



Skipton BID HUQ Report

Q3 of 2026

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

Footfall

Granular Catchment

Density

Dwell Time

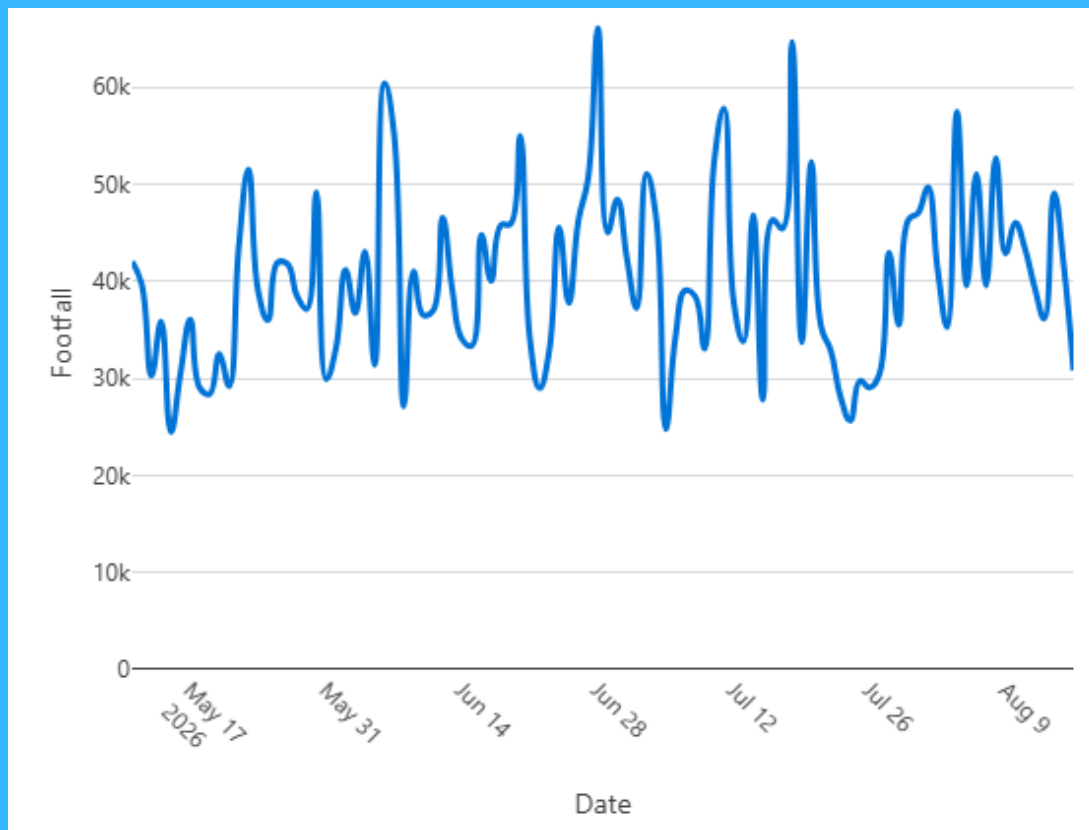
Busiest Times of Day

Footfall Figures - Q3 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 - Q3 2026

Total Footfall

3.9 million



8% on Q2 in 2026



12% on Q3 in 2025

Visiting Footfall - 68%

Passing Through - 32%

Average daily footfall

40K

Highest daily footfall

66K

Catchment Areas - Q3 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.

