# 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 1.0% increase on November 2025, and a -0.3% decrease with respect to December 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 (November 2025) and previous year (December 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

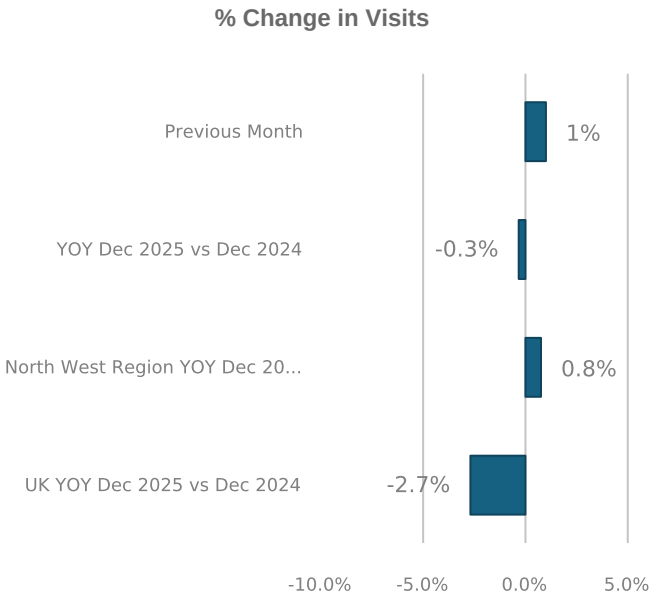


**Fig.1 % change in total visits to the town centre**

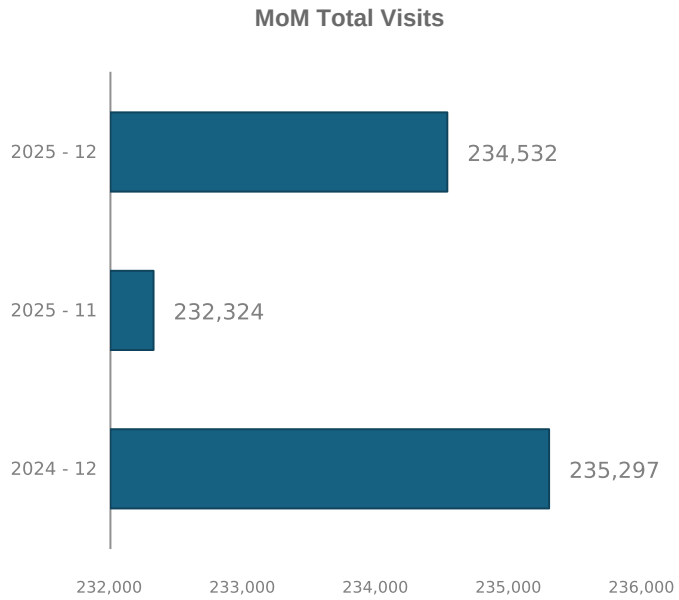


**Fig.2 Total visits to the town centre**

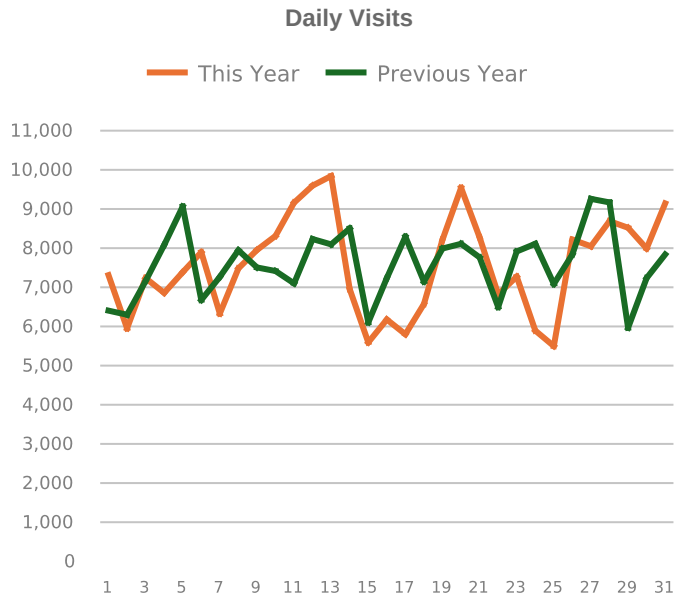


**Fig.3 Number of daily visits to the town centre**

## 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 111,685 visits in December 2025 (Fig .4), this was 7.2% higher than December 2024 (Fig. 5) and 11.5%  higher than in November 2025. St Anne's Road West attracts the most visitors with 36.9 % of all street visits. (Fig .6)

