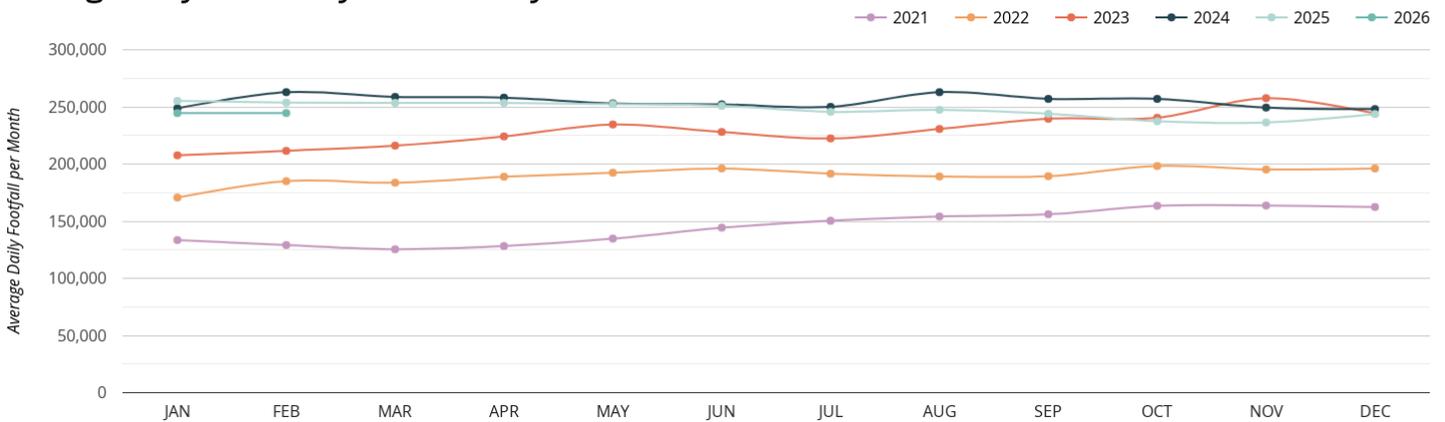
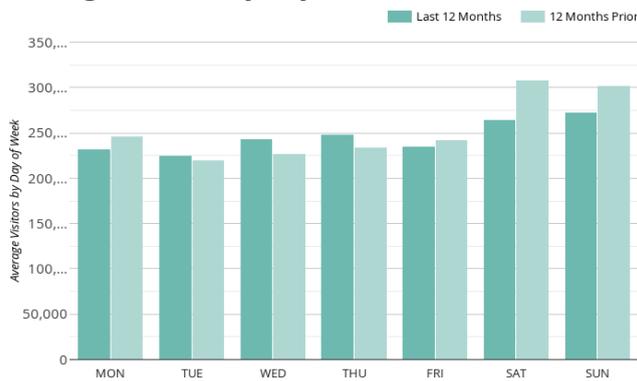


	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
Feb 2026	6,846,846	1,722,978	242,738	249,012	244,530
YTD 2026	14,426,033	1,717,243	244,302	245,068	244,510
Jan 2026	7,579,187	1,711,508	245,867	241,124	244,490
Feb 2025	7,105,802	1,765,037	245,581	274,274	253,779
2025	90,437,322	1,733,666	244,152	257,067	247,805

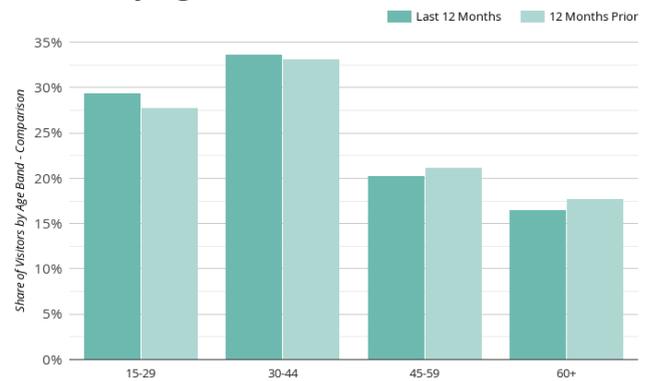
**Average daily visitors by month and year**



