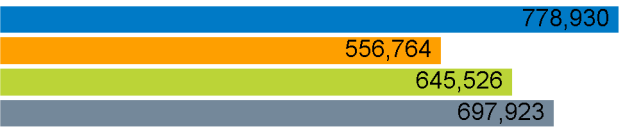
	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Southport	11.8%	-17.1%	20.7%	-7.5%	39.9%	17.5%
North & Yorkshire	-2.9%	7.4%	-3.2%	11.3%	15.8%	15.2%
High Street Index - BDSU (BDSU - Speciality)	-2.5%	12.6%	-2.9%	11.9%	12.0%	13.4%
BDO Sales(Weekly)						
High Street Index(Coastal Town)	-5.8%	3.6%	-6.9%	6.0%	13.9%	13.8%
UK	-2.6%	15.6%	-3.5%	16.1%	11.4%	13.3%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

- The total number of visitors for the year to date is 1,335,694 which is 11.8% up on the previous year.
- The total number of visitors to Southport in month commencing 28 January 2024 was 778,930.
- The busiest day in month commencing 28 January 2024 was Saturday 24 February with 43,519 visitors.
- The peak hour of the month was 14:00 on Saturday 24 February 2024 with footfall of 6,214.

Footfall Counts by month



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



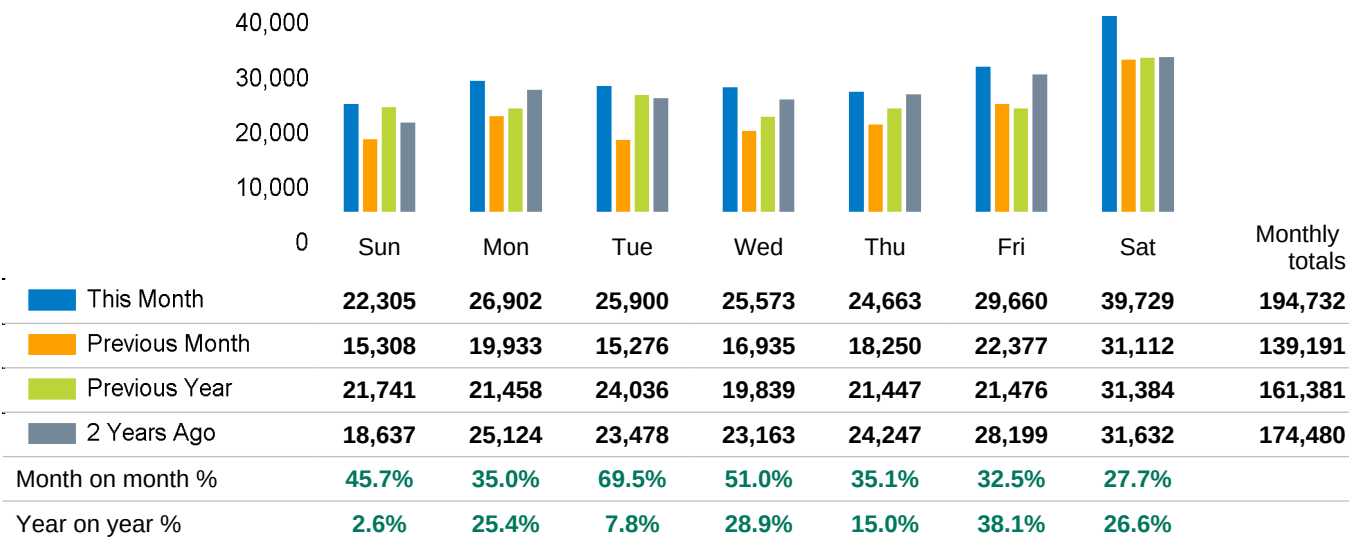
Number of days this month	10	14	3	1
Number of days same month last year	8	18	2	
Number of days same month two years ago	3	4	21	

