



PEOPLE & PLACES
Insight

TOWN BENCHMARKING

Measuring the performance of town centres

Northumberland Footfall Report

December 2020

Report Mike King

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INTRODUCTION

PEOPLE AND PLACES INSIGHT LIMITED

People and Places Insight is an independent family-run organization with the objective to help understand, review and regenerate localities from across United Kingdom and the Republic of Ireland based on the use of systematic and detached evidence. People and Places Insight work with National Government, Local Authorities, Business Improvement Districts, Town Councils, Chambers of Trade, Community and Town Partnerships, Universities and Retailers on a wide range of projects including.

- Town Benchmarking
- Footfall Counts
- Visitor Satisfaction Surveys
- Event Evaluation
- Car Parking Studies
- Signage Reviews
- Disability Access Audits
- Mystery Shopping
- First Time Visitor Views

People and Places Insight have conducted in-depth footfall counts in recent years on behalf of:

- Nottinghamshire County Council
- Central Bedfordshire Council
- Otley Town Council and BID
- Hart District Council
- Leighton and Lincolne Town Council

Mike King is the Director and offers eighteen years' experience in research and regeneration projects in both the public and private sector. Mike is a specialist in town centre performance management and developing evidence-based action plans for localities and is backed by a nationwide team of trained fieldworkers.



BACKGROUND

Northumberland County Council identified a need to establish new baselines for vitality and performance of centres in each of the main towns. A large amount of data had been collated and analysed against a range of indicators to create a picture of the relative health of the towns and this has exposed a gap in up-to-date footfall information. The most recent County-wide study was carried out in 2013 and footfall analysis required updating.

During the Winter of 2019/2020 People and Places Insight Limited began a contract collecting footfall data, but due to the Covid-19 crisis this project had to be postponed. The schedule of towns where footfall was conducted is listed below.

Town	Market Day/ Busy Day	Non-Market Day/ Quiet Day
Alnwick	Thursday 27th February 2020	Friday 28th February 2020
Amble	N/A	Friday 13th March 2020
Ashington	Not Completed	Not Completed
Bedlington	N/A	Thursday 12th March 2020
Berwick	Not Completed	Monday 2nd March 2020
Blyth	Friday 22nd November 2019	Thursday 21st November 2019
Cramlington	Not Completed	Not Completed
Haltwhistle	N/A	Friday 14th February 2020
Hexham	Tuesday 19th November 2019	Monday 18th November 2019
Morpeth	Wednesday 11th March 2020	Not Completed
Ponteland	N/A	Thursday 13th February 2020
Prudhoe	N/A	Not Completed

Following the 'reopening' of the town centres, the footfall schedule for the Autumn and Winter of 2020 was administered.

Alnwick	Thursday 1 st October 2020	Thursday 19 th November 2020
Amble	Tuesday 21 st September 2020	Tuesday 20 th October 2020
Ashington	Tuesday 29 th September 2020	Tuesday 10 th November 2020
Bedlington	Thursday 24 th September 2020	Thursday 22 nd October 2020
Berwick	Wednesday 30 th September 2020	Wednesday 18 th November 2020
Blyth	Friday 2 nd October 2020	Friday 13 th November 2020
Cramlington	Thursday 1 st October 2020	Thursday 12 th October 2020
Haltwhistle	Wednesday 23 rd September 2020	Wednesday 21 st October 2020
Hexham	Tuesday 29 th September 2020	Tuesday 17 th November 2020
Morpeth	Wednesday 30 th September 2020	Wednesday 11 th November 2020
Ponteland	Wednesday 23 rd September 2020	Wednesday 21 st October 2020
Prudhoe	Friday 25 th September 2020	Friday 23 rd October 2020
Seahouses	Tuesday 15 th September 2020	Tuesday 13 th October 2020
Wooler	Thursday 17 th September 2020	Thursday 15 th October 2020
Rothbury	Wednesday 16 th September 2020	Wednesday 14 th October 2020
Newbiggin on Sea	Monday 14 th September 2020	Monday 12 th October 2020



Due to another set of Covid-19 lockdown measures in early November 2020, footfall dates had to be rescheduled once again. To ensure that the project was completed by early December 2020 the final dates for all the footfall locations are provided below:

