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 -0.7% decrease on October 2025, and a -3.9% decrease with respect to November 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 (October 2025) and previous year (November 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

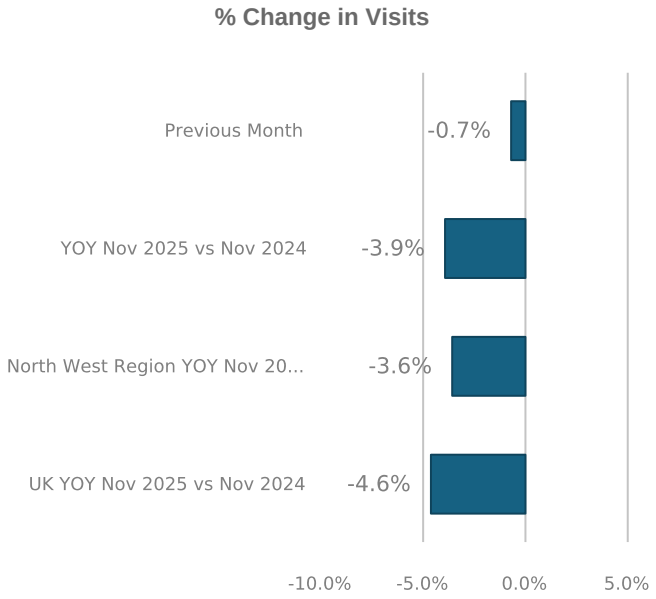

Fig.1 % change in total visits to the town centre

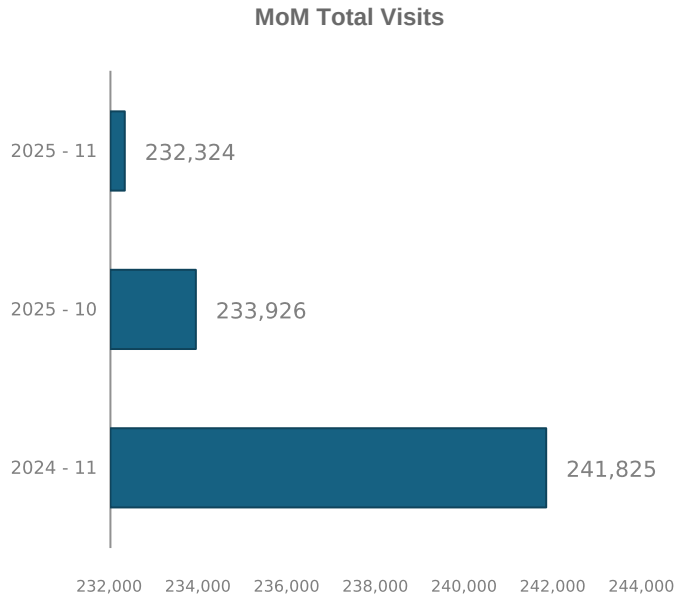

Fig.2 Total visits to the town centre

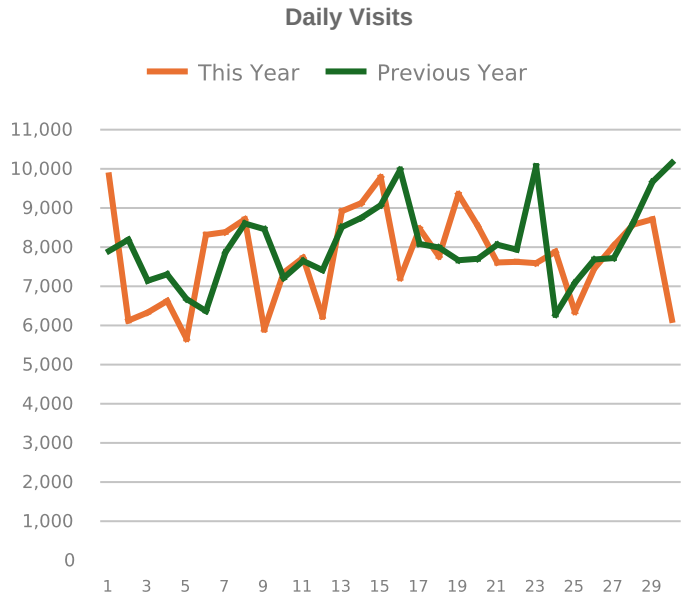

Fig.3 Number of daily visits to the town centre

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 100,171 visits in November 2025 (Fig .4), this was -2.6% lower than November 2024 (Fig. 5) and -1.3% lower than in October 2025. St Anne's Road West attracts the most visitors with 31.0 % of all street visits. (Fig .6)