Average temperature

	Maximum temperature	Minimum temperature
2024	11°	5°
2023	9°	5°
2022	9°	5°

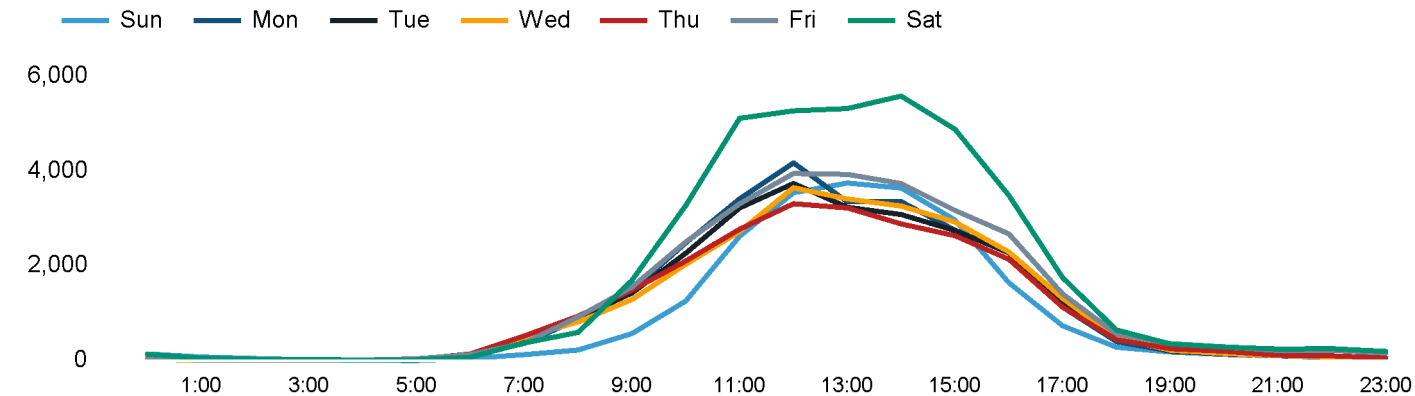
Football Counts by day

The figures shown below are calculated using weekly averages.



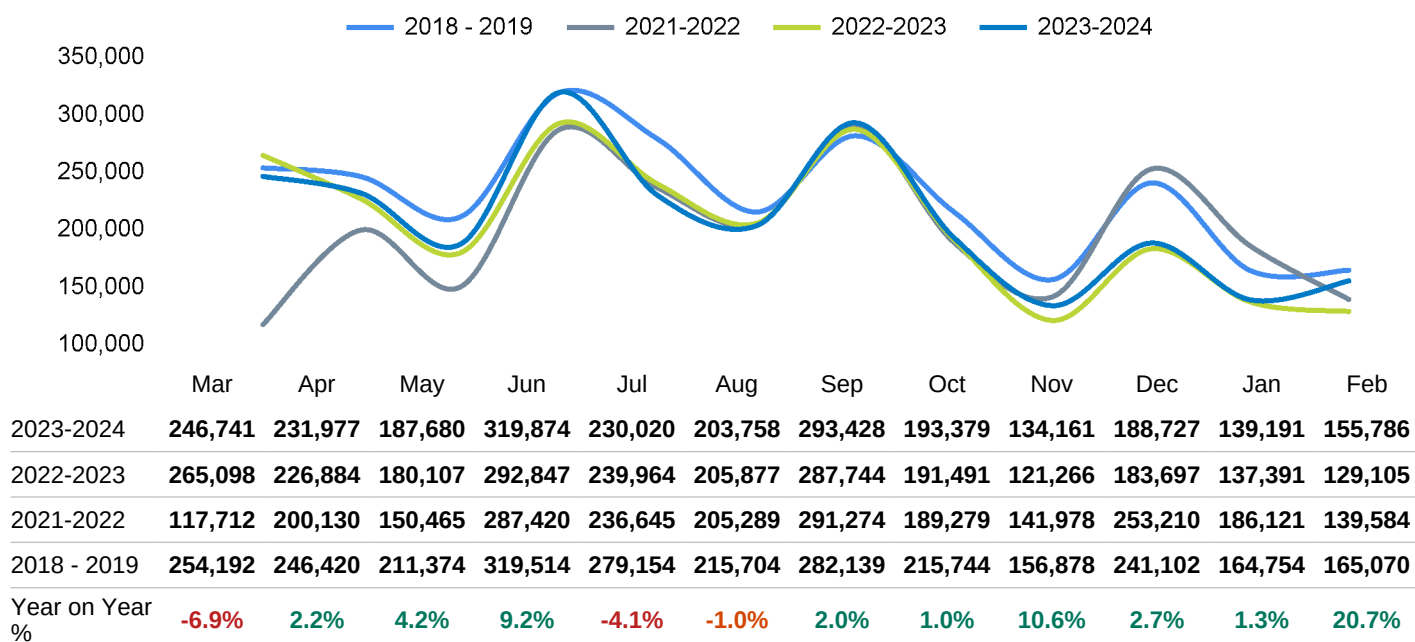
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

