HARROGATE
BUSINESS IMPROVEMENT DISTRICT

Footfall and Spend Monthly Report

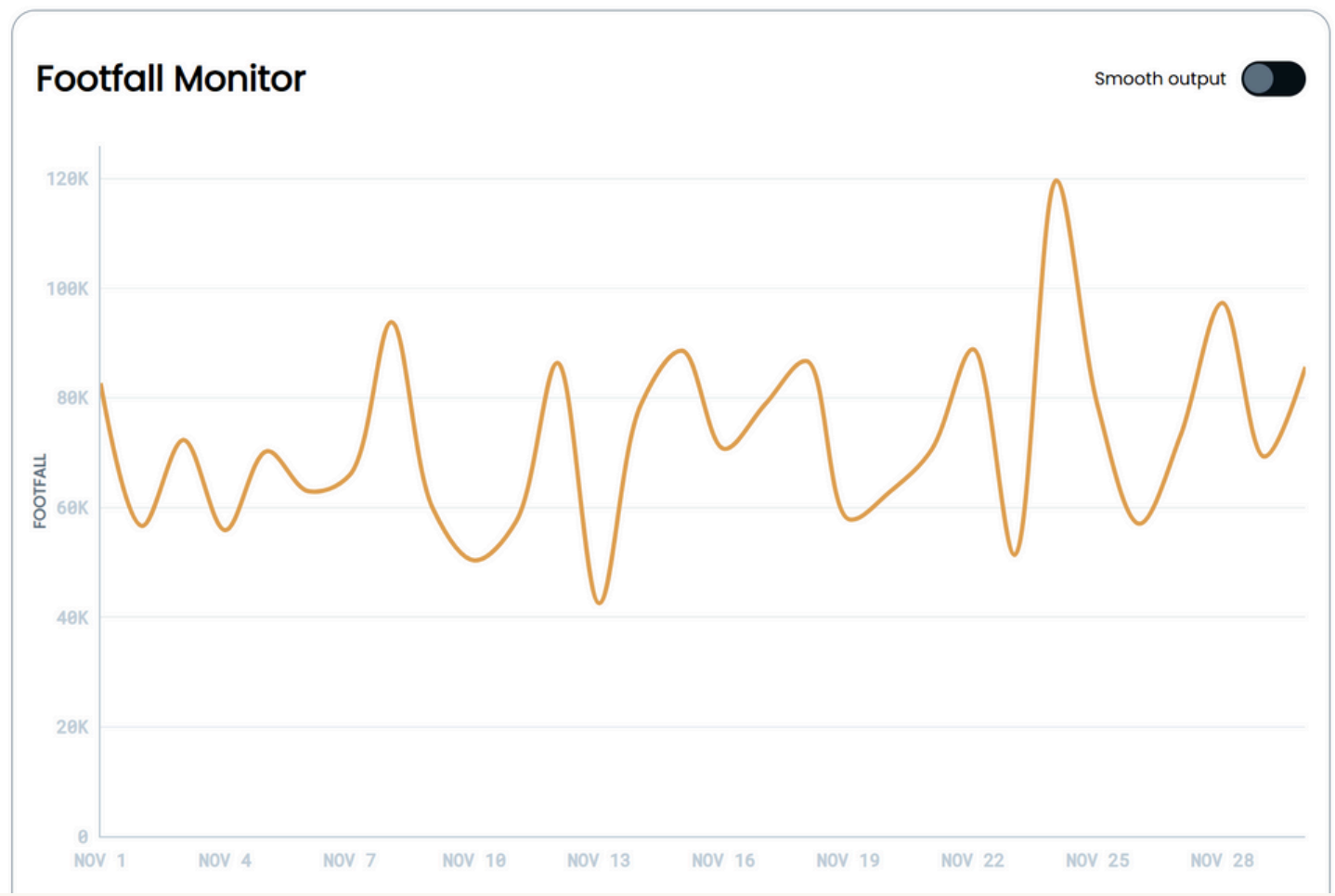
November 2025

Footfall Data

Harrogate BID collects its footfall data from HUQ. The data from HUQ allow us to observe different data sets within the set BID area, measuring footfall, density, granular catchment, dwell time and demographics over specified time periods.