**Average visitors by day**

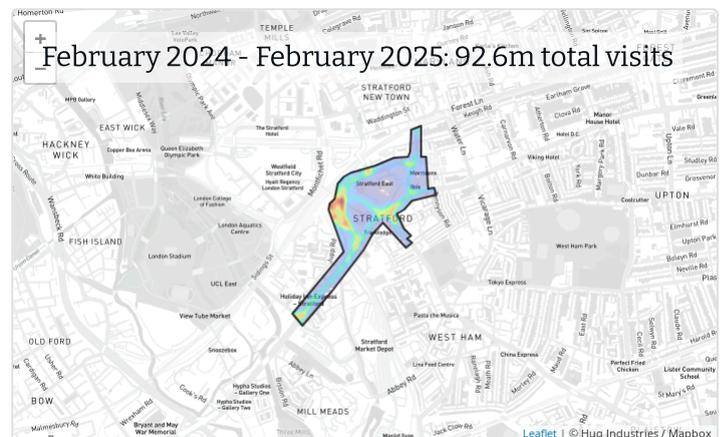
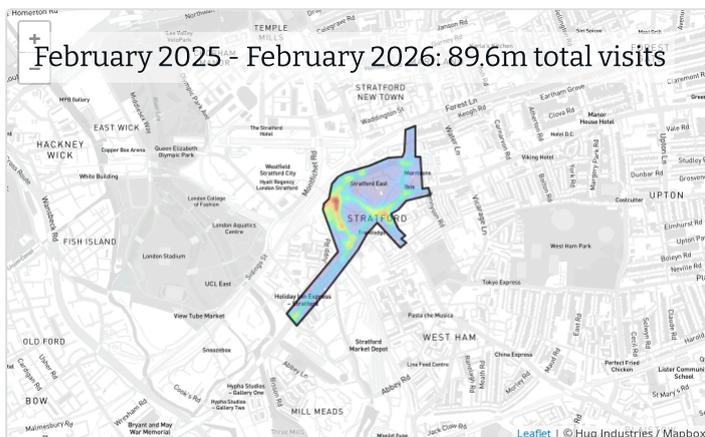