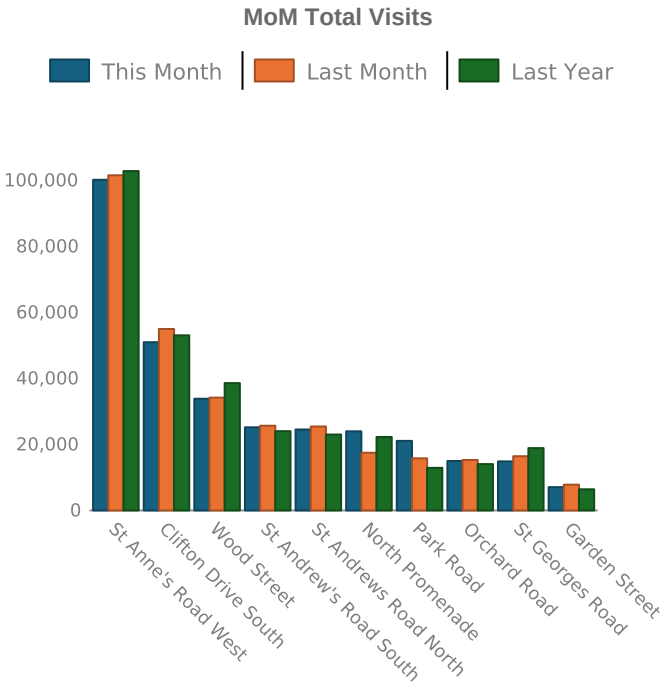

Fig.4 Total visits to street

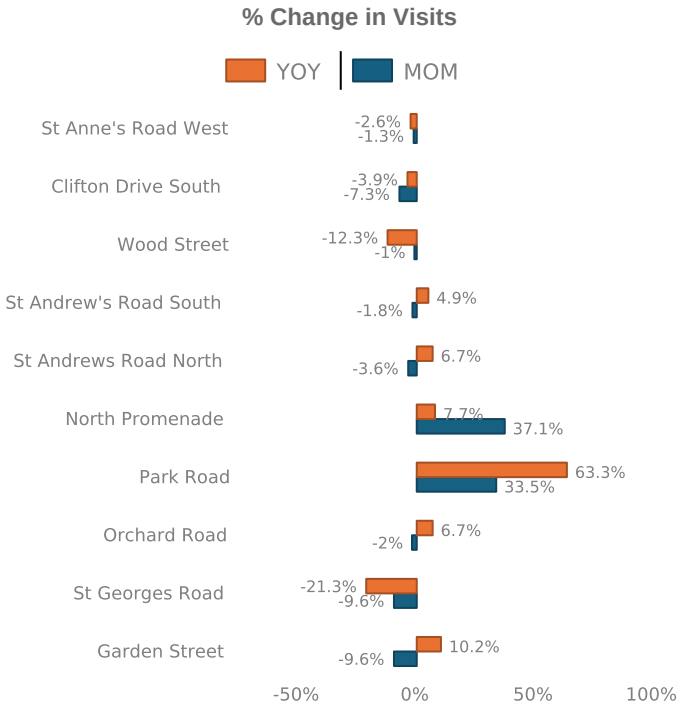

Fig.5 % in visits to street

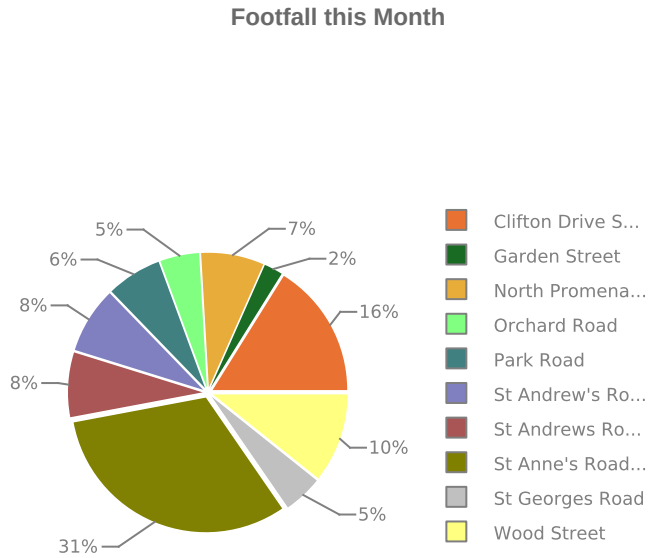

Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in St Annes town centre was 37 Minutes in November 2025 (Fig. 7) no change compared to November 2024.