Alnwick	Thursday 1 st October 2020	Thursday 10 th December 2020
Amble	Tuesday 21 st September 2020	Tuesday 20 th October 2020
Ashington	Tuesday 29 th September 2020	Tuesday 8 th December 2020
Bedlington	Thursday 24 th September 2020	Thursday 22 nd October 2020
Berwick	Wednesday 30 th September 2020	Wednesday 9 th December 2020
Blyth	Friday 2 nd October 2020	Friday 4 th December 2020
Cramlington	Thursday 1 st October 2020	Thursday 3 rd December 2020
Haltwhistle	Wednesday 23 rd September 2020	Wednesday 2 nd December 2020
Hexham	Tuesday 29 th September 2020	Tuesday 8 th December 2020
Morpeth	Wednesday 30 th September 2020	Wednesday 9 th December 2020
Ponteland	Wednesday 23 rd September 2020	Wednesday 21 st October 2020
Prudhoe	Friday 25 th September 2020	Friday 23 rd October 2020
Seahouses	Tuesday 15 th September 2020	Tuesday 8 th December 2020
Wooler	Thursday 17 th September 2020	Thursday 15 th October 2020
Rothbury	Wednesday 16 th September 2020	Wednesday 9 th December 2020
Newbiggin on Sea	Monday 14 th September 2020	Monday 7 th December 2020



METHODOLOGY

The arrival and movement of people, whether as residents, workers, visitors or shoppers are vital to the success of locations. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months. Footfall is a Key Performance Indicator in the People and Places Insight Limited Town Benchmarking System. Since 2004 over 350 towns and localities from across England, Wales, Republic of Ireland and Scotland have been collecting their footfall figures using the methodology.

Benchmarking footfall is conducted on weekdays in specific locations for a set period, between 10.00am to 1.00pm, counting the people passing in both directions through a fixed point (e.g. an imaginary line across the road) for a precise ten minutes in every hour (e.g. 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm). Aside from the above basic rules are applied to the process:

- An accurate stopwatch and a hand operated mechanical counter are used
- If a person walks passed more than once they are included in the count each time they pass through the 'line'
- Children under 12 are not included in the count
- Footfall counts are not conducted in weather conditions which will limit the number of town centre users i.e. heavy rain, snow

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 250 units
- National Small Towns; consisting of those localities with less than 250 units

Thus, in the key findings section of the report Towns depending on their size are compared to the National Large or Small Towns footfall averages.

In 2013, Northumberland County Council commissioned the Research team to conduct full Benchmarking in 12 locations and in late 2019 and early 2020 footfall was conducted in locations as identified in Page 3 before the Covid-19 lockdown, thus longitudinal data is available.

Footfall counts were completed in the following localities:

Larger Town Centres

- Alnwick
- Ashington
- Berwick
- Blyth
- Cramlington
- Hexham
- Morpeth



Smaller Town Centres

- Amble
- Bedlington
- Haltwhistle
- Ponteland
- Prudhoe

Tourist Locations

- Newbiggin on Sea
- Rothbury
- Seahouses
- Wooler

Please note that the reference to Larger and Smaller Towns is as defined by Northumberland County Council and not the People and Places Insight Benchmarking classifications. If the town held a Weekday Market footfall counts were completed on these days.

KEY FINDINGS

METHODOLOGY

Larger Towns

Alnwick

The tables below provide the details of the footfall counts conducted in Alnwick.

Thursday 1 st October 2020			
Greggs, Bondgate		Market Place	
10.50-11.00	76	10.50-11.00	84
11.10-11.20	92	11.10-11.20	79
12.00-12.10	109	12.00-12.10	88
TOTAL	277	TOTAL	251
AVERAGE	92	AVERAGE	84

Thursday 10 th December 2020			
Greggs, Bondgate		Market Place	
10.50-11.00	95	10.50-11.00	91
11.10-11.20	92	11.10-11.20	112
12.00-12.10	118	12.00-12.10	132
TOTAL	305	TOTAL	345
AVERAGE	102	AVERAGE	115

In October, Greggs, Bondgate provided the heaviest footfall with 92 persons per ten minutes, whilst in December the Market Place recorded a higher average with 115 persons per ten minutes. The December footfall figures were higher in both count locations over the October averages.

