



Skipton BID HUQ Report

Q1 of 2026

This report will break down each of the parameters monitored by HUQ, including:

Footfall

Granular Catchment

Density

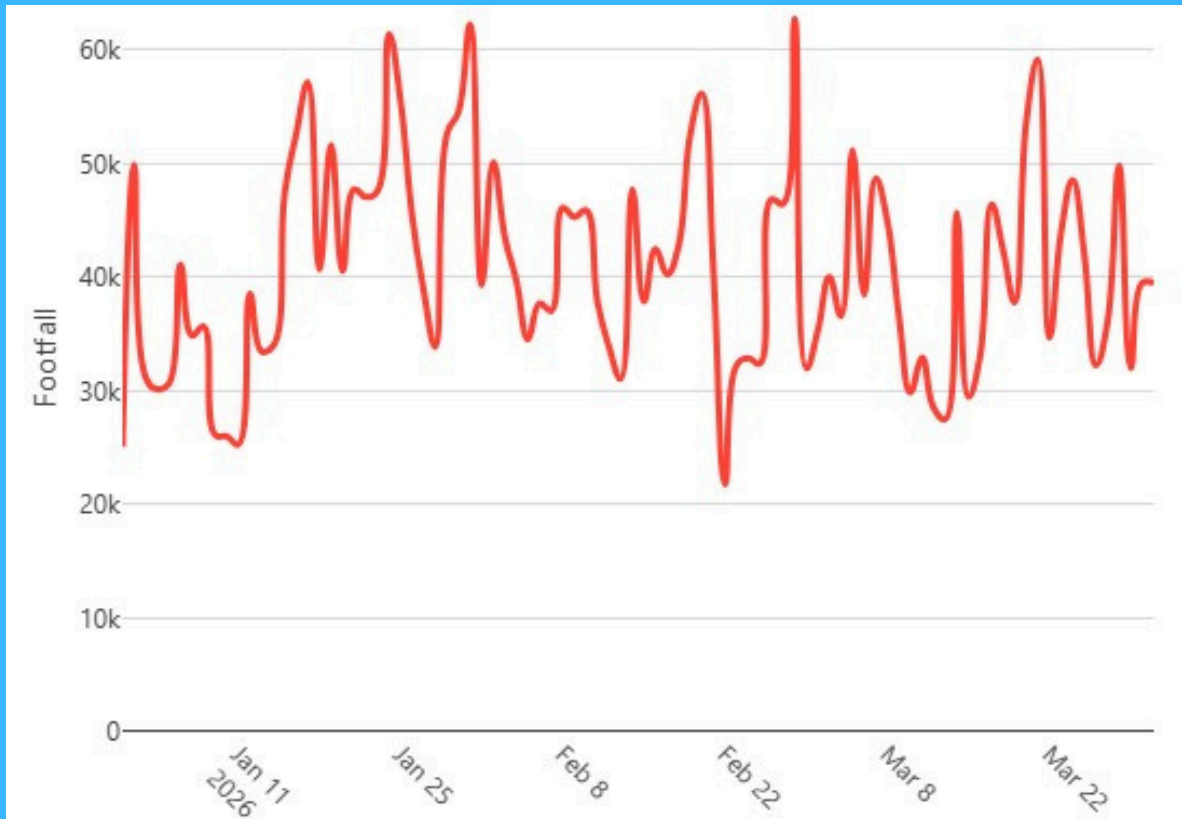
Busiest Times of Day

Footfall Figures - Q1 2026

The footfall data monitors how many unique visitors enter the BID area in Skipton on a daily basis.

If someone leaves and re-enters the area, they will not be counted again as they are only tracked as a unique visitor once per day.

The footfall data can also now be broken down to show who is visiting Skipton and who is passing through (spending less than 10 minutes within the BID area).



Footfall - January 1st - March 31st 2026

Total Footfall

3.7 million

↑ **2% on Q4 in 2025**

↓ **0.4% on Q1 in 2025**

Visiting Footfall - 65%

Passing Through - 35%

Average daily footfall

40.4K

Highest daily footfall

62.7K

Catchment Areas - Q1 2026

The Granular Catchment data is captured monthly and allows us to see the different postcodes of locations that visitors to Skipton are coming from.

