

Ilkley Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Ilkley town centre has seen a 11.7% increase on February 2026, and a 0.8% increase with respect to March 2025.

Footfall

Footfall is measured by the volume of sample unique phones visiting Ilkley town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (February 2026) and previous year (March 2025) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

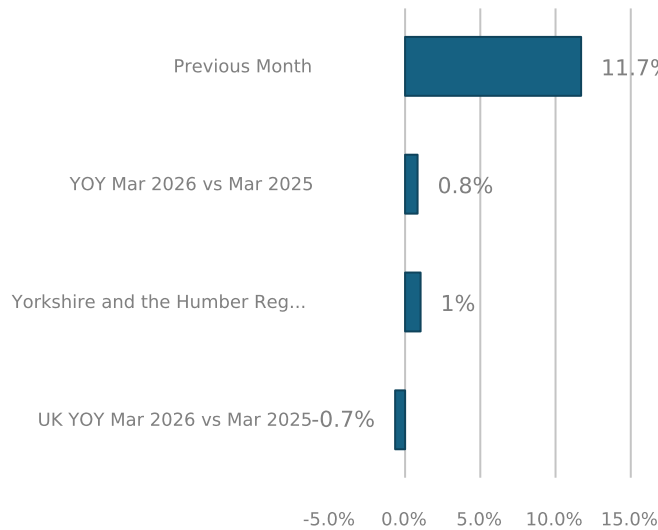


Fig.1 % change in total visits to the town centre

MoM Total Visits

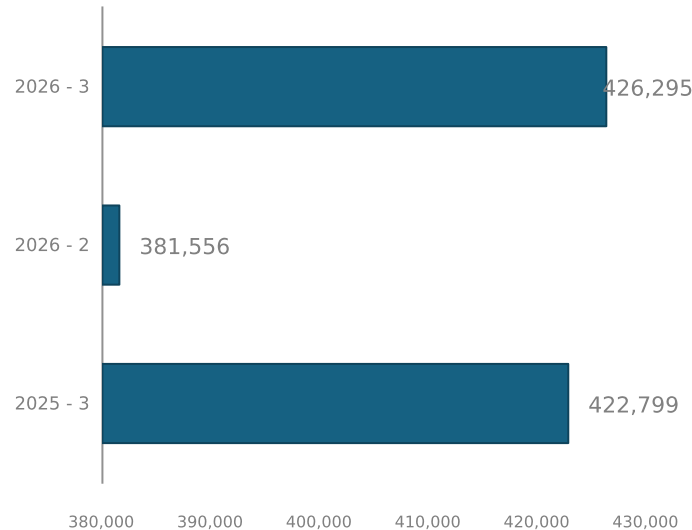


Fig.2 Total visits to the town centre

Daily Visits

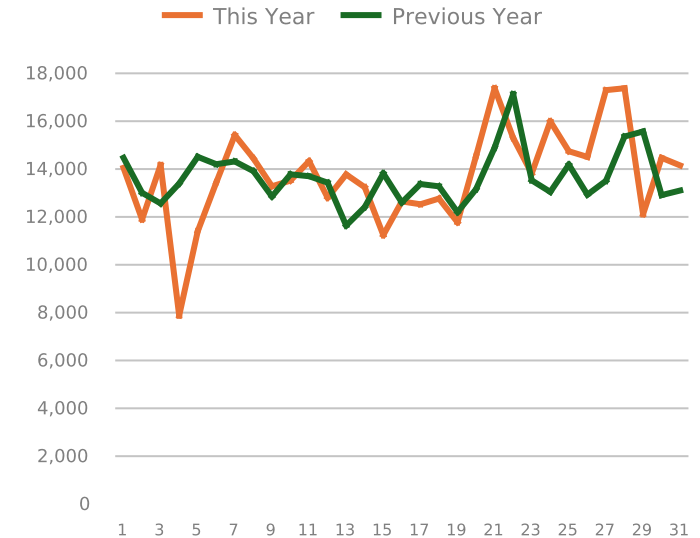


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Ilkley town centre. The Grove is the busiest road with 94,590 visits in March 2026 (Fig .4), this was 28.7% higher than March 2025 (Fig. 5) and 39.6% higher than in February 2026. The Grove attracts the most visitors with 15.0 % of all street visits. (Fig .6)

