St Annes Town Centre Monthly Report for Fylde Borough Council

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in St Annes town centre has seen a -4.9% decrease on September 2025, and a 4.7% increase with respect to October 2024.

Footfall

Footfall is measured by the volume of sample unique phones visiting St Annes town centre which is then extrapolated to represent the actual volume of visitors.
The % change against previous month (September 2025) and previous year (October 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

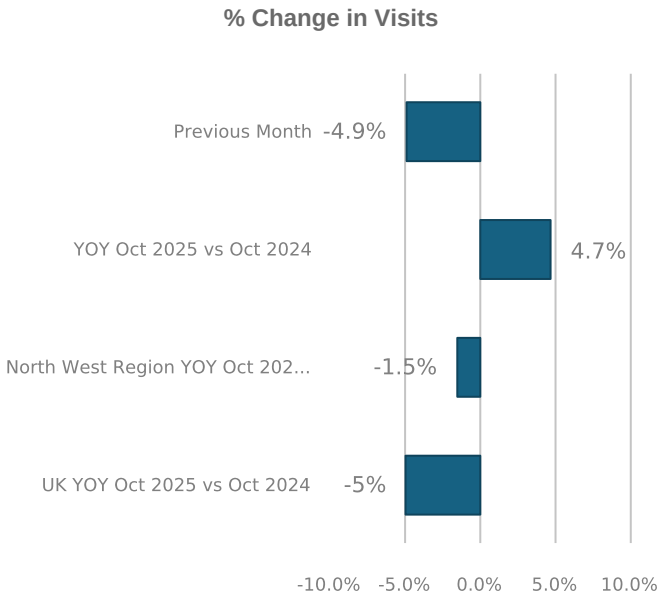