This then creates a map of the UK that we can use to view the different locations people have travelled from.

A person's home postcode is calculated using the location that their mobile phone signal spends most of its time.



As is usually the case, local postcodes such as BD23 and BD22 take the top spots with the highest percentage of visitors into Skipton.

However, between Jan 1st and March 31st this year, visitors travelled to Skipton from over 270 different postcodes.

These include:

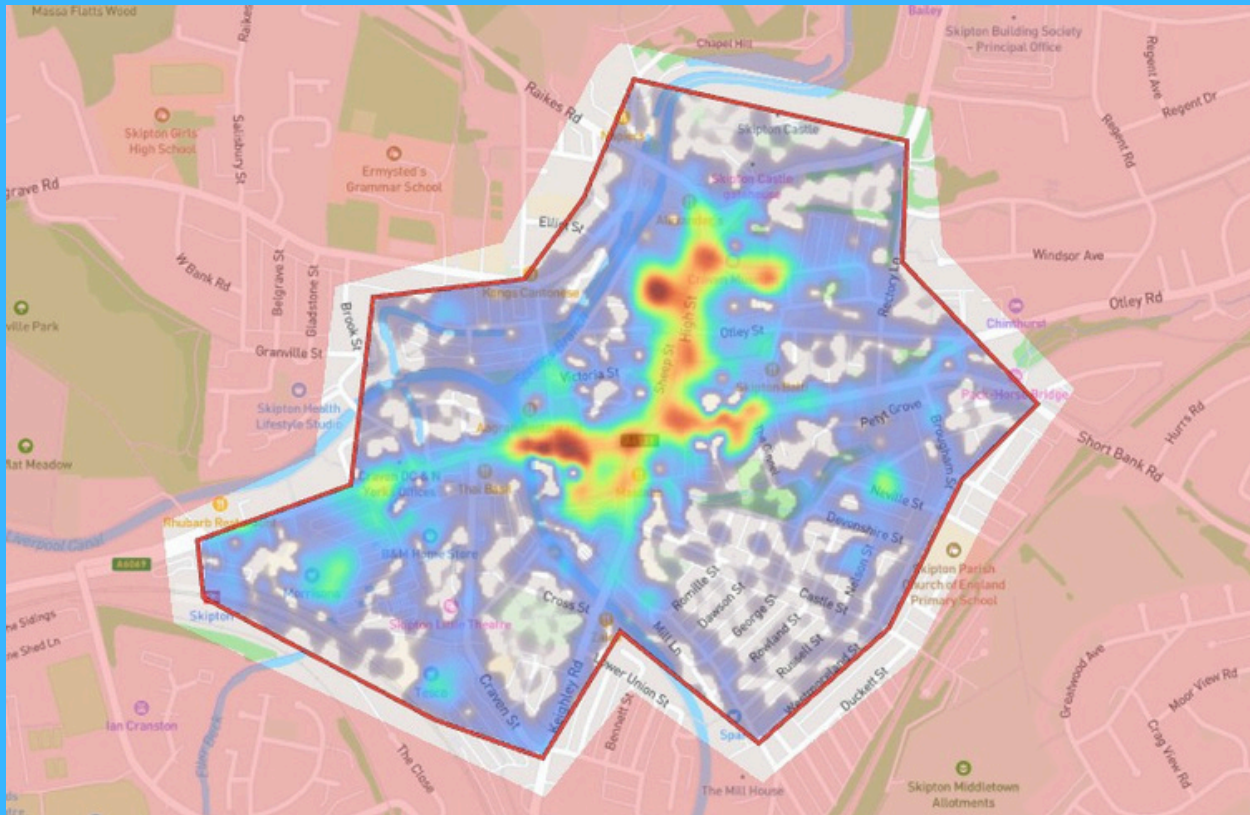
- BH11 - Bournemouth
- CH1 - Chester
- CO15 - Clacton-on-Sea
- DH8 - Consett
- EH1 - Edinburgh
- FY2 - Blackpool
- LA13 - Barrow
- M41 - Manchester
- S66 - Rotherham
- SO50 - Eastleigh
- SR3 - Sunderland
- TS18 - Stockton

Catchment - January 1st - March 31st 2026

Density Data for Skipton - Q1 2026

The heat map created by HUQ (shown below) allows us to see where people that visit the BID area are spending most of their time to highlight Skipton's 'hotspots'.

