HARROGATE
BUSINESS IMPROVEMENT DISTRICT

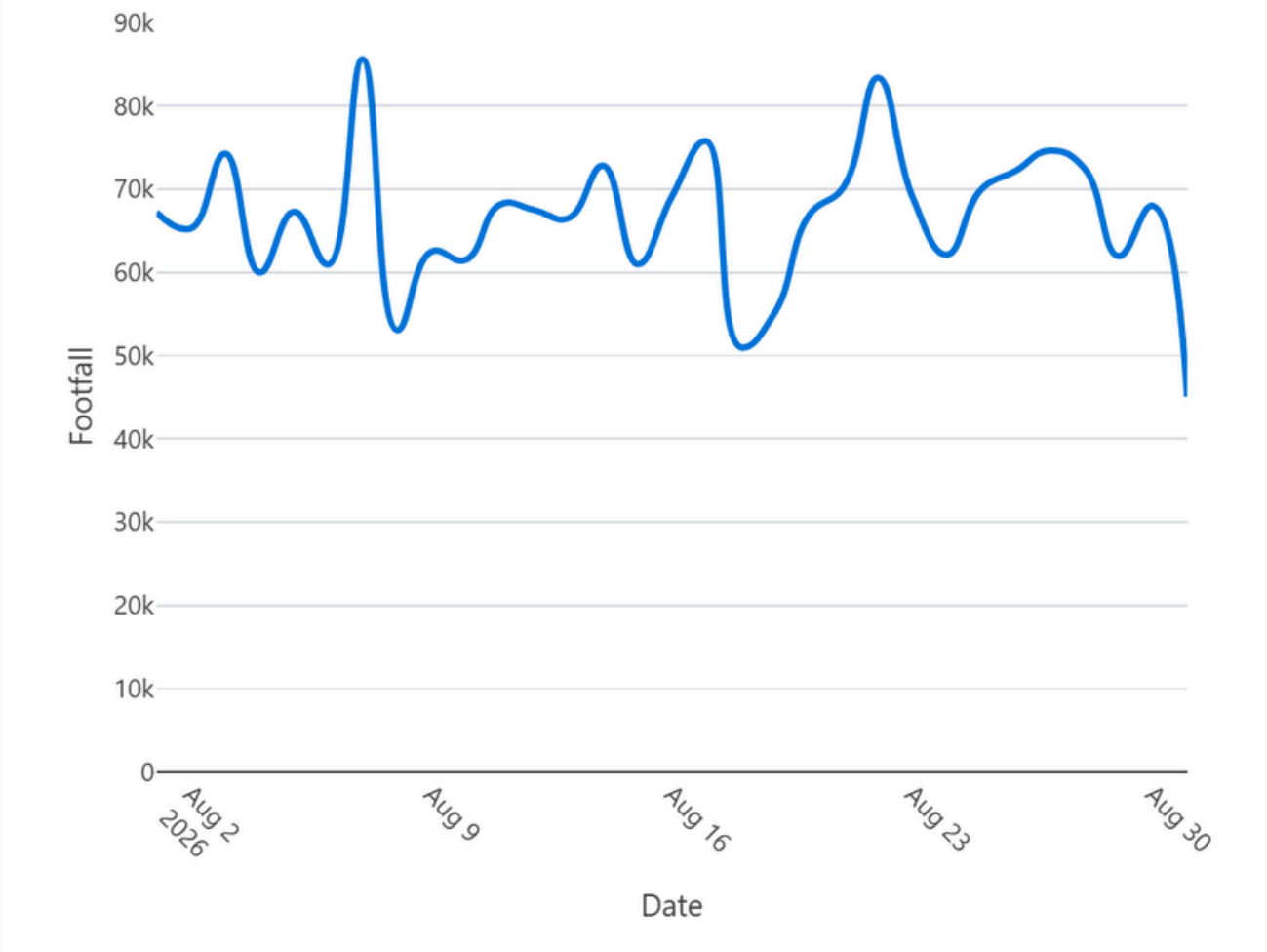
Footfall and Spend Monthly Report

August 2026

Footfall Data

Harrogate BID collects its footfall data from HUQ. HUQ uses anonymised location data from mobile devices, where users have consented to location sharing through participating applications, together with statistical modelling to estimate visitor activity within the BID area. This enables us to analyse footfall, dwell time, visitor origins, demographics and catchment over specified time periods.