The HUQ team suggest that the data covers 98% of the population, obtaining the figures using a person's mobile phone signal and location services on various apps.

When measuring footfall, HUQ measures the number of unique people observed within an area on a day. Therefore, if a person were to exit and re-enter the area on the same day, they would only be counted once. In addition, HUQ is able to isolate elements of the observed footfall within an area, for example, home residents, to ensure we meet a stricter definition of footfall.



The Total Footfall for November 2025 was **2,173,267**, which is a **44%** increase from November 2024.

The highest day of footfall during November 2025 was **Monday 24th** at **119,661**.

The lowest day of footfall during October 2025 was **Thursday 13th** at **42,551.**

The most common age group was **60+.**

The top 5 postcodes were:
HG1 - 28.49%
HG5 - 7.23%
HG2 - 7.06%
HG3 - 6.99%
LS22 - 4.23%

Mondays saw the average highest dwell time at 3 hours 25 minutes.

Spend Data

Harrogate BID collects its spend data through Beauclair, who track spend from Visa and Mastercard. They specialise in sourcing and analysing big data for the benefit of local communities, creating positive social impact.

It helps us understand how our high street is changing, who is visiting, how much they are spending, where they are coming from and more.

Metric	Nov 25	Nov 25 vs Nov 24	YTD Nov 25	YTD Nov 25 vs YTD Nov 24
Sales	£20.3m	-6.9%	£203m	-0.4%
Transactions	824k	-11.6%	8.81m	-3.8%
Customers	177k	-7.5%	1.88m	-3.3%
ATV	£24.62	+5.3%	£23.08	+3.6%
ARPC	£114.43	+0.7%	£107.95	+3.0%

Sector	Nov 25	Nov 25 vs Nov 24	YTD Nov 25	YTD Nov 25 vs YTD Nov 24
Grocery	£6.52m	-2.8%	£65.7m	-0.1%
Food & Drink	£4.43m	-11.5%	£48.3m	-2.9%
Fashion	£3.82m	-2.0%	£32.6m	+1.7%
Health & Beauty	£1.63m	-14.6%	£19.2m	+2.8%
General Retail	£1.05m	-10.7%	£9.15m	-0.3%
Tourism	£988k	-0.7%	£10.0m	-2.3%
Household	£781k	+13.4%	£6.05m	+14.1%
Transport	£558k	-29.1%	£7.28m	-7.0%
Entertainment	£366k	-7.9%	£3.32m	-0.3%
Consumer Services	£145k	-35.8%	£1.62m	-15.0%

Retail Area	Nov 25 vs Nov 24	YTD Nov 25 vs YTD Nov 24
Harrogate	-6.9%	-0.4%
Cheltenham	-13.1%	-10.9%
Leamington Spa	-5.6%	+1.1%
GB Benchmark	-7.0%	-3.3%

In November, monthly retail sales in Harrogate were **£20.3m**.

Compared to November 2024, monthly sales decreased by **6.9%**.

Year to date, sales were **£203m** and have marginally increased by **0.4%**.

There was **842,000** transactions (11.6% decrease from November 2024) by **177,000** customers (7.5% decrease from November 2024).

The five sectors with the highest monthly sales are Grocery **(£6.52m)**, Food & Drink **(£4.43m)**, Fashion **(£3.82m)**, Health & Beauty **(£1.63m)** and General Retail **(£1.05m)**.

53.1% of sales came from the Harrogate area.

In comparison, Harrogate saw a 6.9% decrease in sales from November 2024 to November 2025, compared to a 13.1% decrease in Cheltenham, a 5.6% decrease in Leamington Spa and a 7% decrease nationally.