Fig.1 % change in total visits to the town centre

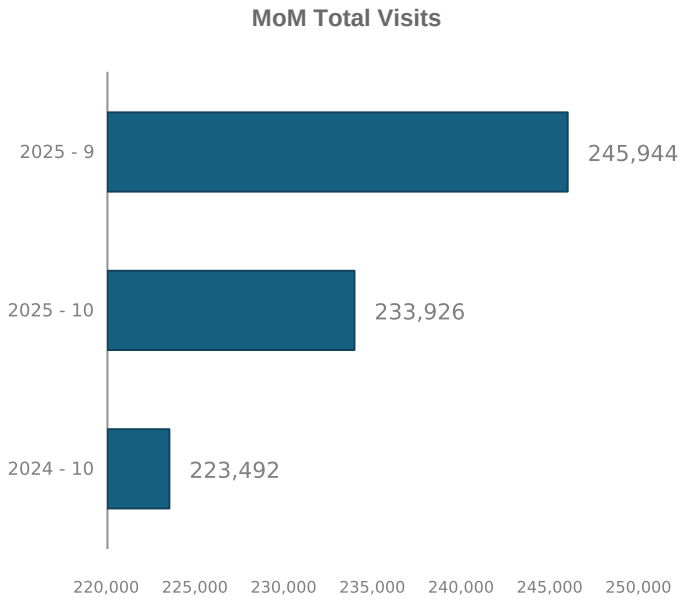

Fig.2 Total visits to the town centre

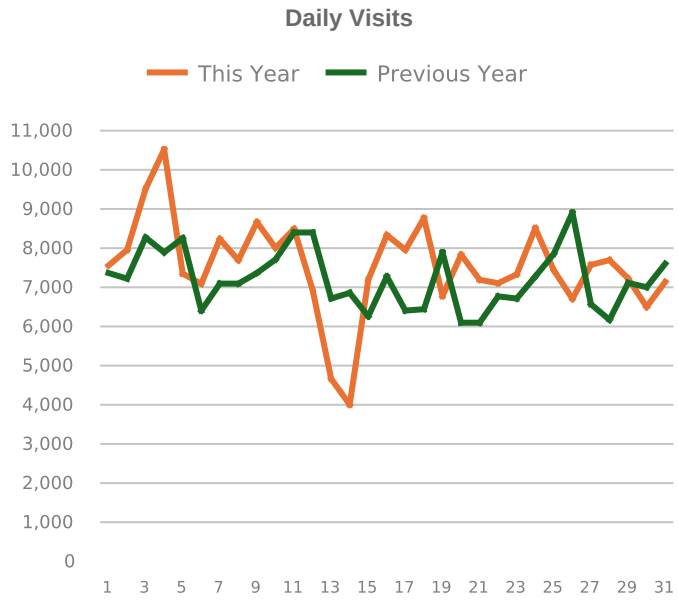

Fig.3 Number of daily visits to the town centre

Visitors to Streets

The following charts provide footfall by streets in St Annes town centre. St Anne's Road West is the busiest road with 101,540 visits in October 2025 (Fig .4), this was 11.0% higher than October 2024 (Fig. 5) and -10.6% lower than in September 2025. St Anne's Road West attracts the most visitors with 31.8 % of all street visits. (Fig .6)