	NATIONAL SMALL TOWNS	ALNWICK WINTER 2020	ALNWICK AUTUMN 2020	ALNWICK SPRING 2020	ALNWICK 2013
MARKET DAY	110	115	92	170	103
NON-MARKET DAY	105	N/A	N/A	144	100

When offering longitudinal comparisons, footfall in Alnwick on the Market Day increased in the Winter of 2020 from the Autumn 2020 by 25%, however there is a marked drop of 37% from the Spring 2020 data.

Compared to the National figures the Winter Market Day count in Alnwick, 115 persons per ten minutes is slightly higher than the National Small Towns average of 110.

Ashington

The tables below provide the details of the footfall counts conducted in Ashington.

Tuesday 29 th September 2020					
27 Station Road		Iceland facing 2-4 Woodhorn Road		Medical Practice on Lintonville Terrace	
10.50-11.00	165	10.50-11.00	92	10.50-11.00	70
11.10-11.20	167	11.10-11.20	104	11.10-11.20	73
12.00-12.10	177	12.00-12.10	111	12.00-12.10	75
TOTAL	509	TOTAL	307	TOTAL	218
AVERAGE	170	AVERAGE	102	AVERAGE	73

Tuesday 8 th December 2020					
27 Station Road		Iceland facing 2-4 Woodhorn Road		Medical Practice on Lintonville Terrace	
10.50-11.00	116	10.50-11.00	61	10.50-11.00	58
11.10-11.20	132	11.10-11.20	67	11.10-11.20	63
12.00-12.10	121	12.00-12.10	56	12.00-12.10	79
TOTAL	369	TOTAL	184	TOTAL	208
AVERAGE	123	AVERAGE	61	AVERAGE	67

In both September and December, the Station Road count point provided the heaviest footfall, averaging 170 persons per ten minutes in the former and 123 in the latter.

	NATIONAL SMALL TOWNS	ASHINGTON WINTER 2020	ASHINGTON AUTUMN 2020	ASHINGTON SPRING 2020	ASHINGTON 2013
MARKET DAY	110	123	170	N/A	299
NON-MARKET DAY	105	N/A	N/A	N/A	178

When offering longitudinal comparisons, footfall in Ashington on the Market Day decreased in the Winter of 2020 from the Autumn 2020 by 28%. Footfall in the town centre is markedly reduced from the 2013 average of 299 persons per ten minutes.

On a National level, both the Autumn (170) and Winter (123) averages are higher than the National Small Towns figures.

Berwick

The tables below provide the details of the footfall counts conducted in Berwick.

Wednesday 30 th September 2020			
The Works (formerly Burtons), Marygate Street		Outside Newcastle Building Society, Hide Hill	
10.50-11.00	74	10.50-11.00	57
11.10-11.20	88	11.10-11.20	56
12.00-12.10	136	12.00-12.10	67
TOTAL	298	TOTAL	180
AVERAGE	99	AVERAGE	60

Wednesday 9 th December 2020			
The Works (formerly Burtons), Marygate Street		Outside Newcastle Building Society, Hide Hill	
10.50-11.00	94	10.50-11.00	54
11.10-11.20	109	11.10-11.20	37
12.00-12.10	127	12.00-12.10	50
TOTAL	330	TOTAL	141
AVERAGE	110	AVERAGE	47

In both September and December, the Marygate Street count point provided the heaviest footfall, averaging 99 persons per ten minutes in the former and 110 persons per ten minutes in the latter. On both days in Marygate Street footfall increased as the morning progressed.

	NATIONAL SMALL TOWNS	NATIONAL LARGE TOWNS	BERWICK WINTER 2020	BERWICK AUTUMN 2020	BERWICK SPRING 2020	BERWICK 2013
MARKET DAY	110	310	110	99	N/A	177
NON- MARKET DAY	105	240	N/A	N/A	129	116

When offering longitudinal comparisons, footfall in Berwick on the Market Day increased in the Winter of 2020 from the Spring 2020 by 11%, however there is a drop of 38% from the 2013 data. Non-Market Day footfall counts were conducted in March 2020 and the figure of 129 persons per ten minutes is a 11% increase on the 2013 figure and higher than the Market Day figures recorded in Autumn and Winter 2020. Despite qualifying as a Large Town, Berwick's footfall figures are more aligned to the Small Towns averages.

