

Weeks This Month: 4

Weeks Last Month: 5

Monthly Footfall Counts

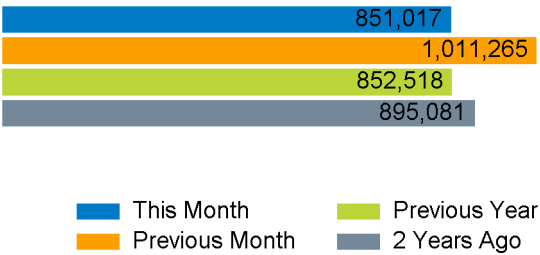
	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
Southport	-4.5%	3.3%	-0.2%	-8.3%	5.2%	3.4%
North & Yorkshire	1.8%	-1.8%	5.6%	-4.1%	4.8%	2.4%
High Street Index - BDSU (BDSU - Speciality)	2.5%	0.1%	5.9%	-1.8%	7.8%	7.2%
High Street Index(Coastal Town)	-4.1%	-4.0%	0.0%	-7.5%	13.9%	12.1%
UK	1.4%	-0.8%	4.1%	-2.4%	4.5%	3.2%

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 3,278,754 which is 4.5% down on the previous year.
- The total number of visitors to Southport in month commencing 6 April 2025 was 851,017.
- The busiest day in month commencing 6 April 2025 was Saturday 3 May with 41,867 visitors.
- The peak hour of the month was 13:00 on Saturday 12 April 2025 with footfall of 5,558.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

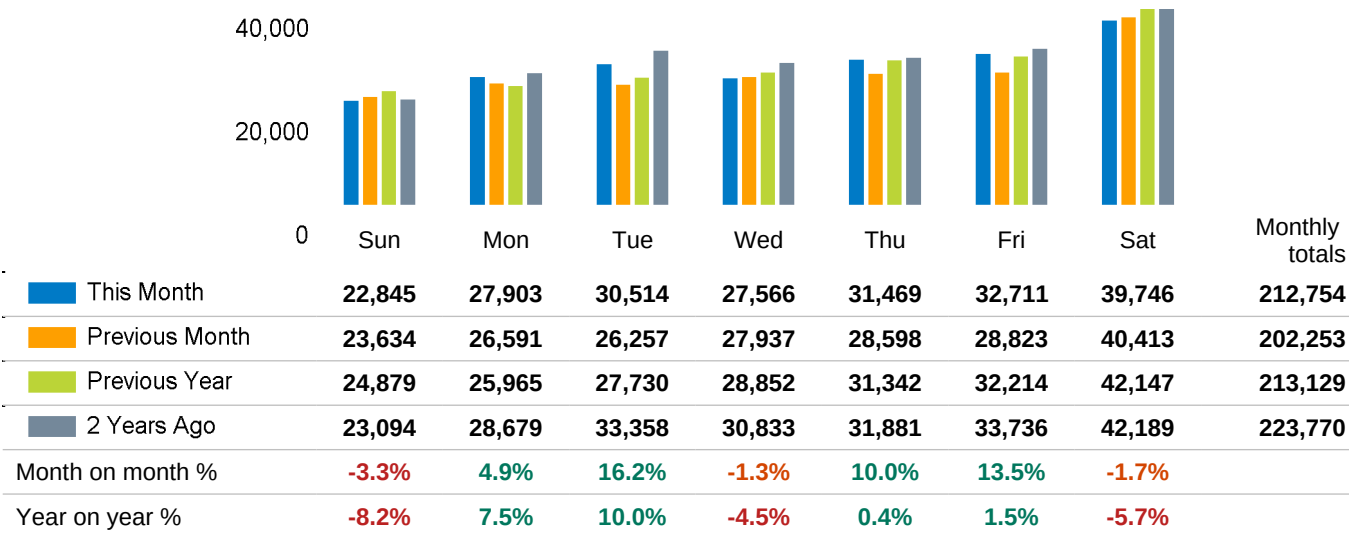
				
Number of days this month	19	8	1	
Number of days same month last year	11	14	3	
Number of days same month two years ago	10	10	7	1