The percentage of visitors by dwell minutes has shown 22.4% of all visitors in November 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 17.6% of all visitors.

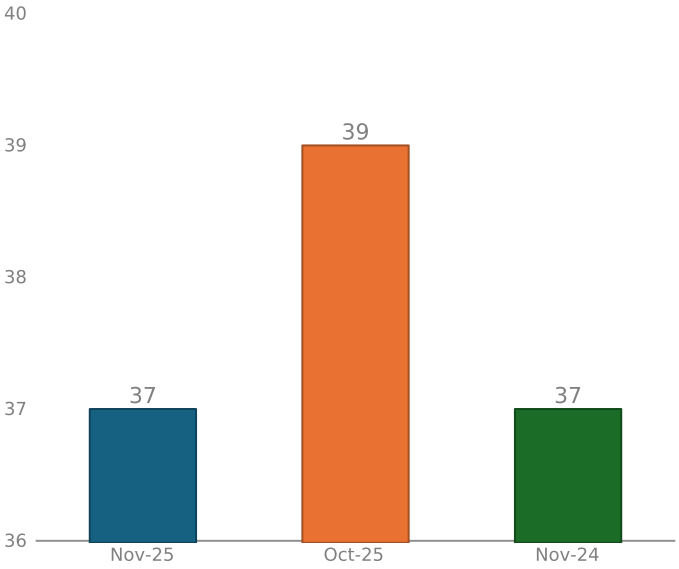

Fig.7 Average dwell time (minutes) in the town centre

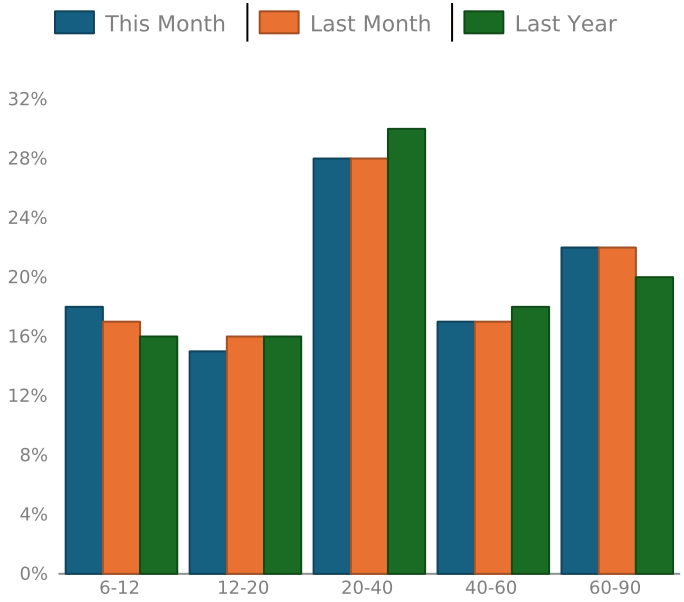

Fig.8 % of visitors by dwell time (minutes)