Footfall is measured as the number of unique visitors observed or estimated within the BID area during a day. Individuals are counted only once per day, even if they leave and re-enter the area. The methodology also enables residents and other groups to be separated from visitor counts where appropriate.



The Total Footfall for August 2026 was **2.1m**, which is a **7.9%** decrease from August 2025.

The number of visitors decreased by **10.1%** year on year, from **1.83m** to **1.64m.** However, passing-through footfall increased by **2.0%**, from **413,843** to **422,048.**

Weekday footfall decreased by **7.2%**, while weekend footfall decreased by **9.3%**.

The highest day of footfall during August 2026 was **Friday 7th** at **85,644**. The highest day of footfall the previous July was 99,262.

The lowest day of footfall during August 2026 was **Monday 31st** at **45,086.** The lowest day of footfall the previous August was 56,932.

The most common age group was **60+,** accounting for 34% of visitors.

Spend Data

Harrogate BID collects its spend data through Beauclair, who track anonymised debit and credit card transactions. 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 spending, how much they are spending, where they are coming from and more.

Metric	Aug 26	Aug 26 vs Aug 25	YTD Aug 26	YTD Aug 26 vs YTD Aug 25
Sales	£22.9m	-5.0%	£168m	-6.2%
Transactions	973k	-5.8%	7.14m	-8.9%
Customers	229k	+0.1%	1.59m	-3.9%
ATV	£23.56	+0.8%	£23.50	+2.9%
ARPC	£100.06	-5.1%	£105.74	-2.4%

Key retail metrics for Harrogate

Sector	Sales Aug 26	Aug 26 vs Aug 25 (£)	Aug 26 vs Aug 25 (%)	High Street Index (%)
Grocery	£7.24m	-£87.6k	-1.2%	-1.4%
Food & Drink	£5.68m	-£462k	-7.5%	-4.7%
Fashion	£3.94m	-£40.4k	-1.0%	-7.2%
Health & Beauty	£1.81m	-£311k	-14.6%	-5.4%
General Retail	£1.31m	+£280k	+27.1%	-4.6%
Tourism	£1.01m	-£364k	-26.6%	-9.4%
Transport	£708k	-£51.0k	-6.7%	-0.1%
Household	£591k	-£223k	-27.4%	-4.5%
Entertainment	£434k	+£32.1k	+8.0%	+3.5%
Consumer Services	£204k	+£15.9k	+8.4%	+0.9%

Harrogate monthly sector sales

Retail Area	Aug 26 vs Aug 25	YTD Aug 26 vs YTD Aug 25
Harrogate	-5.0%	-6.2%
Cheltenham	-3.9%	-4.6%
Leamington Spa	-12.7%	-3.7%
High Street Index	-4.0%	-2.7%

Sales growth for Harrogate and comparators

In August, monthly retail sales in Harrogate were **£22.9m**.

Compared to August 2025, monthly sales decreased by **5%.**

This was accompanied by a 5.8% decrease in transactions, while the number of customers was broadly unchanged, increasing by 0.1%.

There were **973,000** transactions by **229,000** customers.

Average Transaction Value (ATV) increased by **0.8%**, from £23.37 to £23.56, while Average Revenue Per Customer (ARPC) decreased by **5.1%**, from £105.44 to £100.06.

General Retail recorded the largest year-on-year increase, rising by 27.1% (£280k).

The five sectors with the largest year-on-year decreases in sales were Food & Drink (-£462k), Tourism (-£364k), Health & Beauty (-£311k), Household (-£223k) and Grocery (-£88k).

Beauclair's expanded High Street Index allows Harrogate's performance to be benchmarked against more than 500 retail areas across Great Britain, including comparable Town Centres.

In comparison, Harrogate saw a 5% decrease in sales in August 2026 compared with August 2025, compared with a 3.9% decrease in Cheltenham, a 12.7% decrease in Leamington Spa and a 4.0% decrease across the Beauclair High Street Index.