Average temperature

	Maximum temperature	Minimum temperature
2025	17°	6°
2024	14°	6°
2023	14°	7°

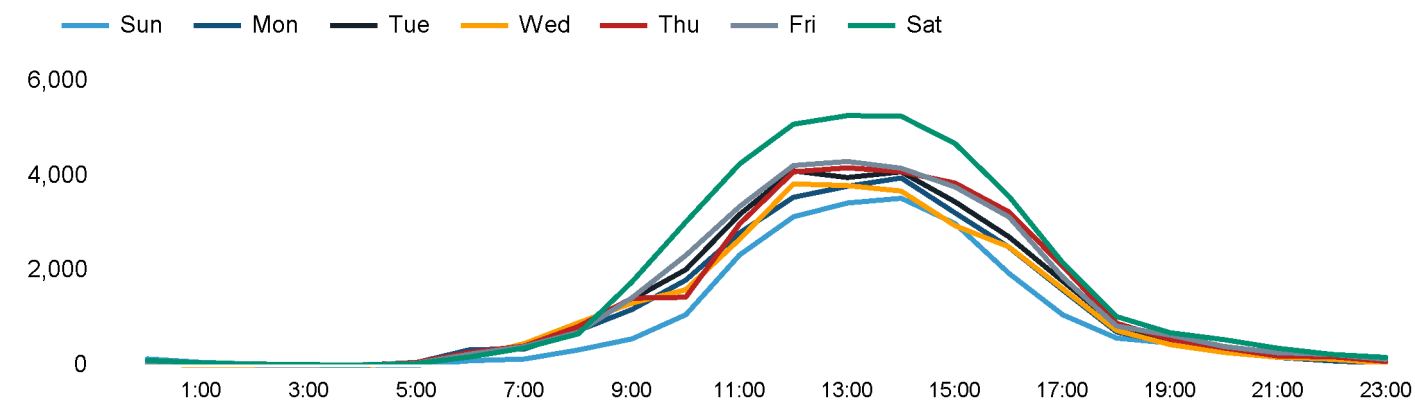
Football Counts by day

The figures shown below are calculated using weekly averages.



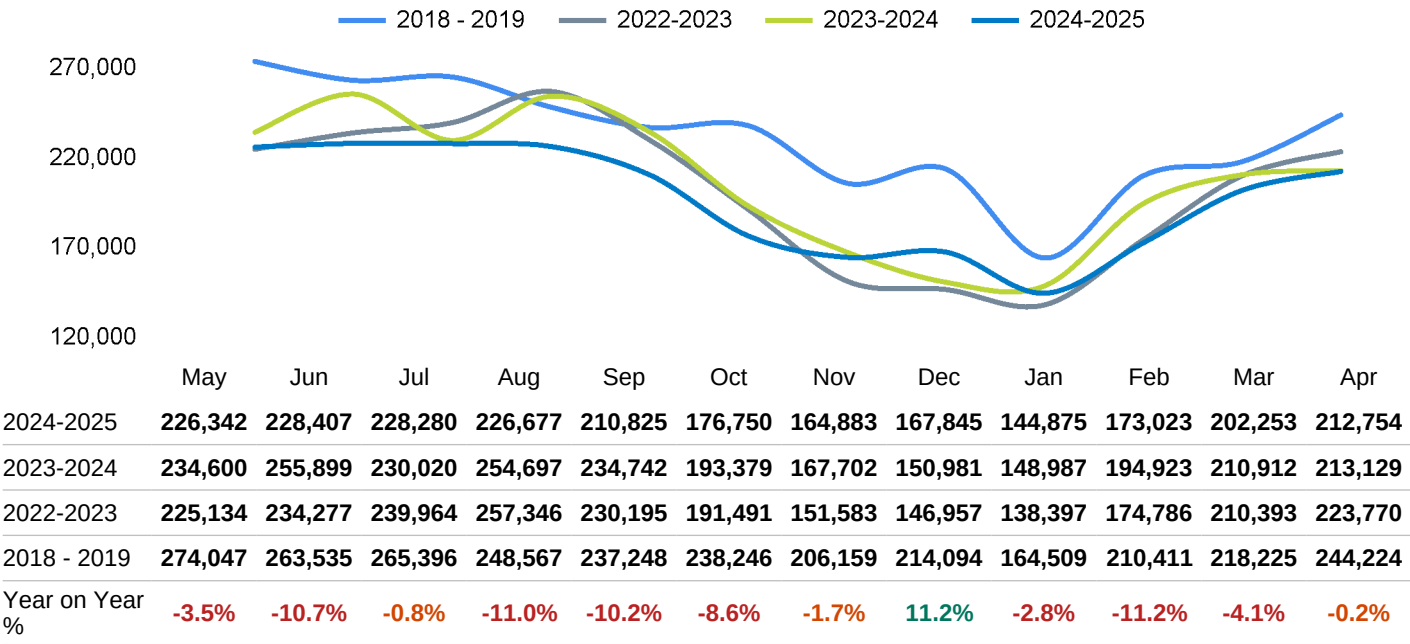
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