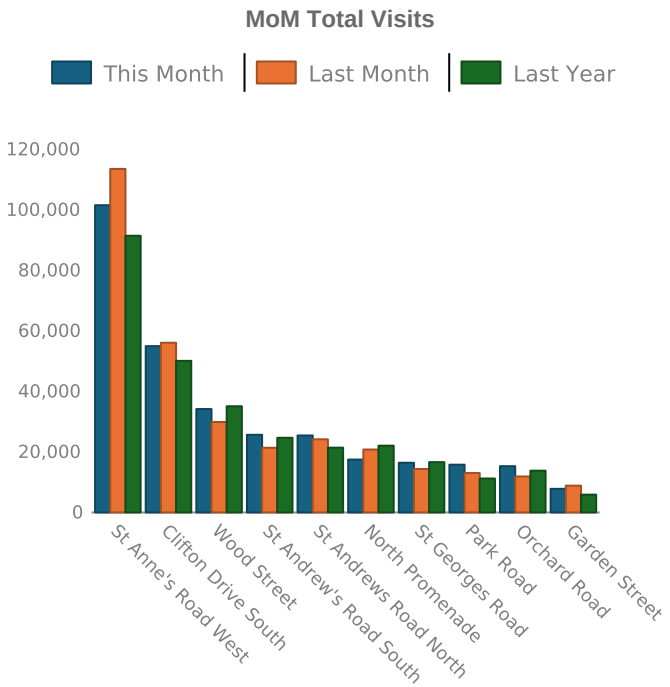

Fig.4 Total visits to street

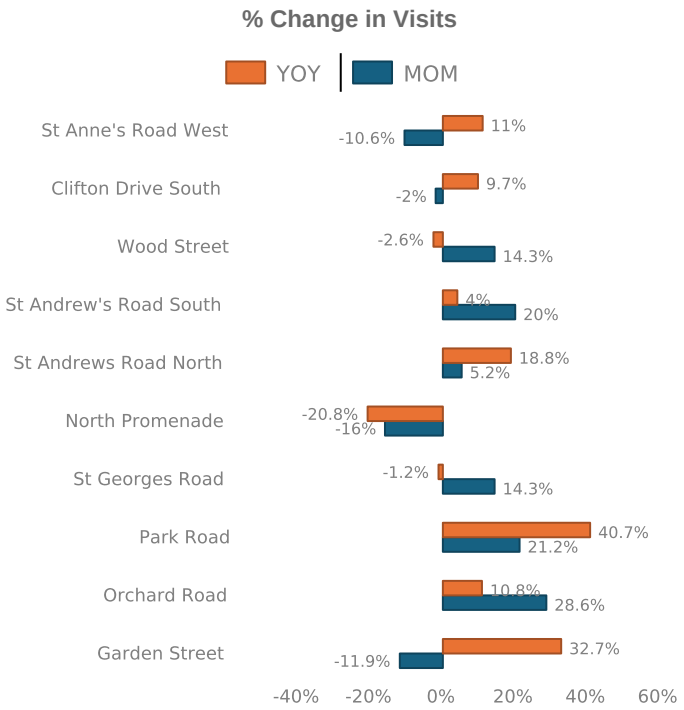

Fig.5 % in visits to street

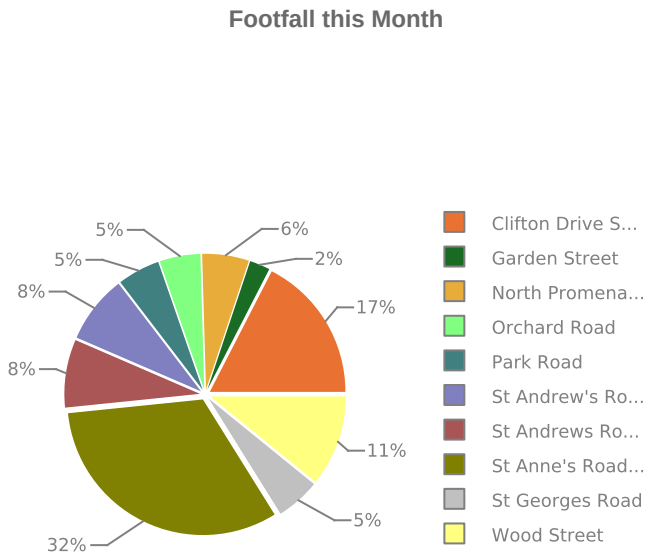

Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in St Annes town centre was 39 Minutes in October 2025 (Fig. 7) an increase of 1 minutes compared to October 2024.
The percentage of visitors by dwell minutes has shown 21.7% of all visitors in October 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 17.1% of all visitors.