Blyth

The tables below provide the details of the footfall counts conducted in Blyth.

Friday 2 nd October 2020					
Outside Burtons, Keel Row Shopping Centre		Outside Iceland, Waterloo Road		Paved area in front of the Bus Station facing across to Poundstretcher	
10.50-11.00	96	10.50-11.00	69	10.50-11.00	39
11.10-11.20	97	11.10-11.20	50	11.10-11.20	35
12.00-12.10	121	12.00-12.10	74	12.00-12.10	47
TOTAL	314	TOTAL	193	TOTAL	121
AVERAGE	105	AVERAGE	64	AVERAGE	40

Friday 4 th December 2020					
Outside Burtons, Keel Row Shopping Centre		Outside Iceland, Waterloo Road		Paved area in front of the Bus Station facing across to Poundstretcher	
10.50-11.00	168	10.50-11.00	107	10.50-11.00	29
11.10-11.20	94	11.10-11.20	56	11.10-11.20	21
12.00-12.10	42	12.00-12.10	21	12.00-12.10	12
TOTAL	304	TOTAL	184	TOTAL	62
AVERAGE	101	AVERAGE	61	AVERAGE	21

In both September and December, the Keel Row Shopping Centre count point provided the heaviest footfall, averaging 105 per ten minutes in the former and 101 in the latter.

	NATIONAL SMALL TOWNS	BLYTH WINTER 2020	BLYTH AUTUMN 2020	BLYTH WINTER 2019	BLYTH 2013
MARKET DAY	110	101	105	216	151
NON-MARKET DAY	105	N/A	N/A	186	140

When offering longitudinal comparisons, footfall in Blyth on the Market Day remained consistent across the Autumn (101) and Winter (105) counts. The 2020 averages were significantly lower than the 2019 averages, decreasing from 216 persons per ten minutes. Interestingly, Outside Iceland, Waterloo Road recorded the heaviest footfall figures in 2019.

In terms of National comparisons, Blyth's footfall figures in Winter and Autumn 2020 are close to the National Small Towns averages.



Cramlington

The tables below provide the details of the footfall counts conducted in Cramlington.

Thursday 1 st October 2020			
Outside Bon Marche, Craster Court			
10.50-11.00	204	10.50-11.00	
11.10-11.20	225	11.10-11.20	
12.00-12.10	273	12.00-12.10	
TOTAL	702	TOTAL	
AVERAGE	234	AVERAGE	

Thursday 3 rd December 2020			
Outside Bon Marche, Craster Court			
10.50-11.00	273	10.50-11.00	
11.10-11.20	262	11.10-11.20	
12.00-12.10	334	12.00-12.10	
TOTAL	869	TOTAL	
AVERAGE	290	AVERAGE	

Footfall in Craster Court increased from 234 persons per ten minutes in October 2020 to 290 persons per ten minutes in December 2020.

	NATIONAL SMALL TOWNS	CRAM. WINTER 2020	CRAM. AUTUMN 2020	CRAM. SPRING 2020	CRAM. 2013
MARKET DAY	110	N/A	N/A	N/A	N/A
NON-MARKET DAY	105	290	234	N/A	410

When offering longitudinal comparisons, footfall in Cramlington increased in the Winter of 2020 from Autumn 2020 by 19%, however there is a drop of 29% from the 2013 data. Footfall in Cramlington is vastly higher than the National Small Towns average.



Hexham

The tables below provide the details of the footfall counts conducted in Hexham.