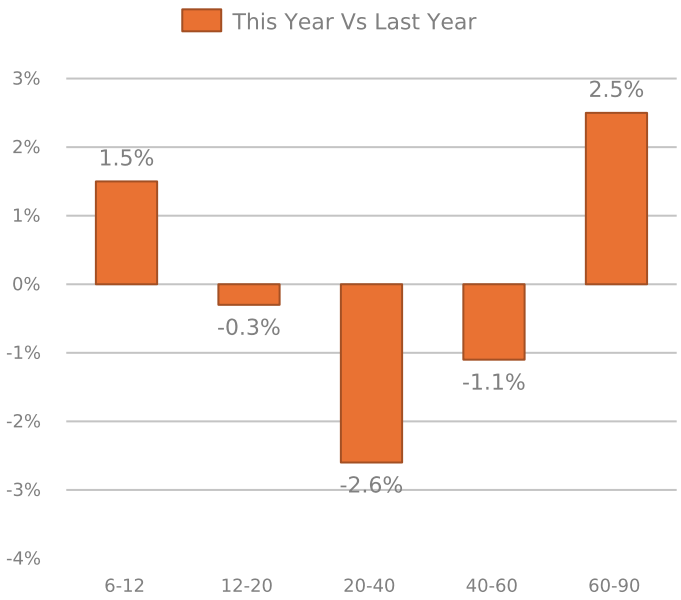

Fig.9 Change in % of visitors by dwell time (minutes)

Where Do Visitors Come From?

The total number of visitors to St Annes town centre has decreased from 37,258 in November 2024 to 35,864 in November 2025. The proportion of visitors residing within 3 miles has fallen from 69.86% (Fig . 12) in October 2025 to 67.78% in November 2025.

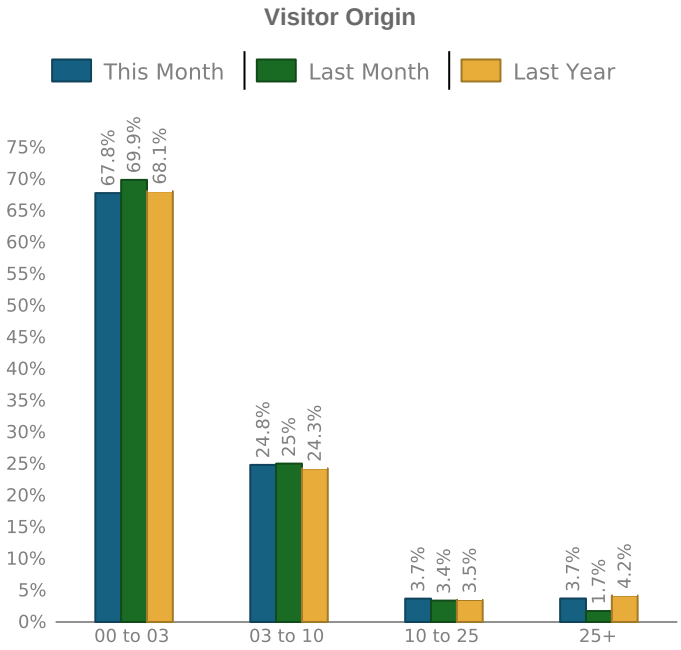

Fig.10 % volume of visitors by origin distance (miles)