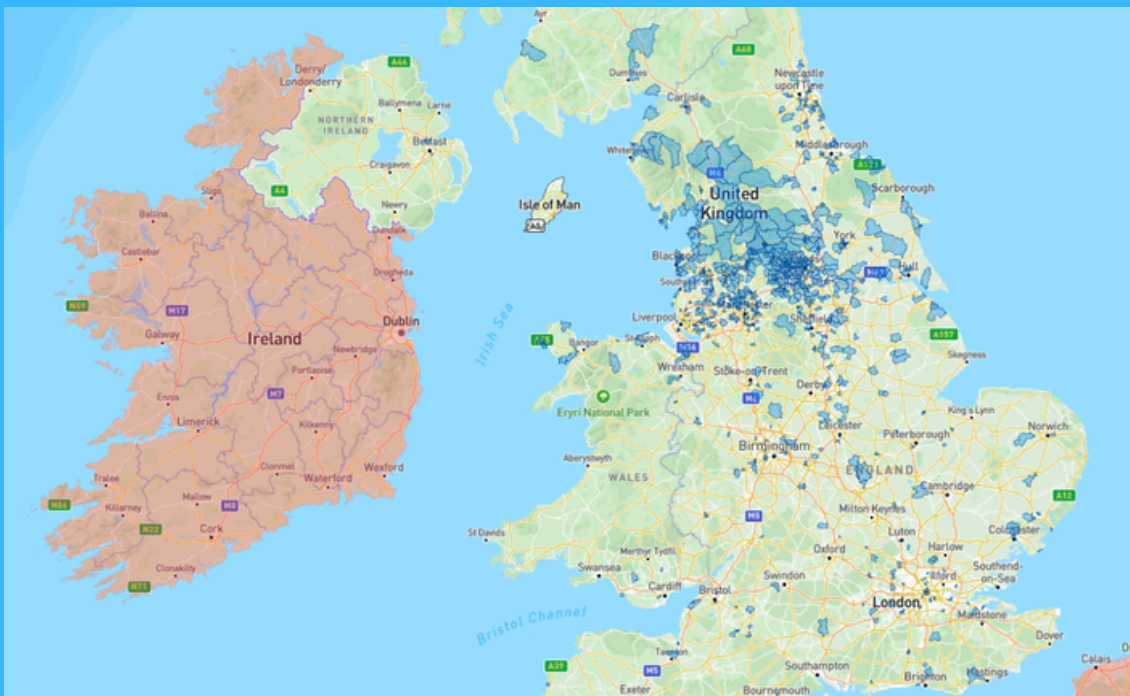
A person's home postcode is calculated using the location that their mobile phone signal spends most of its time.

As is usually the case, local postcodes such as BD23, BD22 and BD20 take the top spots with the highest percentage of visitors into Skipton.

However, between June and September this year, visitors travelled to Skipton from 945 different postcodes.

These include:

- BT6 - Belfast
- CA14 - Workington
- CF5 - Cardiff
- DH7 - Durham
- EH1 - Edinburgh
- IV2 - Inverness
- LL65 - Holyhead
- NR7 - Norwich
- PH22 -Aviemore
- PL3 - Plymouth
- TQ1 - Torquay
- DT4 - Weymouth



Catchment - Q3 2026

Density Data for Skipton - Q3 2026

The heat map created by HUU (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).



Density - Q3 2026

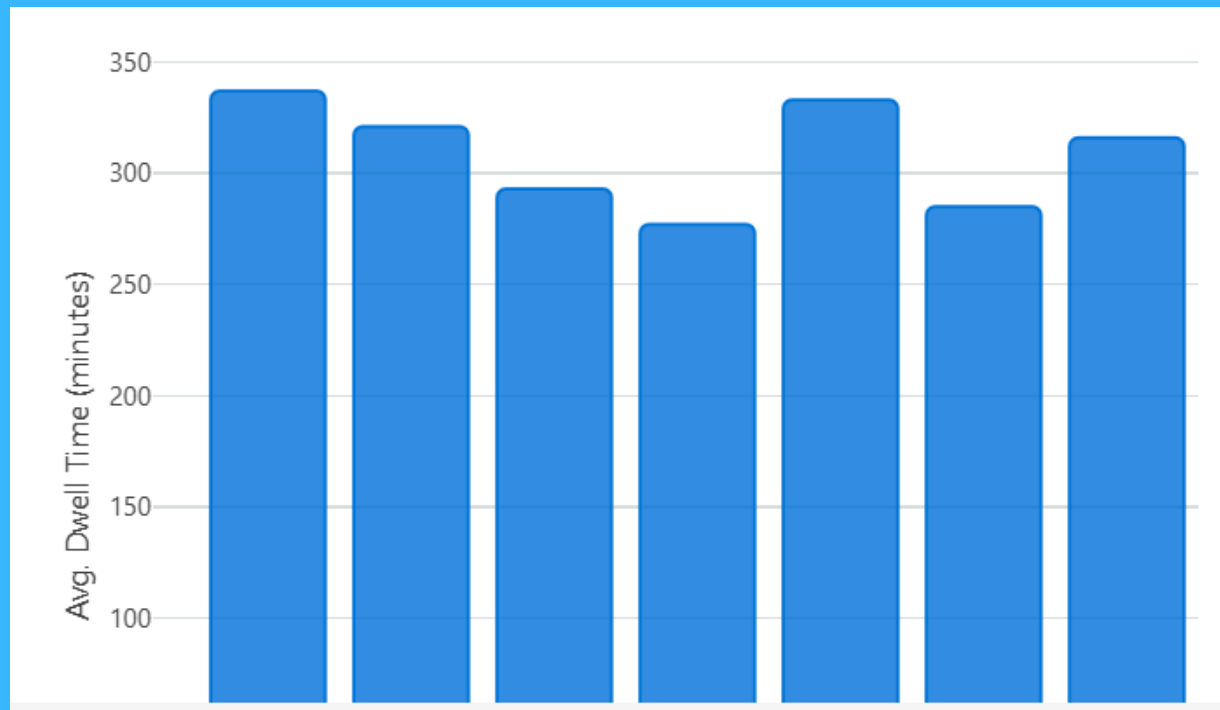
Skipton's 'Hotspots'

- High Street
- Newmarket Street
- Belmont Street
- Jerry Croft
- Mill Bridge
- Keighley Road

Dwell Time in Skipton - Q3 2026

The dwell time data allows us to see how much time each unique visitor is spending within the BID area in Skipton on average per day.