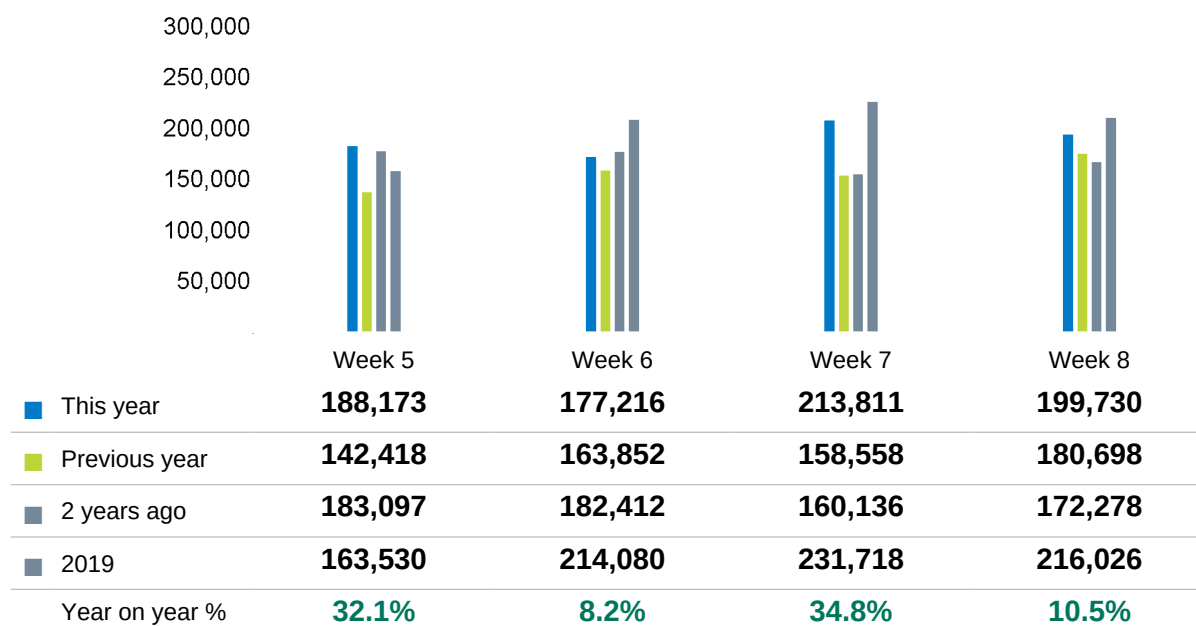
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for February compares February 2024 to February 2023

Footfall Counts by week of month

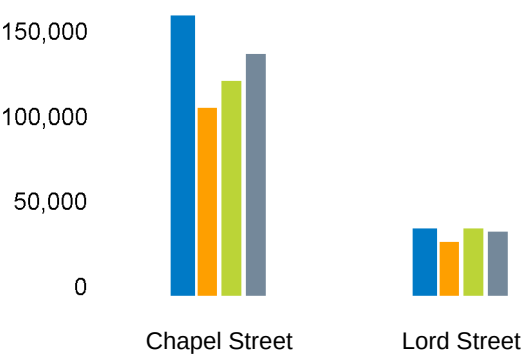
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



This Month	156,244	38,487
Previous Month	106,571	32,620
Previous Year	121,419	39,962
2 Years Ago	136,358	38,122
Year on Year %	28.7 %	-3.7 %

Reporting dates

This month - 28 January 2024 - 24 February 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to February , 2024 Vs January, 2023 to February , 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2024 Vs February, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2024 Vs 1 2024