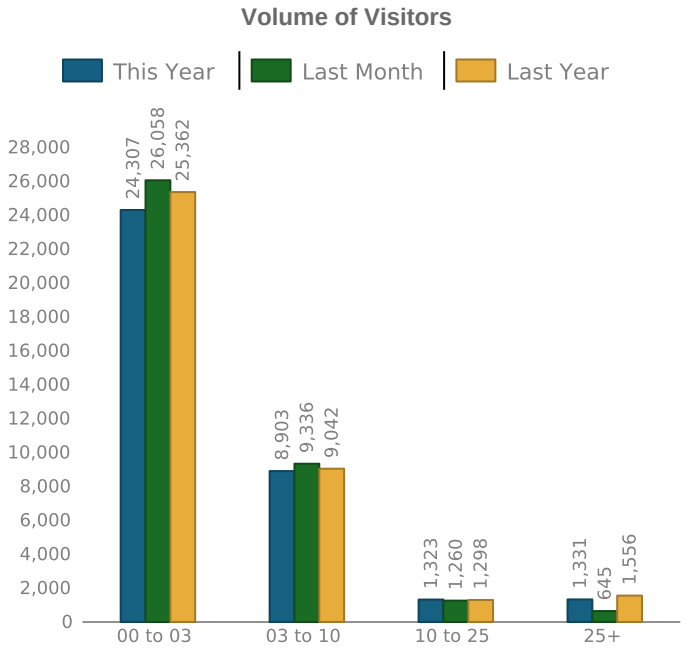

Fig.11 Volume of visitors by origin distance (miles)

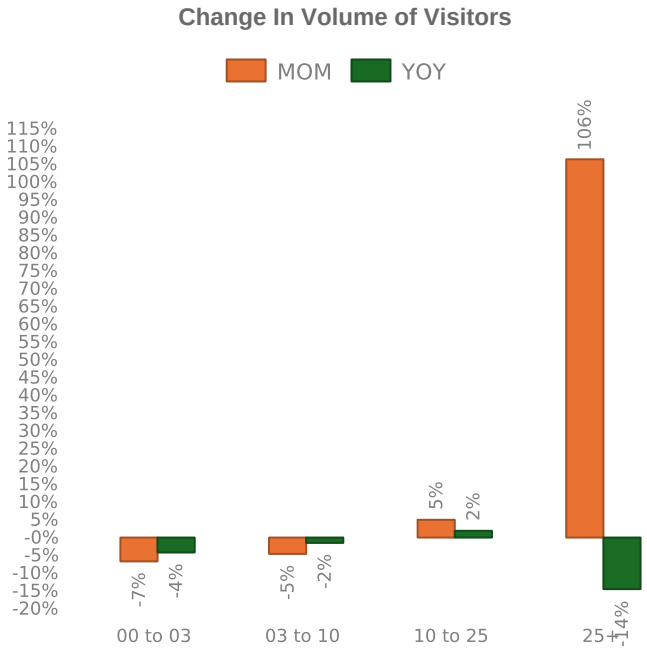

Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

FY8 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 7,841 in November 2025. Postcode PR2 (Fig. 14) has the largest number of potential high spend visitors totalling 17,012. Currently 78 high spend visitors are from this postcode. In November 2025 23% of all visitors to St Annes were classified as high spend potential, 52% medium and 25% low spend potential.