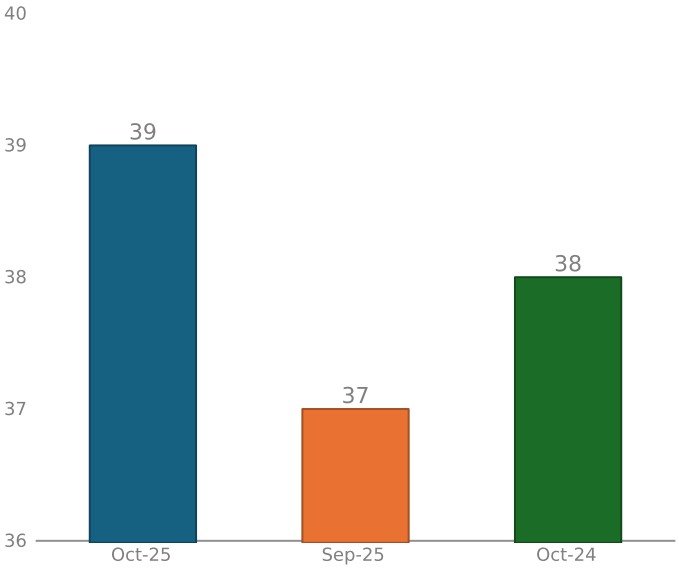

Fig.7 Average dwell time (minutes) in the town centre

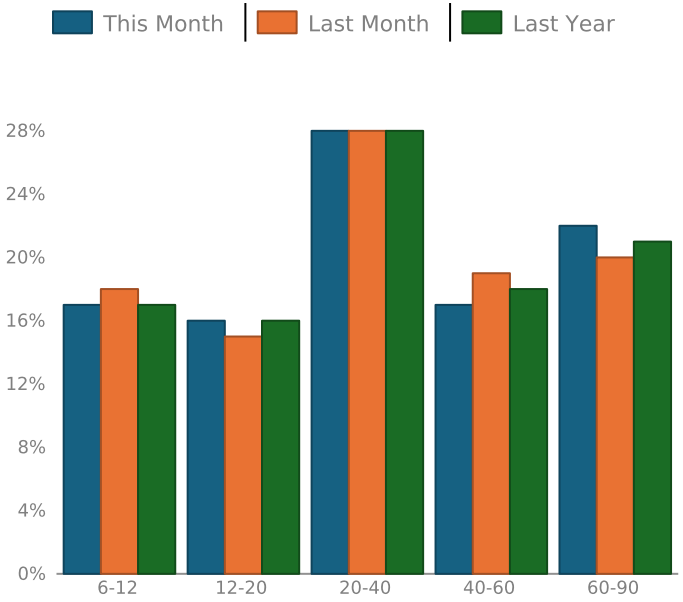

Fig.8 % of visitors by dwell time (minutes)

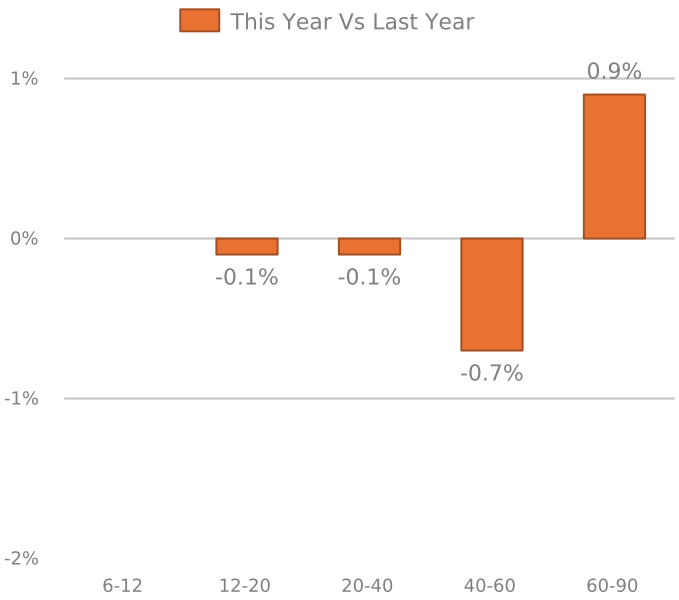

Fig.9 Change in % of visitors by dwell time (minutes)

Where do visitors with the highest spend potential come from?

FY8 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 4,509 in October 2025. Postcode PR2 (Fig. 14) has the largest number of potential high spend visitors totalling 17,043. Currently 47 high spend visitors are from this postcode. In October 2025 23% of all visitors to St Annes were classified as high spend potential, 52% medium and 25% low spend potential.