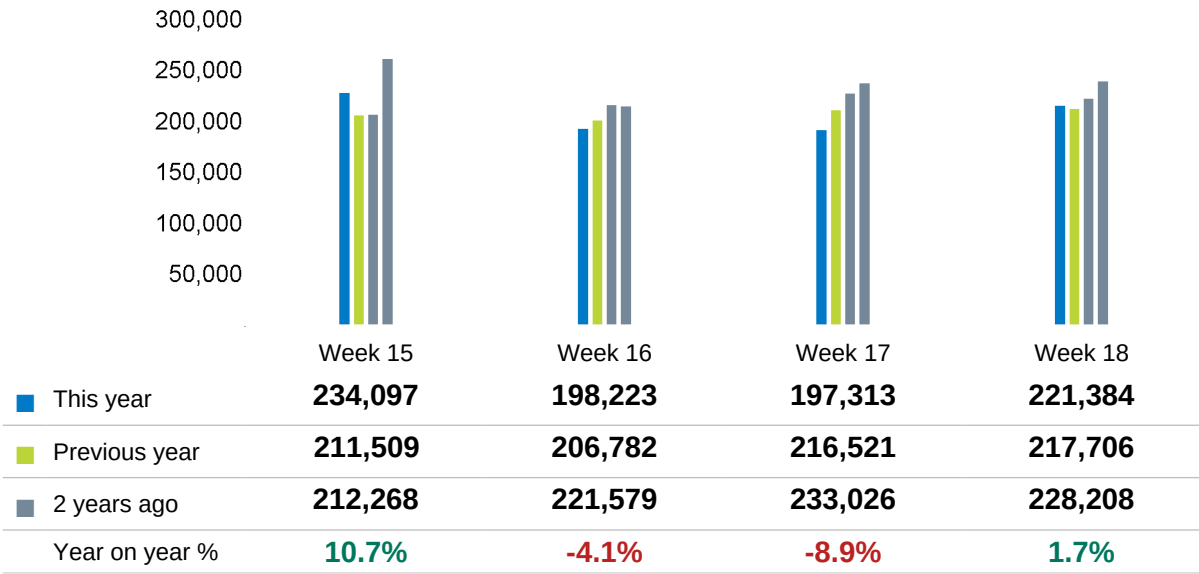
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for April compares April 2025 to April 2024

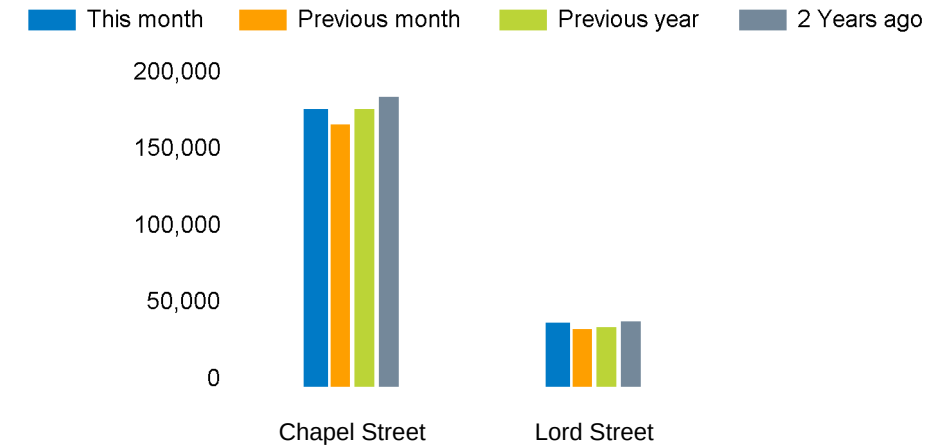
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	171,835	40,919
Previous Month	163,761	38,491
Previous Year	173,301	39,828
2 Years Ago	180,712	43,058
Year on Year %	-0.8 %	2.7 %

Reporting dates

This month - 06 April 2025 - 03 May 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2025 to April , 2025 Vs January, 2024 to April , 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. April, 2025 Vs April, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2025 Vs 3 2025