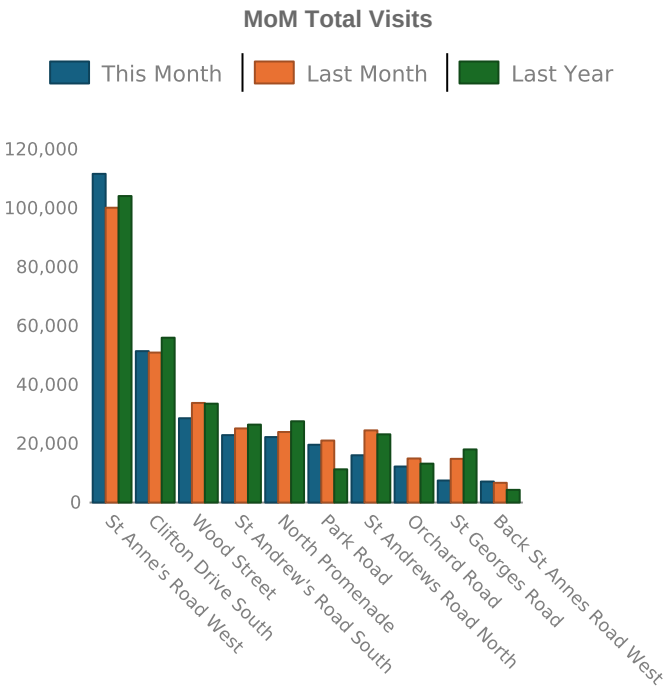


**Fig.4 Total visits to street**

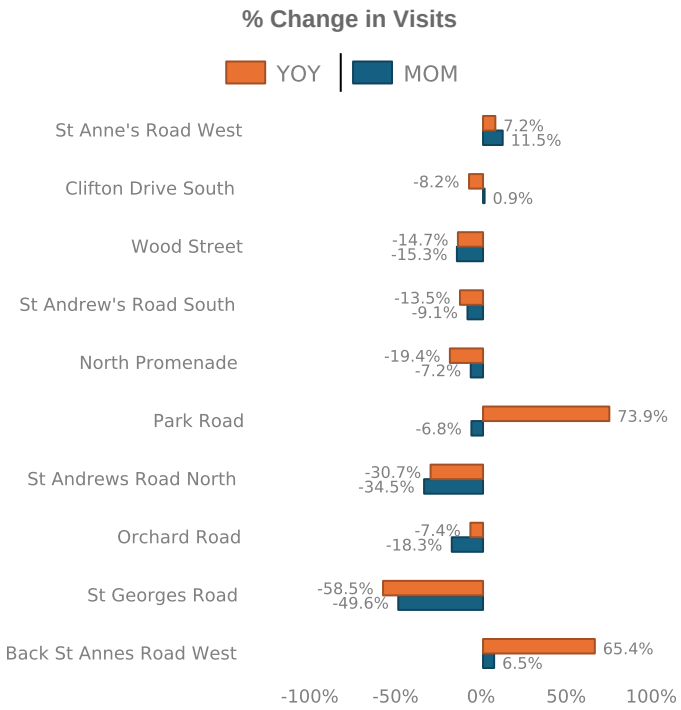


**Fig.5 % in visits to street**

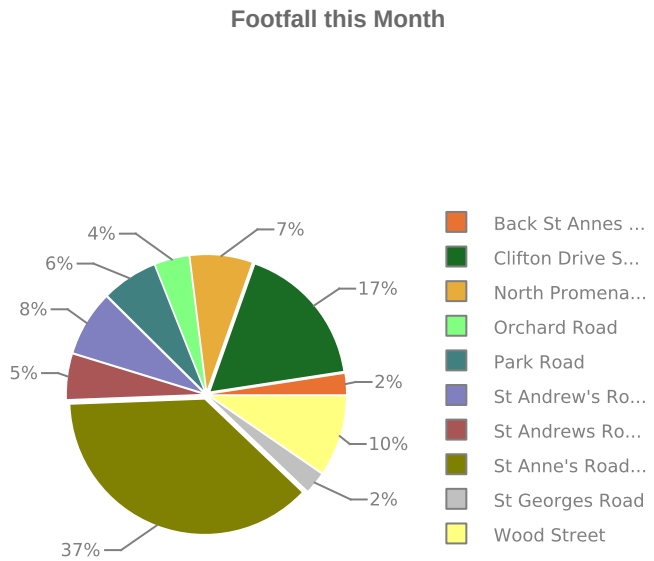


**Fig.6 % footfall by street**

## How Long do Visitors Stay For?

Average dwell time in St Annes town centre was 35 Minutes in December 2025 (Fig. 7) a decrease of 4 minutes compared to December 2024.
The percentage of visitors by dwell minutes has shown 22.5% of all visitors in December 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 17.9% of all visitors.