**Visitors by age**

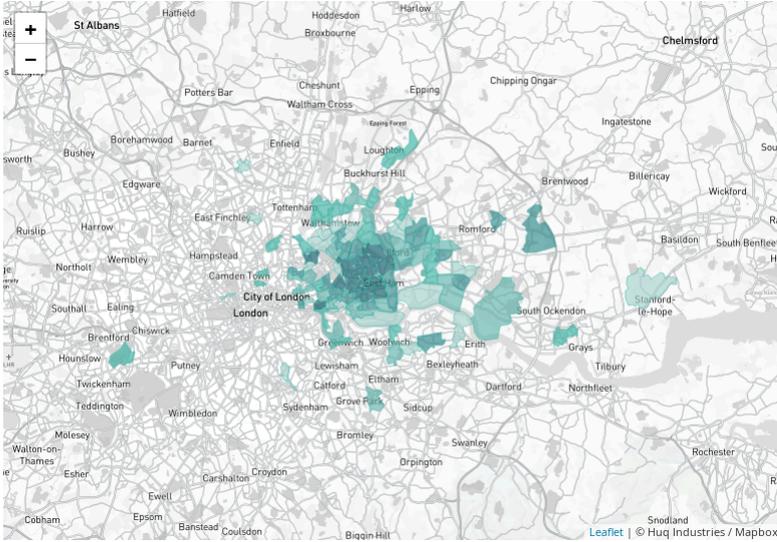


**Density**

Least  Highest



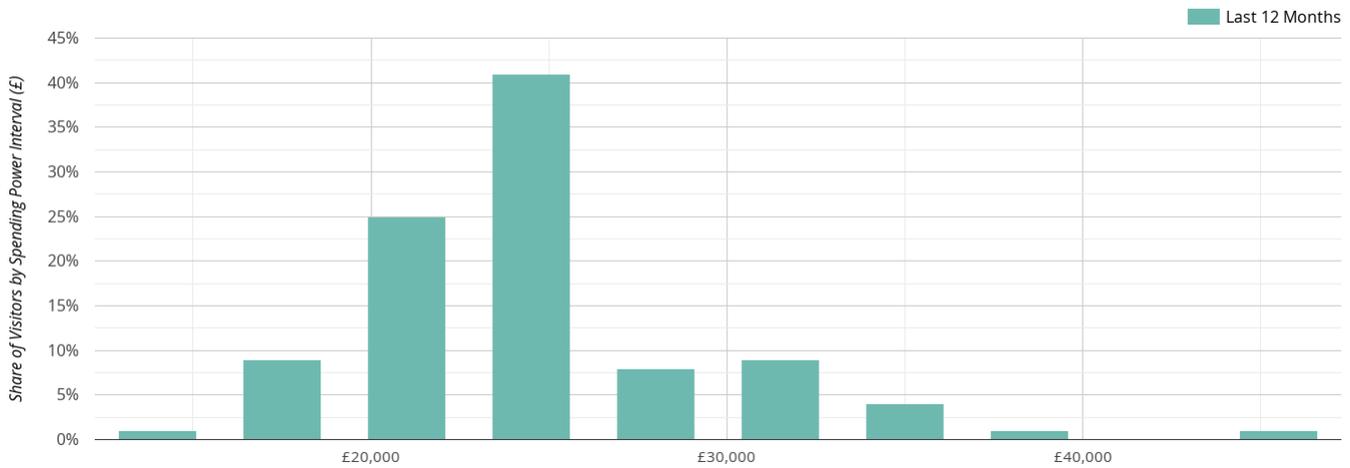
### Catchment area, last 12 months



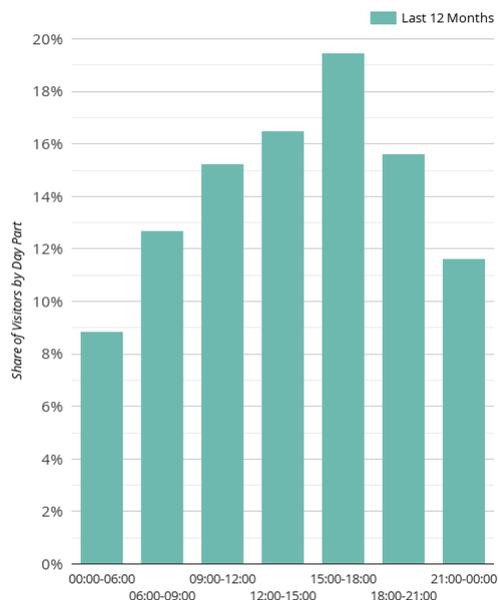
### Visitor source by postcode district

Source	Distance	Visit Share
E15 1	0.7 km	12%
E13 0	2.6 km	3%
E7 9	2.3 km	3%
E15 2	0.7 km	3%
E15 4	0.9 km	2%
E7 8	3.8 km	2%
E13 8	3.1 km	2%
E6 3	5.6 km	2%
E12 5	5.7 km	2%
E5 0	5.4 km	2%

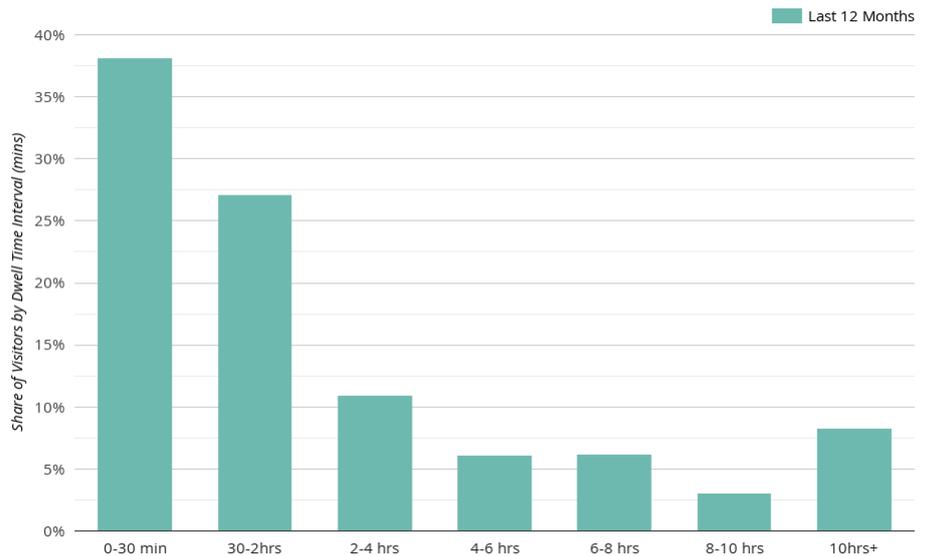
### Spending power of visitors, last 12 months