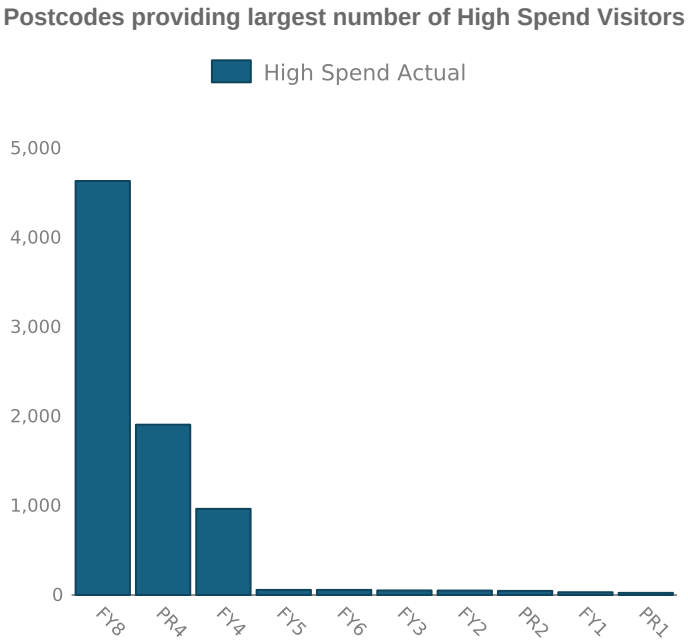

Fig.13 Visitors by postcode district

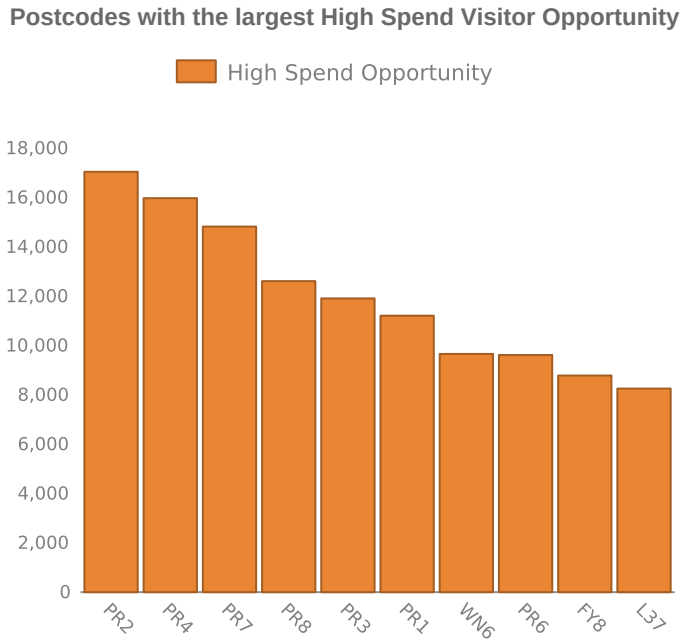

Fig.14 Visitors by postcode district

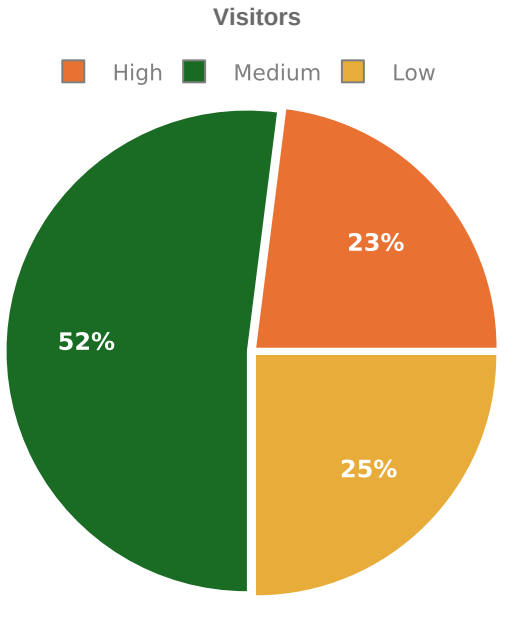

Fig.15 % of visitors by spend potential

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

In November 2025, the largest number of visitors came from IMD decile 1 areas(Fig.16), contributing 32,562 visitors(Fig.17). The postcode district contributing the largest number of visitors was FY1 which ranked in IMD decile 1(Fig.18).