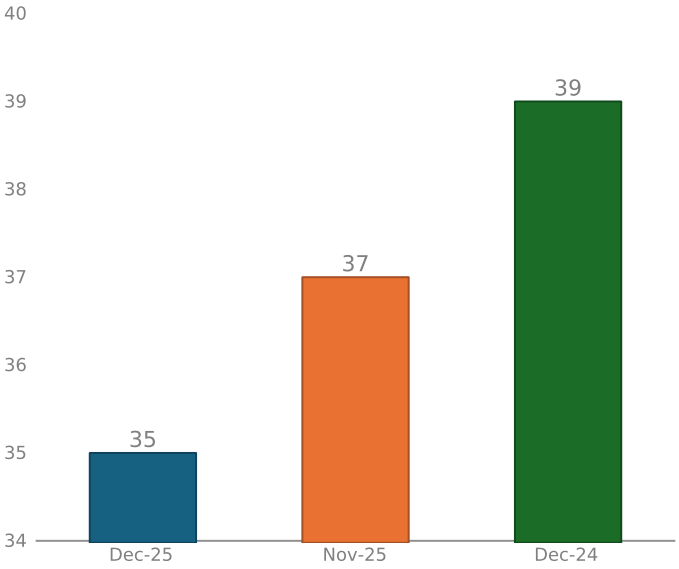


**Fig.7 Average dwell time (minutes) in the town centre**

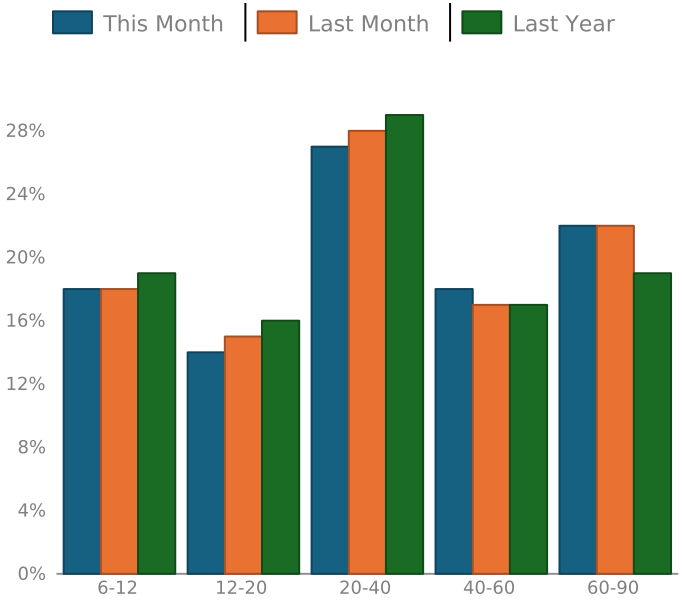


**Fig.8 % of visitors by dwell time (minutes)**

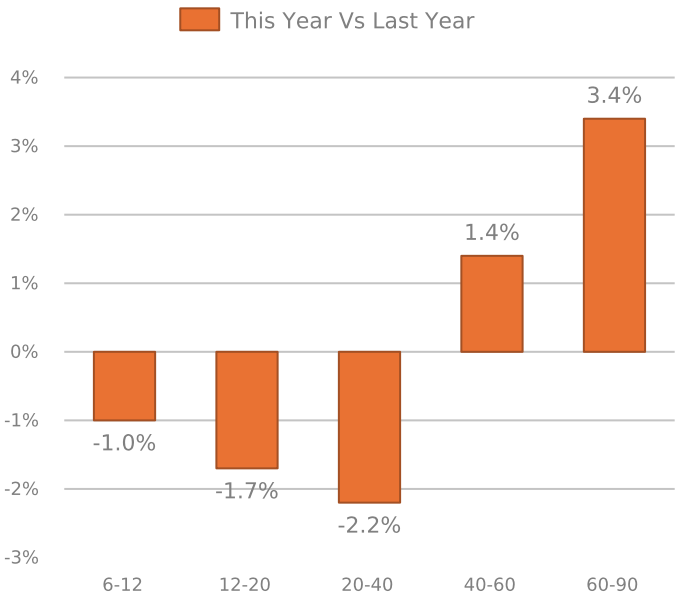


**Fig.9 Change in % of visitors by dwell time (minutes)**

## Where Do Visitors Come From?

The total number of visitors to St Annes town centre has increased from 36,432 in December 2024 to 37,211 in December 2025. The proportion of visitors residing within 3 miles has fallen from 67.78% (Fig . 12) in November 2025 to 66.7% in December 2025.