It's important to remember that this can sometimes be impacted by different factors such as weather, road closures, traffic build up and the time of year (such as over school holidays).



Skipton's 'Hotspots'

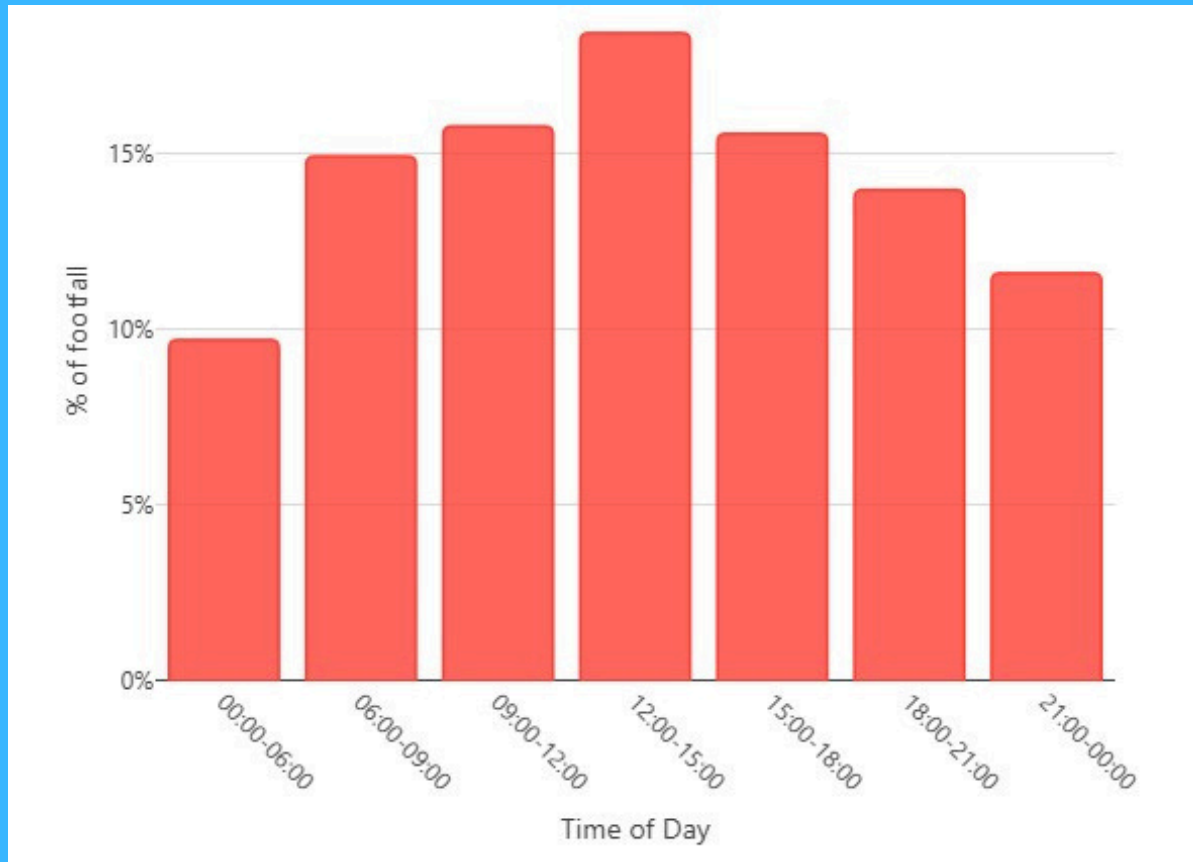
- High Street
- Newmarket Street
- Jerry Croft
- Bay Horse Yard
- Belmont Street
- Keighley Road

Density - January 1st - March 31st 2026

Time of Day - Q1 2026

The time of day data shows us the busiest and quietest times of the day within the Skipton BID area.

The HUQ figures create a graph showing different periods across the day and the percentage of footfall split between them.



Busiest Time of Day
12pm-3pm - 18.4%

Quietest Time of Day
12am-6am - 9.7%

Time of Day - January 1st - March 31st 2026