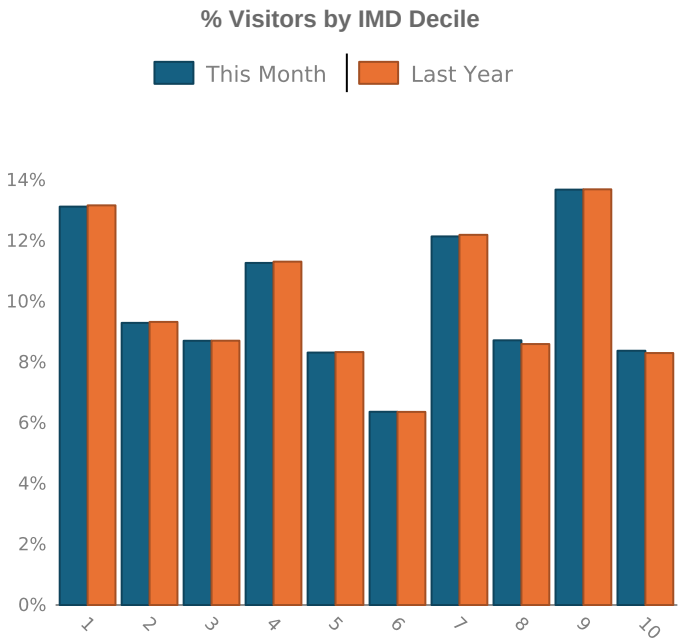

Fig.16 % of Visitors by Index of Multiple Deprivation Decile

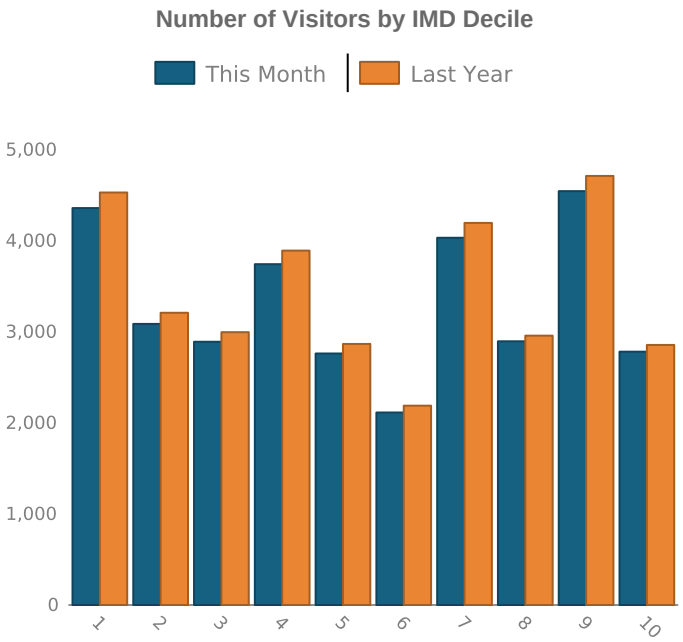

Fig.17 Visitors by Index of Multiple Deprivation Decile

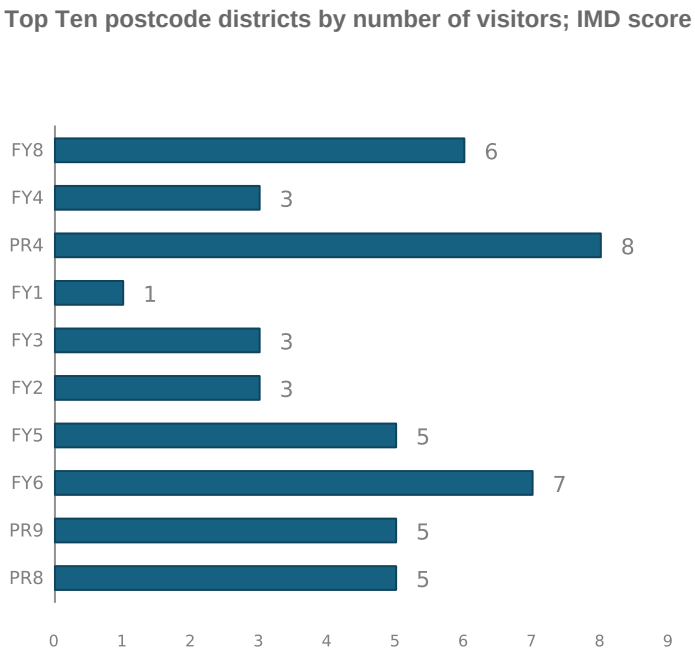

Fig.18 Top Ten postcode districts by number of visitors; IMD score