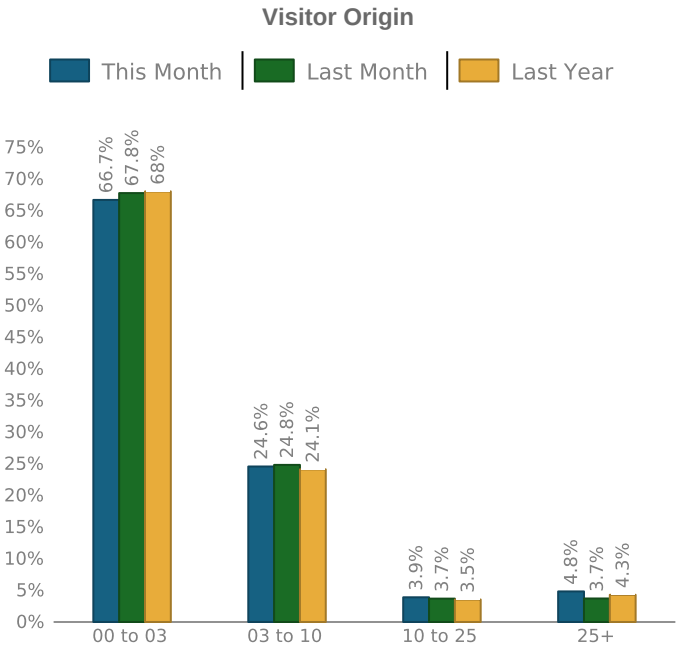


**Fig.10 % volume of visitors by origin distance (miles)**

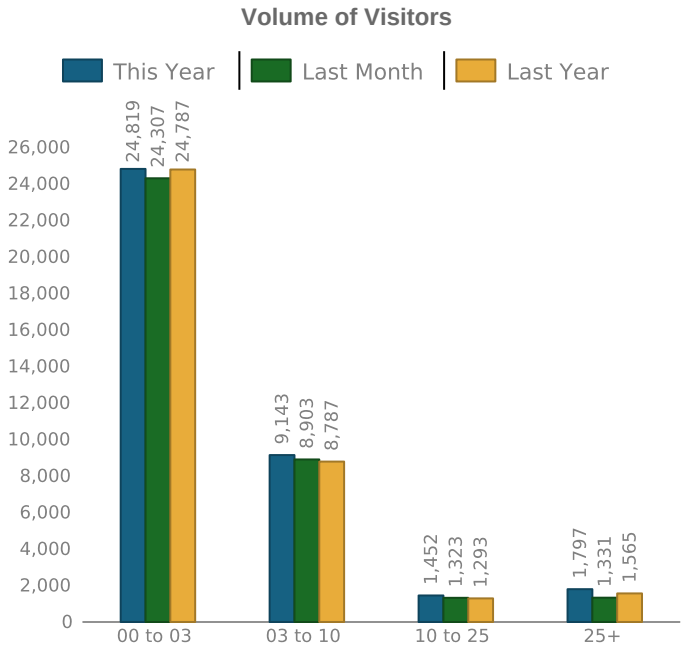


**Fig.11 Volume of visitors by origin distance (miles)**

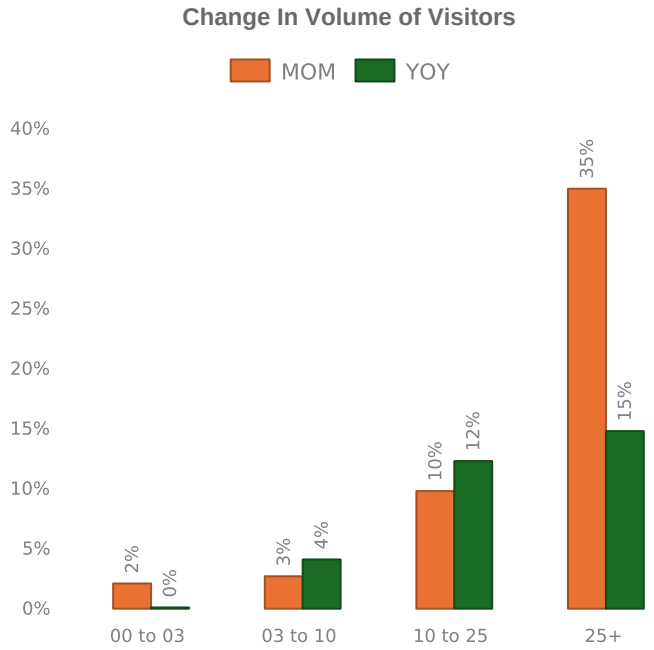


**Fig.12 % of visitors by visitor origin distance (miles)**

## Where do visitors with the highest spend potential come from?

FY8 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 708 in December 2025. Postcode PR4 (Fig. 14) has the largest number of potential high spend visitors totalling 17,593. Currently 285 high spend visitors are from this postcode. In December 2025 22% of all visitors to St Annes were classified as high spend potential, 53% medium and 26% low spend potential.