Tuesday 29 th September 2020					
Outside Café Nero, Fore Street		Outside Hexham Outlet Centre facing across to Ladbrokes		Outside Argos, Fore Street across to Costa	
10.50-11.00	111	10.50-11.00	120	10.50-11.00	82
11.10-11.20	98	11.10-11.20	83	11.10-11.20	104
12.00-12.10	142	12.00-12.10	125	12.00-12.10	94
TOTAL	351	TOTAL	328	TOTAL	328
AVERAGE	117	AVERAGE	109	AVERAGE	109

Tuesday 8 th December 2020					
Outside Café Nero, Fore Street		Outside Hexham Outlet Centre facing across to Ladbrokes		Outside Argos, Fore Street across to Costa	
10.50-11.00	76	10.50-11.00	124	10.50-11.00	105
11.10-11.20	104	11.10-11.20	98	11.10-11.20	89
12.00-12.10	116	12.00-12.10	119	12.00-12.10	82
TOTAL	296	TOTAL	341	TOTAL	328
AVERAGE	99	AVERAGE	114	AVERAGE	109

In both the September and December footfall was evenly spread throughout Hexham town centre with the average counts per ten minutes ranging from 99 persons to 117 persons. In the September count, Fore Street provided the heaviest footfall with 117 persons per ten minutes whilst in October, Outside Hexham Outlet Centre recorded 114 persons per ten minutes.

	NATIONAL SMALL TOWNS	NATIONAL LARGE TOWNS	HEXHAM WINTER 2020	HEXHAM AUTUMN 2020	HEXHAM WINTER 2019	HEXHAM 2013
MARKET DAY	110	310	114	117	138	233
NON-MARKET DAY	105	240	N/A	N/A	124	179

When offering longitudinal comparisons Market Day footfall counts have dropped from 233 persons per ten minutes in 2013 to 138 in Winter 2019 and 117 and 114 in Autumn 2020 and Winter 2020. Compared to the National Large Towns average footfall is markedly lower in Hexham on a Market Day.

Morpeth

The tables below provide the details of the footfall counts conducted in Morpeth.

Wednesday 7 th October 2020					
Outside Town Hall		Entrance to Sanderson Arcade		Outside TG Allen	
10.50-11.00	66	10.50-11.00	193	10.50-11.00	84
11.10-11.20	95	11.10-11.20	175	11.10-11.20	99
12.00-12.10	111	12.00-12.10	207	12.00-12.10	112
TOTAL	272	TOTAL	575	TOTAL	295
AVERAGE	91	AVERAGE	192	AVERAGE	98

Wednesday 9 th December 2020					
Outside Town Hall		Entrance to Sanderson Arcade		Outside TG Allen	
10.50-11.00	90	10.50-11.00	358	10.50-11.00	86
11.10-11.20	135	11.10-11.20	279	11.10-11.20	241
12.00-12.10	86	12.00-12.10	120	12.00-12.10	84
TOTAL	311	TOTAL	757	TOTAL	411
AVERAGE	104	AVERAGE	252	AVERAGE	137

In both October and December footfall was heaviest at the Entrance to Sanderson Arcade with an average of 192 persons per ten minutes in the former rising to 252 persons per ten minutes in the latter.

	NAT. SMALL TOWNS	NAT. LARGE TOWNS	MORP. WINTER 2020	MORP. AUTUMN 2020	MORP. SPRING 2020	MORP. 2017	MORP. 2016	MORP. 2013
MARKET DAY	110	310	252	192	316	309	219	242
NON- MARKET DAY	105	240	N/A	N/A	n/a	207	200	223

In December footfall in Morpeth on the Market Day had been restored to the near the average count for the town (255) since evaluations began in 2013. Footfall reached the peak in Spring 2020 with an average of 316 persons per ten minutes which is close to the National Large Towns average of 310.



Smaller Towns

Amble

The tables below provide the details of the footfall counts conducted in Amble.

Tuesday 22 nd September 2020			
S and M Electrics to Lawrence's, Queen Street		Amble Harbour Village, Leazes Street	
10.50-11.00	68	10.50-11.00	52
11.10-11.20	93	11.10-11.20	74
12.00-12.10	60	12.00-12.10	74
TOTAL	221	TOTAL	200
AVERAGE	74	AVERAGE	67

Tuesday 20 th October 2020			
S and M Electrics to Lawrence's, Queen Street		Amble Harbour Village, Leazes Street	
10.50-11.00	36	10.50-11.00	31
11.10-11.20	67	11.10-11.20	59
12.00-12.10	71	12.00-12.10	48
TOTAL	174	TOTAL	138
AVERAGE	58	AVERAGE	46

Footfall in Queen Street decreased from 74 persons per ten minutes in September 2020 to 58 persons per ten minutes in October 2020.