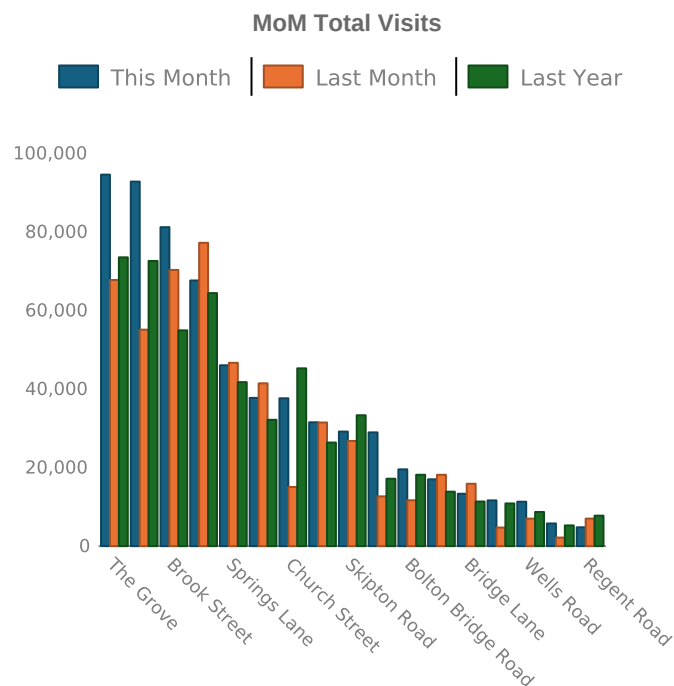


Fig.4 Total visits to street

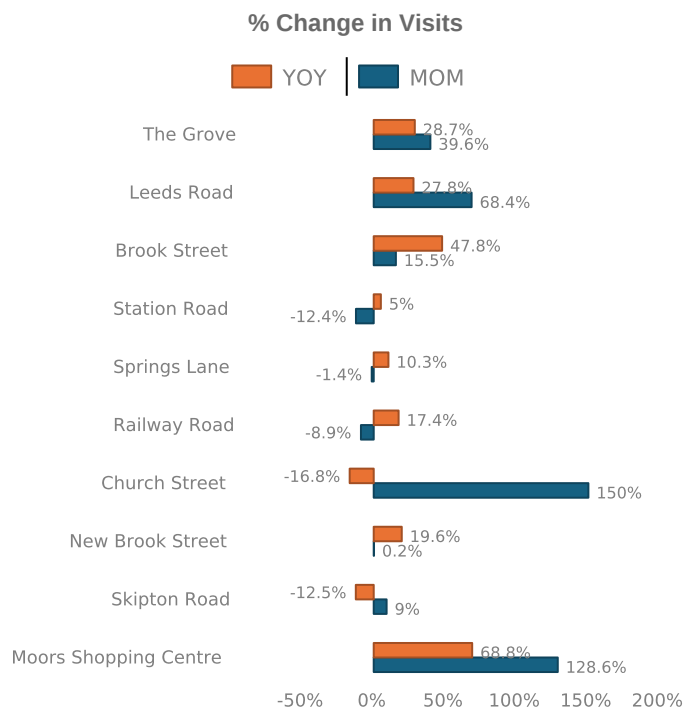


Fig.5 % in visits to street

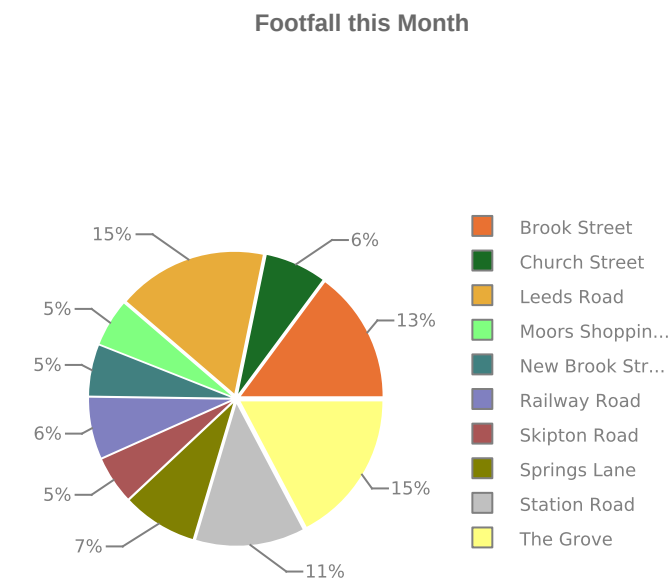


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Ilkley town centre was 61 Minutes in March 2026 (Fig. 7) an increase of 11 minutes compared to March 2025.