The data shows us on average how long each person is spending in Skipton on each day of the week and is broken down and shown on a bar chart, which you can view below.



Dwell Time - Q3 2026

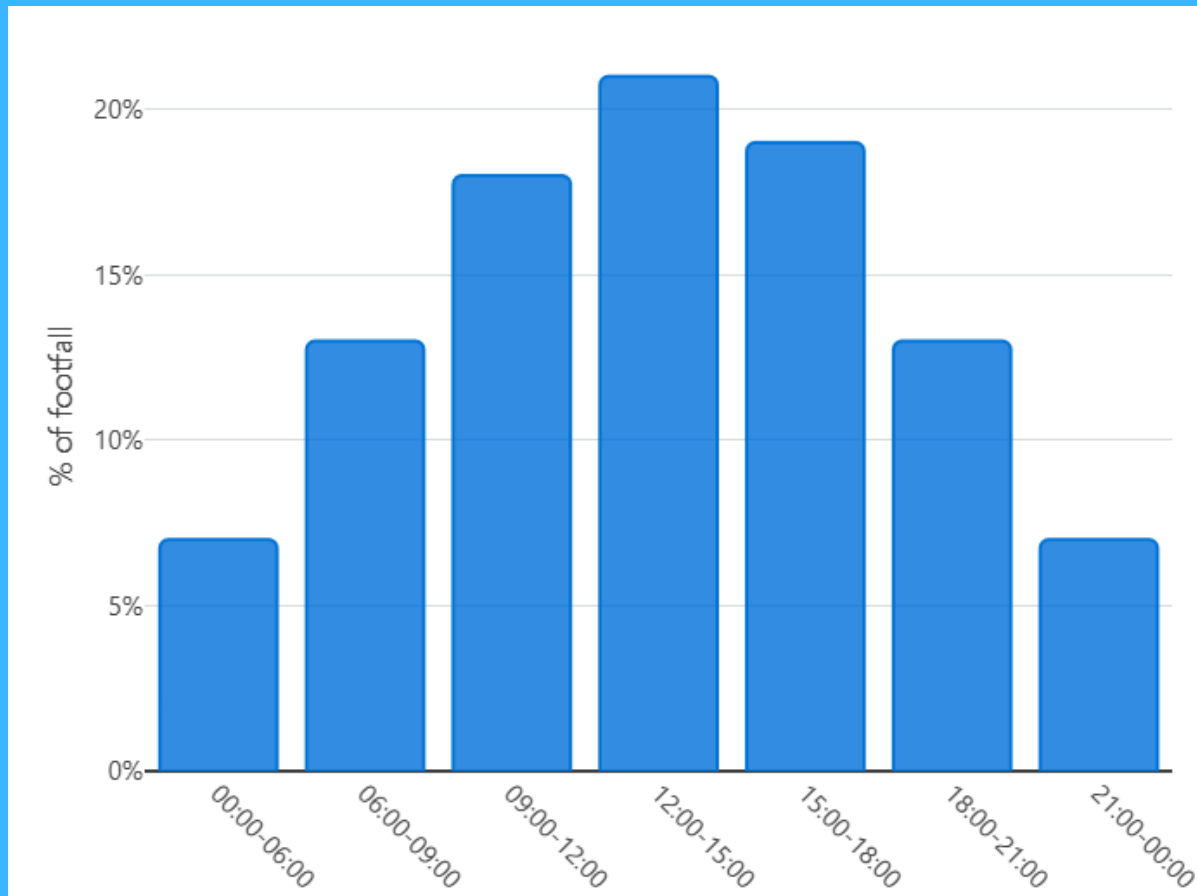
Average Dwell Time per day of the week

- Mon - 5 hr 37 mins
- Tues - 5 hr 21 mins
- Weds - 4 hr 53 mins
- Thurs - 4 hr 37 mins
- Fri - 5 hr 33 mins
- Sat - 4 hr 45 mins
- Sun - 5 hr 16 mins

Time of Day - Q3 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 - from 12am to 12pm - and the percentage of footfall split between them.



Time of Day - Q3 2026

Busiest Time of Day
12pm-3pm - 21%

Quietest Times of Day
12am-6am - 7%
9pm-12am - 7%