	NATIONAL SMALL TOWNS	AMBLE AUTUMN (Oct) 2020	AMBLE AUTUMN (Sep) 2020	AMBLE SPRING 2020	AMBLE 2013
MARKET DAY	110	N/A	N/A	N/A	62
NON-MARKET DAY	105	58	74	74	53

When offering longitudinal comparisons, footfall in Amble remained stable with an average of 74 persons per ten minutes in the Spring 2020 and first Autumn 2020 counts. The October footfall count was lower at 58 persons per ten minutes a 45% reduction on the National Small Towns average.



Bedlington

The tables below provide the details of the footfall counts conducted in Bedlington.

Thursday 24 th September 2020			
20 Market Place		8 Market Place	
10.50-11.00	28	10.50-11.00	24
11.10-11.20	28	11.10-11.20	21
12.00-12.10	28	12.00-12.10	35
TOTAL	84	TOTAL	79
AVERAGE	28	AVERAGE	26

Thursday 22 nd October 2020			
20 Market Place		8 Market Place	
10.50-11.00	30	10.50-11.00	38
11.10-11.20	15	11.10-11.20	24
12.00-12.10	13	12.00-12.10	26
TOTAL	58	TOTAL	88
AVERAGE	19	AVERAGE	29

Footfall in Bedlington was consistent with an average of 28 persons per ten minutes in September and 29 persons per ten minutes in October.

	NATIONAL SMALL TOWNS	BED. AUTUMN (Oct) 2020	BED. AUTUMN (Sep) 2020	BED. SPRING 2020	BED. 2013
MARKET DAY	110	29	28	N/A	82
NON-MARKET DAY	105	N/A	N/A	25	57

Footfall in Bedlington is considerably lower than the National Small Towns average and has dropped 65% from the 2013 evaluation.

Haltwhistle

The tables below provide the details of the footfall counts conducted in Haltwhistle.

Wednesday 23rd September 2020			
Boots, Westgate		British Army Supplies to Jethro's	
10.50-11.00	49	10.50-11.00	21
11.10-11.20	27	11.10-11.20	28
12.00-12.10	26	12.00-12.10	37
TOTAL	102	TOTAL	86
AVERAGE	34	AVERAGE	29

Wednesday 2 nd December 2020			
Boots, Westgate		British Army Supplies to Jethro's	
10.50-11.00	36	10.50-11.00	38
11.10-11.20	37	11.10-11.20	51
12.00-12.10	44	12.00-12.10	35
TOTAL	117	TOTAL	124
AVERAGE	39	AVERAGE	41

Footfall in Haltwhistle was consistent with an average of 34 persons per ten minutes in September and 41 persons per ten minutes in December.

	NATIONAL SMALL TOWNS	HALT. WINTER 2020	HALT. AUTUMN 2020	HALT. SPRING 2020	HALT. 2013
MARKET DAY	110	N/A	N/A	N/A	N/A
NON-MARKET DAY	105	41	34	82	54

Footfall in Haltwhistle is considerably lower than the National Small Towns average and has dropped 50% from the Spring 2020 to the Winter 2020 evaluation.



Ponteland

The tables below provide the details of the footfall counts conducted in Ponteland.

Wednesday 23rd September 2020			
Outside Gills Golden Fish and Chips, Merton Road		Waitrose	
10.50-11.00	18	10.50-11.00	17
11.10-11.20	20	11.10-11.20	12
12.00-12.10	25	12.00-12.10	4
TOTAL	63	TOTAL	33
AVERAGE	21	AVERAGE	11

Wednesday 21 st October 2020			
Outside Gills Golden Fish and Chips, Merton Road		Waitrose	
10.50-11.00	21	10.50-11.00	10
11.10-11.20	25	11.10-11.20	13
12.00-12.10	40	12.00-12.10	27
TOTAL	86	TOTAL	504
AVERAGE	29	AVERAGE	17

Footfall in Ponteland averaged 21 persons per ten minutes in September increasing to 29 persons per ten minutes in October.