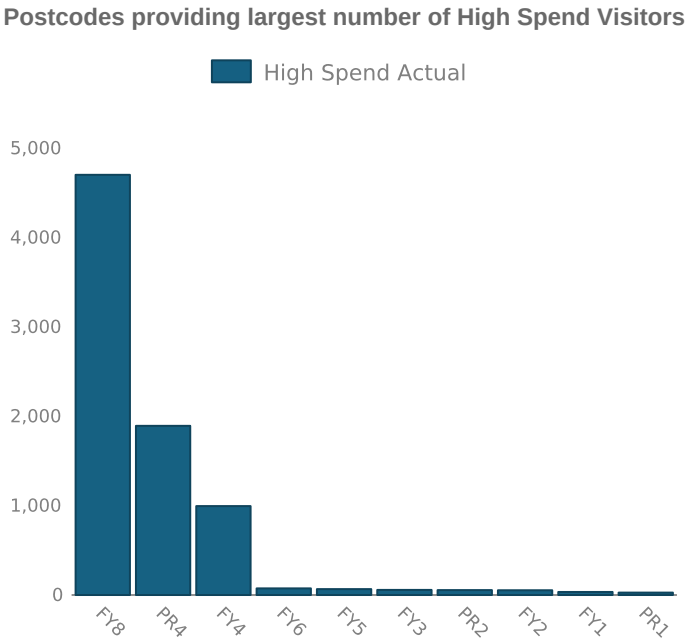


**Fig.13 Visitors by postcode district**

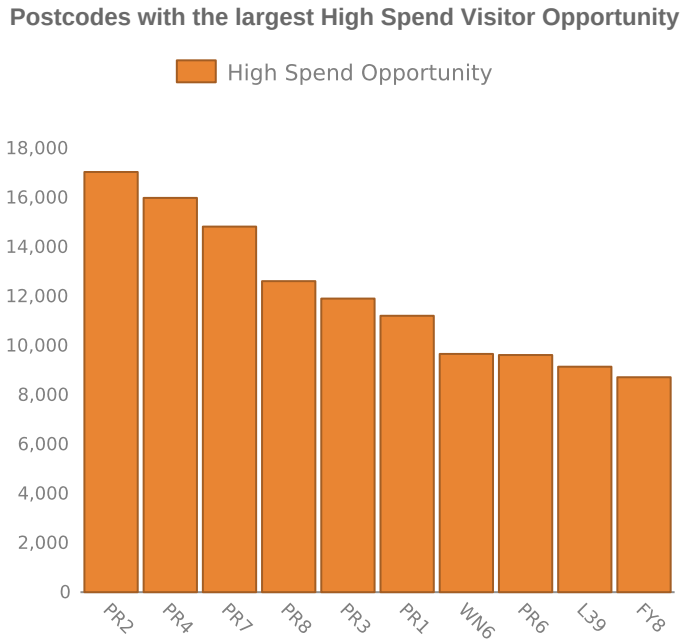


**Fig.14 Visitors by postcode district**

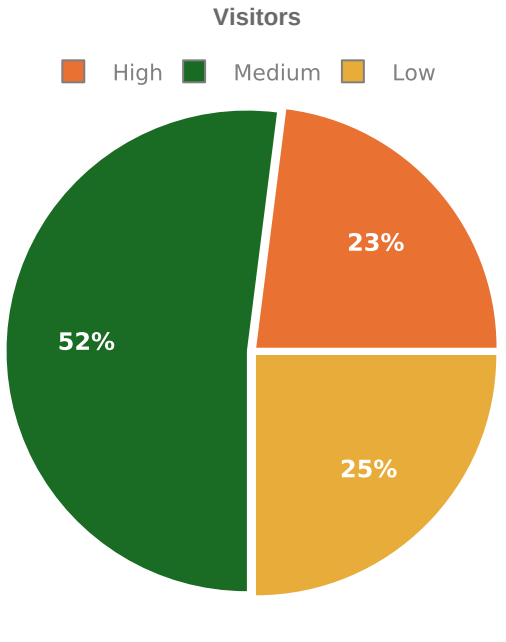


**Fig.15 % of visitors by spend potential**

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

In December 2025, the largest number of visitors came from IMD decile 1 areas(Fig.16), contributing 33,785 visitors(Fig.17). The postcode district contributing the largest number of visitors was FY1 which ranked in IMD decile 1(Fig.18).