### Visits by day part February 2026



### Dwell time Last 12 months 187min



### Feb 2026 avg. dwell time 208min

### Jan 2026 avg. dwell time 117min

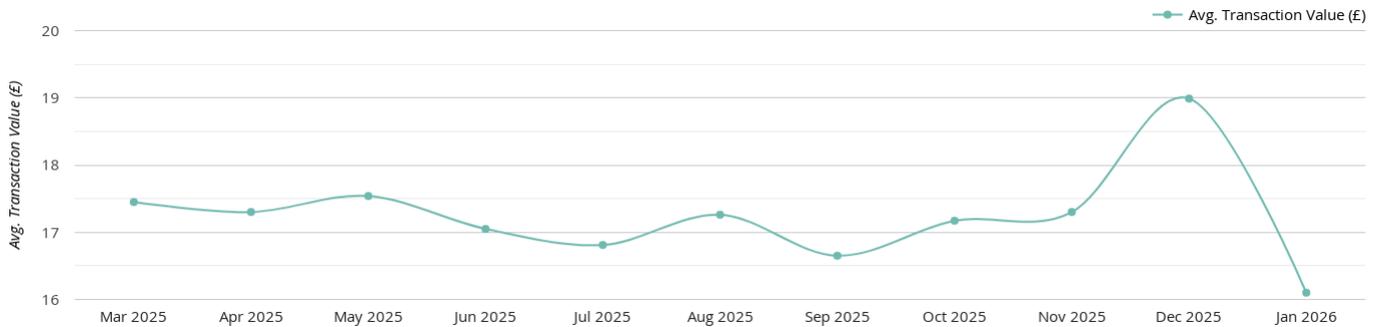
### Feb 2025 avg. dwell time 210min

Spend History Trend	Total Spend (£) <small>Total spend across period</small>	Avg. Transaction Value (£) <small>Value of the Avg. Transaction</small>	Avg. Transactions Per Day <small>Transaction volume across the Avg. Day</small>
January 2026	9.6m	16.10	19.2k
December 2025	13.1m	18.99	22.2k
YTD 2026	9.6m	16.10	19.2k

### Total Spend By Month (£)

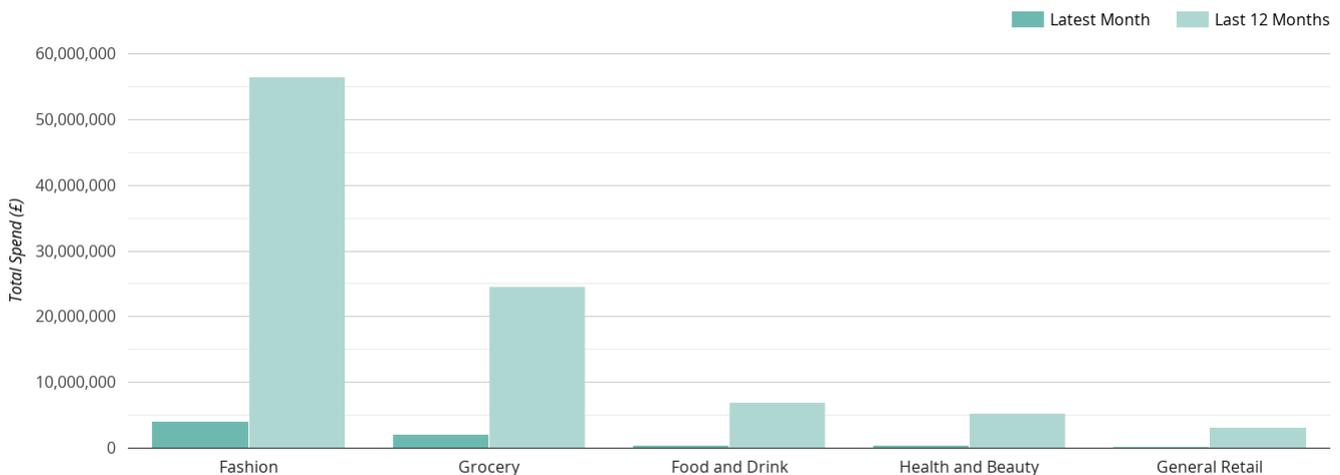


### Average Transaction Value By Month (£)



### Spend By Category, Top 5

January 2026



METRIC	DESCRIPTION
<b>Total Spend (£)</b>	Total amount spent in this area for the selected time period.
<b>Avg. Transaction Value (£)</b>	The average transaction value, calculated from the total spend and all transactions in the selected period.
<b>Avg. Transactions Per Day</b>	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.

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**Spend insights, delivered in partnership with Experian**

Unlocking insights: Where spend meets footfall

**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 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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