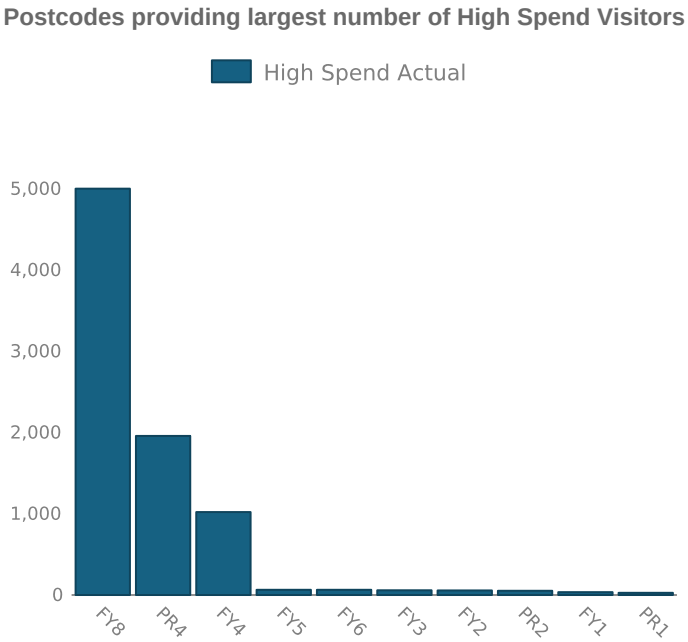

Fig.13 Visitors by postcode district

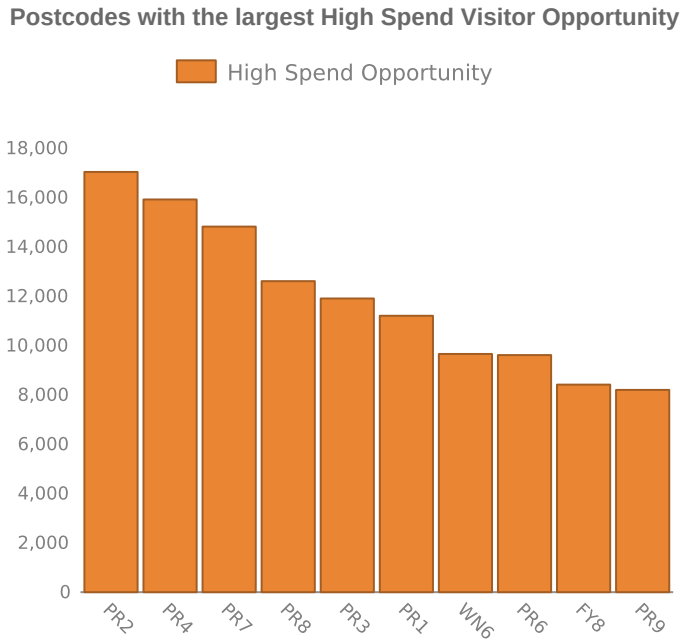

Fig.14 Visitors by postcode district

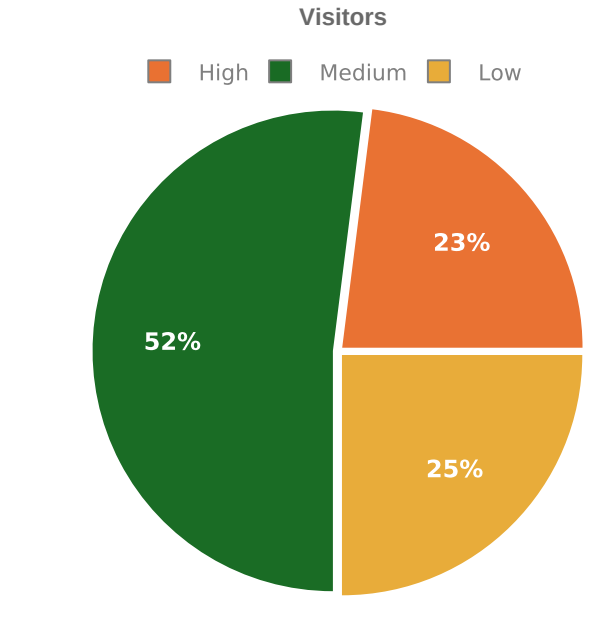

Fig.15 % of visitors by spend potential

What is the Index of Multiple Deprivation Decile Profile of Visitors from 0 to 10 miles?

In October 2025, the largest number of visitors came from IMD decile 1 areas(Fig.16), contributing 33,866 visitors(Fig.17). The postcode district contributing the largest number of visitors was FY1 which ranked in IMD decile 1(Fig.18).