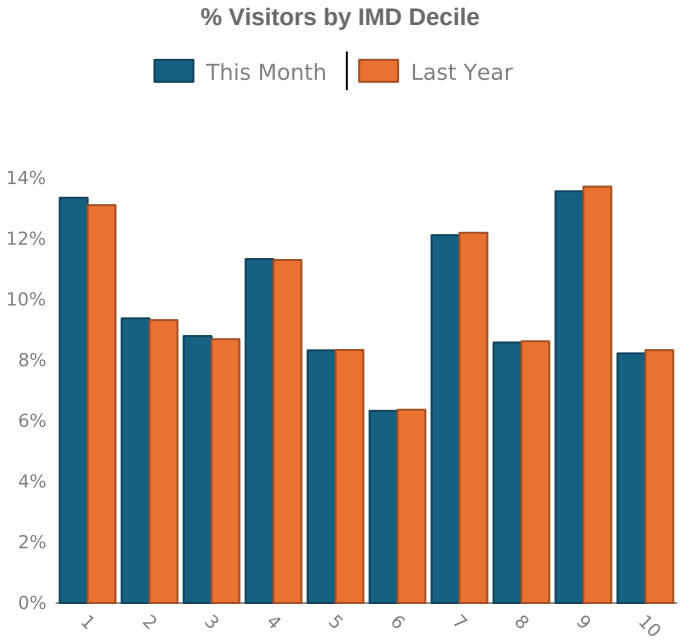


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

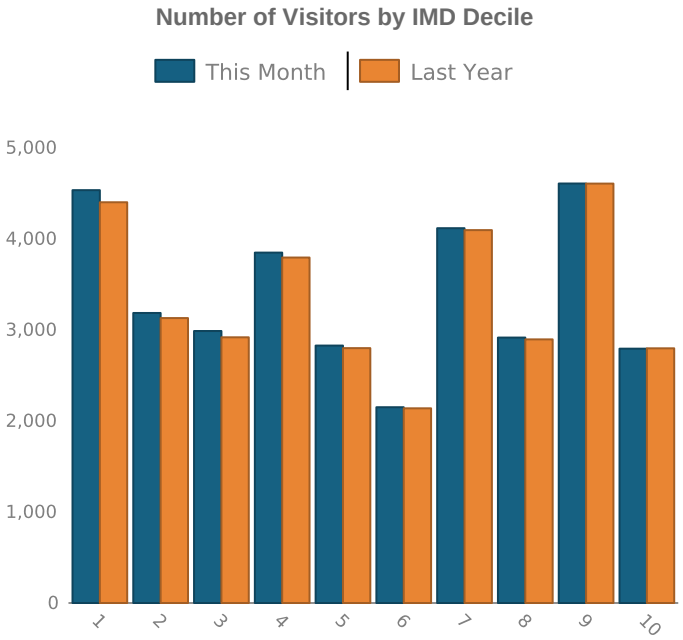


Fig.17 Visitors by Index of Multiple Deprivation Decile

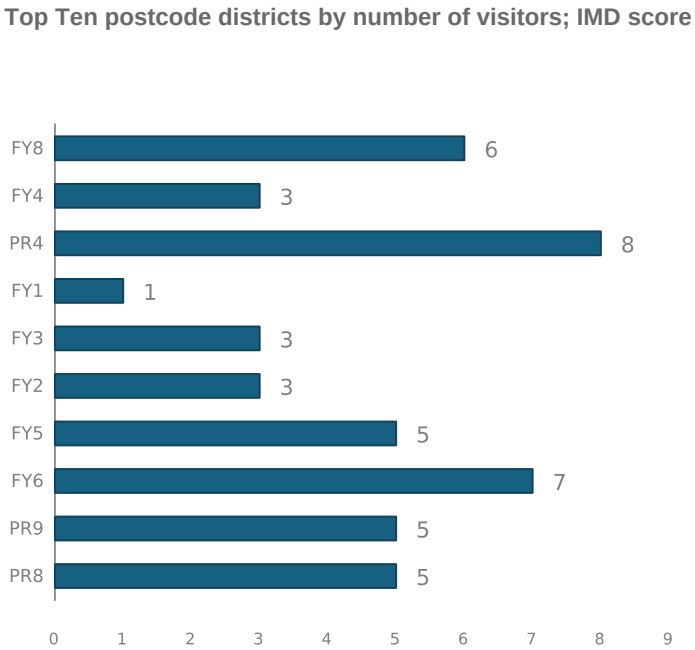


Fig.18 Top Ten postcode districts by number of visitors; IMD score

## What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £30,680 (Fig.19). The £22,360 income group experienced the greatest increase in visitor volume, rising by a 0.2% share of the nearest 10 postcode districts(Fig.20)

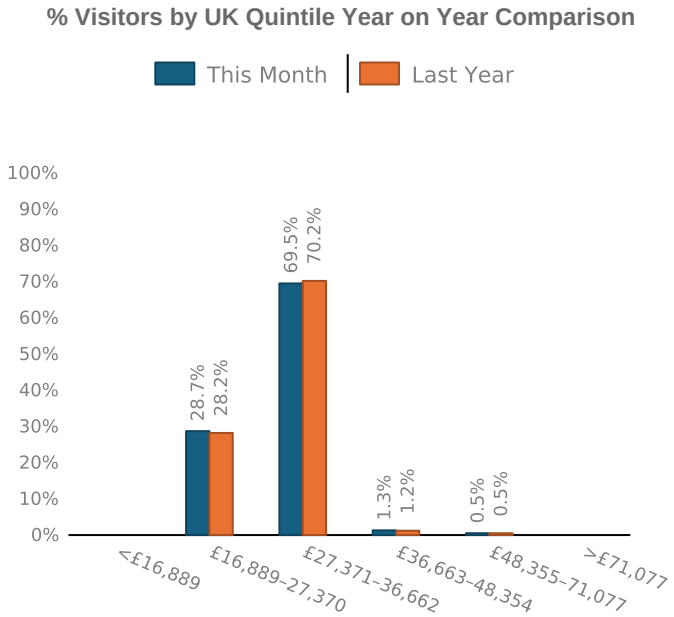


**Fig.19 % Visitors by UK Disposable Income Quintile**

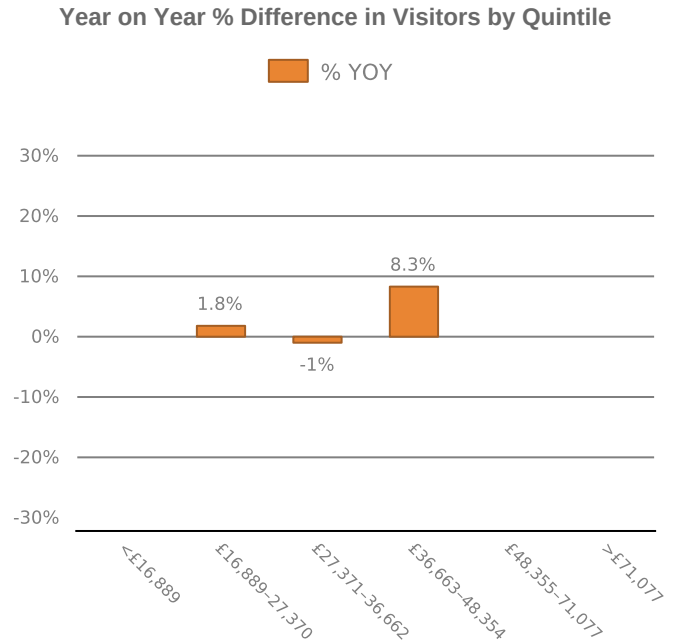


**Fig.20 % Difference in Visitors by income Quintile**