HARROGATE
BUSINESS IMPROVEMENT DISTRICT

Footfall and Spend Monthly Report

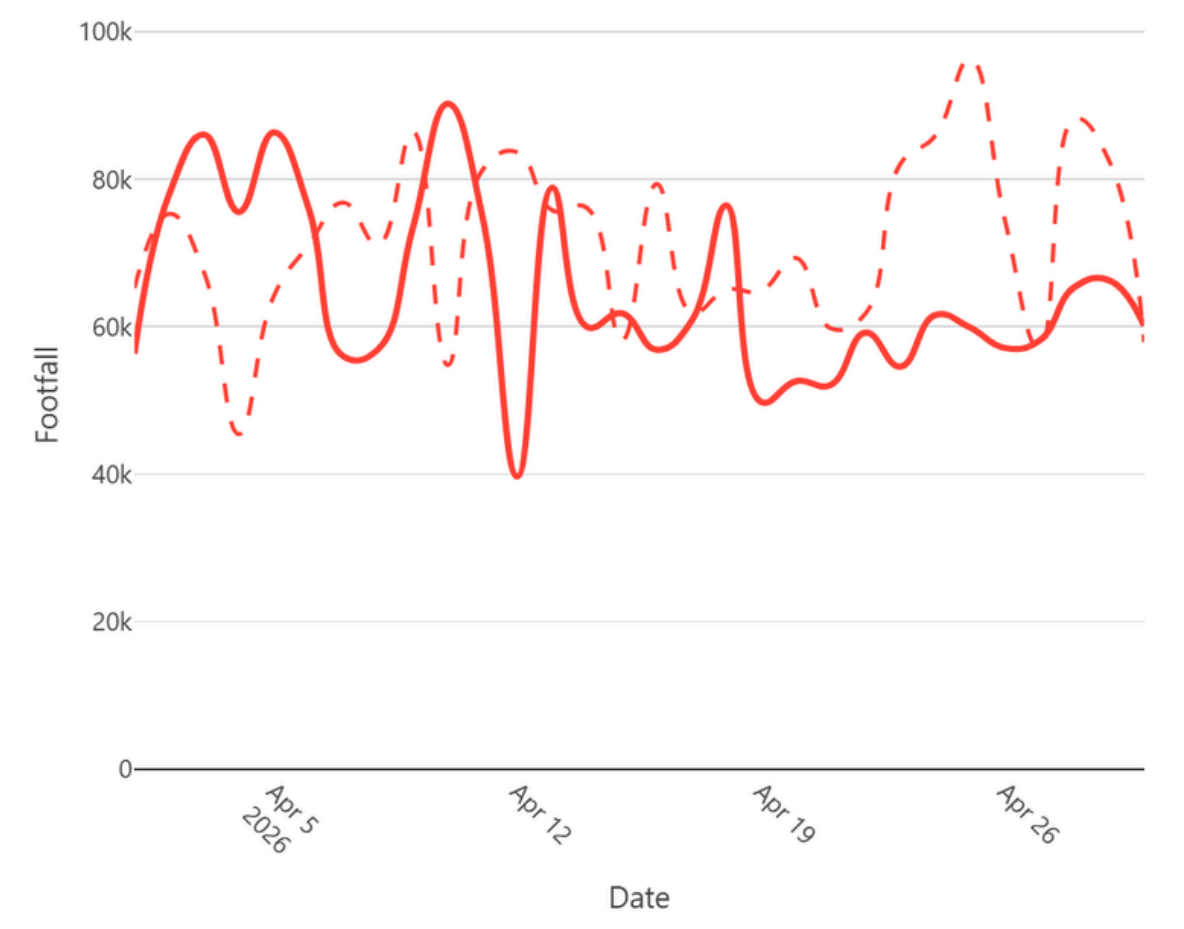
April 2026

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 April 2026 was **2.4m.** which is a **16.8%** decrease from April 2025.

The highest day of footfall during April 2026 was **Friday 10th** at **90,254**. The highest day of footfall the previous April was 96,345.

The lowest day of footfall during April 2026 was **Sunday 12th** at **39,681.** The lowest day of footfall the previous April was 45,440.

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

The top 5 postcodes were:
HG1 2 - 15.06%
HG2 7- 8.93%
HG1 4- 8.73%
HG1 3 - 7.74%
HG5 0 - 6.18%

Saturdays saw the average highest dwell time at 5 hours 41 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	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Sales	£17.7m	-2.4%	£66.0m	-3.4%
Transactions	739k	-9.1%	2.82m	-7.9%
Customers	172k	-4.7%	629k	-3.1%
ATV	£23.96	+7.4%	£23.41	+4.9%
ARPC	£103.21	+2.4%	£105.02	-0.3%

In April, monthly retail sales in Harrogate were **£17.7m**.

Compared to April 2025, monthly sales decreased by **2.4%.**

Sector	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Grocery	£5.63m	-5.7%	£21.3m	-5.9%
Food & Drink	£4.25m	-7.9%	£15.9m	-4.0%
Fashion	£3.10m	+17.5%	£10.6m	+6.2%
Health & Beauty	£1.68m	+4.7%	£5.94m	-6.2%
Tourism	£821k	-7.8%	£3.38m	+3.7%
General Retail	£739k	-10.5%	£3.20m	+4.5%
Transport	£622k	-8.6%	£2.21m	-15.9%
Household	£455k	-18.7%	£1.77m	-18.8%
Entertainment	£270k	+12.6%	£1.14m	-4.6%
Consumer Services	£142k	+20.4%	£685k	+18.2%

There were **739,000** transactions (9.1% decrease from April 2025) by **172,000** customers (4.7% decrease from April 2025).

The five sectors with the highest monthly sales are Grocery **(£5.63m)**, Food & Drink **(£4.25m)**, Fashion **(£3.10m)**, Health & Beauty **(£1.68m)** and Tourism **(£821k)**.

51.7% of sales came from the Harrogate area.

Retail Area	Apr 26 vs Apr 25	YTD Apr 26 vs YTD Apr 25
Harrogate	-2.4%	-3.4%
Cheltenham	-8.6%	-7.4%
Leamington Spa	+0.7%	-3.8%
GB Benchmark	-4.9%	-4.2%

In comparison, Harrogate saw a 2.4% decrease in sales in April 2026 vs April 2025, compared to a 8.6% decrease in Cheltenham, a 0.7% increase in Leamington Spa and a 4.9% decrease nationally.