What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £30,680 (Fig.19). The £34,840 income group experienced the greatest increase in visitor volume, rising by a 0.6% share of the nearest 10 postcode districts(Fig.20)

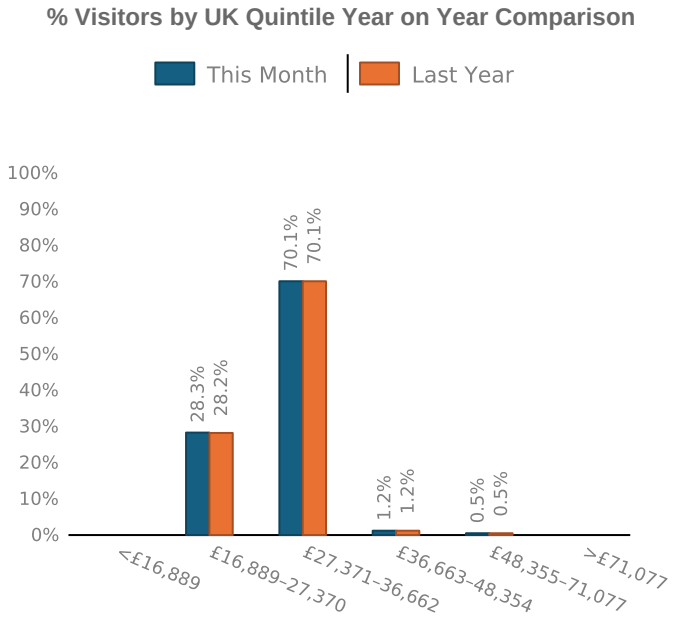

Fig.19 % Visitors by UK Disposable Income Quintile

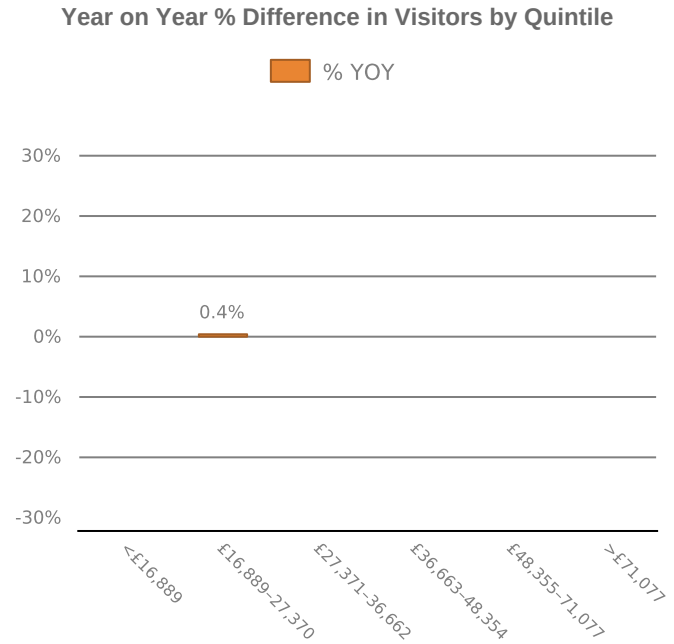

Fig.20 % Difference in Visitors by income Quintile