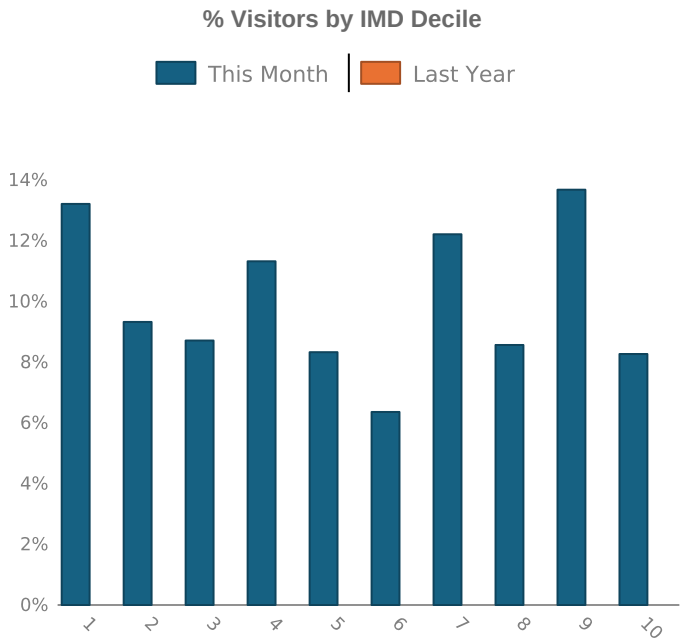

Fig.16 % of Visitors by Index of Multiple Deprivation Decile

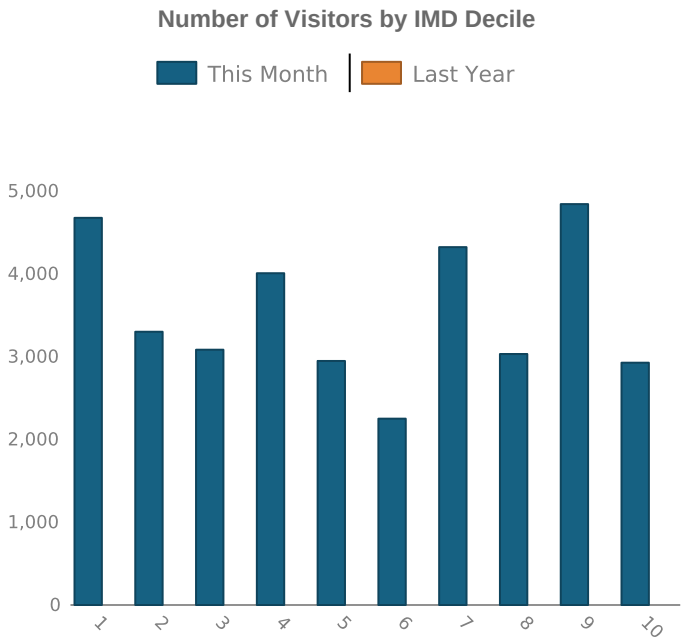

Fig.17 Visitors by Index of Multiple Deprivation Decile

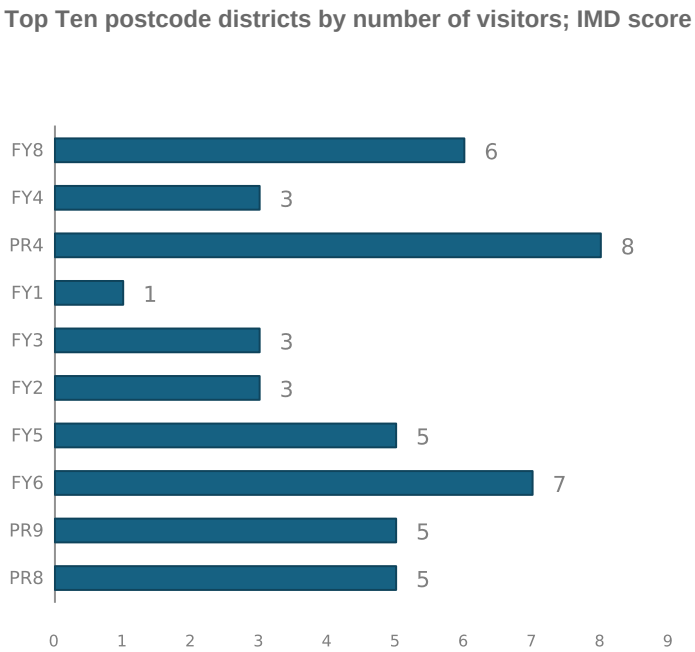

Fig.18 Top Ten postcode districts by number of visitors; IMD score