	NATIONAL SMALL TOWNS	PONT. AUTUMN (Oct) 2020	PONT. AUTUMN (Sep) 2020	PONT. SPRING 2020	PONT. 2013
MARKET DAY	110	N/A	N/A	N/A	N/A
NON-MARKET DAY	105	29	21	63	36

Footfall in Ponteland is considerably lower than the National Small Towns (105) average and has dropped 54% from the Spring 2020 to the Autumn 2020 evaluation.

Prudhoe

The tables below provide the details of the footfall counts conducted in Prudhoe.

Friday 25th September 2020	
Outside the Library adjacent to the Co Op Entrance on Front Street	
10.50-11.00	37
11.10-11.20	46
12.00-12.10	43
TOTAL	126
AVERAGE	42

Friday 23rd October 2020	
Outside the Library adjacent to the Co Op Entrance on Front Street	
10.50-11.00	26
11.10-11.20	50
12.00-12.10	52
TOTAL	128
AVERAGE	43

Footfall in Prudhoe was consistent averaging 42 persons per ten minutes in September and 43 persons per ten minutes in October.

	NATIONAL SMALL TOWNS	PRUDHOE AUTUMN (Oct) 2020	PRUDHOE AUTUMN (Sep) 2020	PRUDHOE SPRING 2020	PRUDHOE 2013
MARKET DAY	110	N/A	N/A	N/A	N/A
NON-MARKET DAY	105	43	42	N/A	85

Footfall in Prudhoe is considerably lower than the National Small Towns (105) average and has dropped 49% from the 2013 evaluation.



Tourist Destinations

Newbiggin-by-the-Sea

The tables below provide the details of the footfall counts conducted in Newbiggin-by-the-Sea.

Monday 14th September 2020	
Outside Co Op, Front Street	
10.50-11.00	22
11.10-11.20	63
12.00-12.10	41
TOTAL	126
AVERAGE	42

Monday 7 th December 2020	
Outside Co Op, Front Street	
10.50-11.00	20
11.10-11.20	33
12.00-12.10	62
TOTAL	115
AVERAGE	38

Footfall in Newbiggin averaged 42 persons per ten minutes in September dropping slightly to 38 persons per ten minutes in December.

Rothbury

The tables below provide the details of the footfall counts conducted in Rothbury.

Wednesday 16th September 2020	
Outside Co Op, High Street	
10.50-11.00	35
11.10-11.20	61
12.00-12.10	53
TOTAL	149
AVERAGE	50

Wednesday 9 th December 2020	
Outside Co Op, High Street	
10.50-11.00	48
11.10-11.20	41
12.00-12.10	67
TOTAL	156
AVERAGE	52

Footfall in Rothbury averaged 50 persons per ten minutes in September increasing slightly to 52 persons per ten minutes in December.



Seahouses

The tables below provide the details of the footfall counts conducted in Seahouses.

Tuesday 15th September 2020	
National Trust Shop Main Street looking across to 18 Main Street	
10.50-11.00	63
11.10-11.20	71
12.00-12.10	98
TOTAL	232
AVERAGE	77

Tuesday 8 th December 2020	
National Trust Shop Main Street looking across to 18 Main Street	
10.50-11.00	25
11.10-11.20	22
12.00-12.10	33
TOTAL	80
AVERAGE	27

Footfall in Seahouses averaged 77 persons per ten minutes in September dropping 65% to 27 persons per ten minutes in December.

Wooler

The tables below provide the details of the two footfall counts conducted in Wooler.

Thursday 17th September 2020	
Outside Black Bull	
10.50-11.00	37
11.10-11.20	34
12.00-12.10	33
TOTAL	104
AVERAGE	35

Thursday 15 th October 2020	
Outside Black Bull	
10.50-11.00	14
11.10-11.20	9
12.00-12.10	38
TOTAL	61
AVERAGE	20

Footfall in Wooler averaged 35 persons per ten minutes in September dropping 34% to 20 persons per ten minutes in October.