The percentage of visitors by dwell minutes has shown 24.5% of all visitors in March 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 13.9% of all visitors.

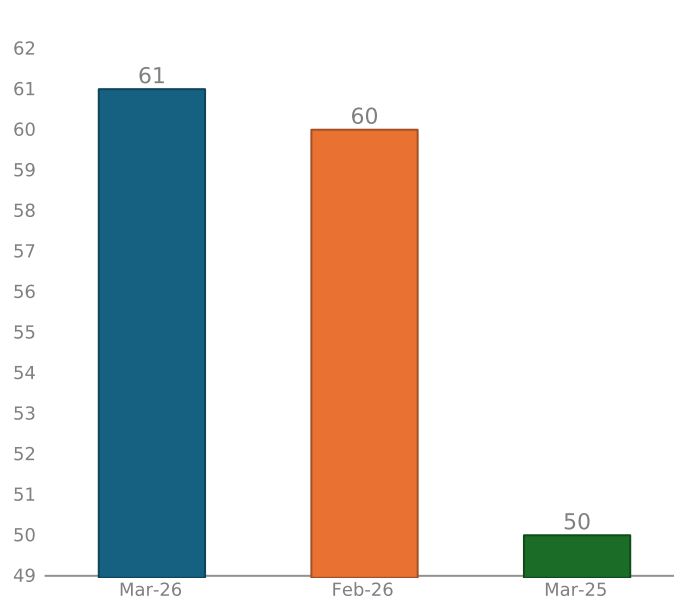


Fig.7 Average dwell time (minutes) in the town centre

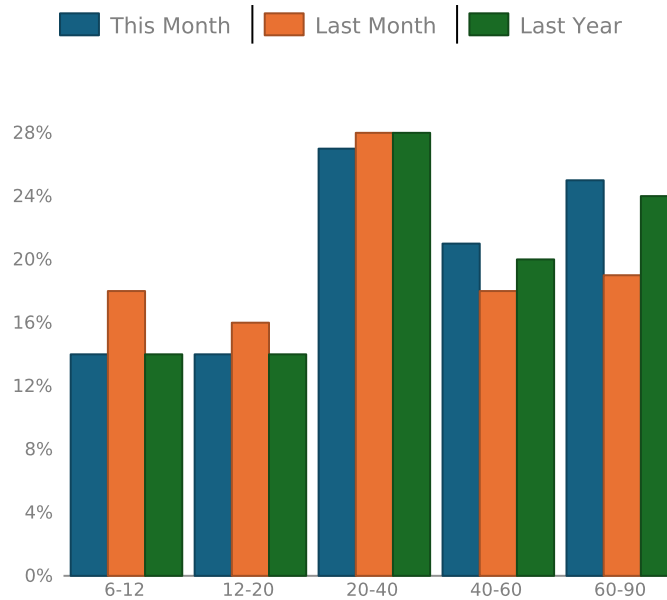


Fig.8 % of visitors by dwell time (minutes)

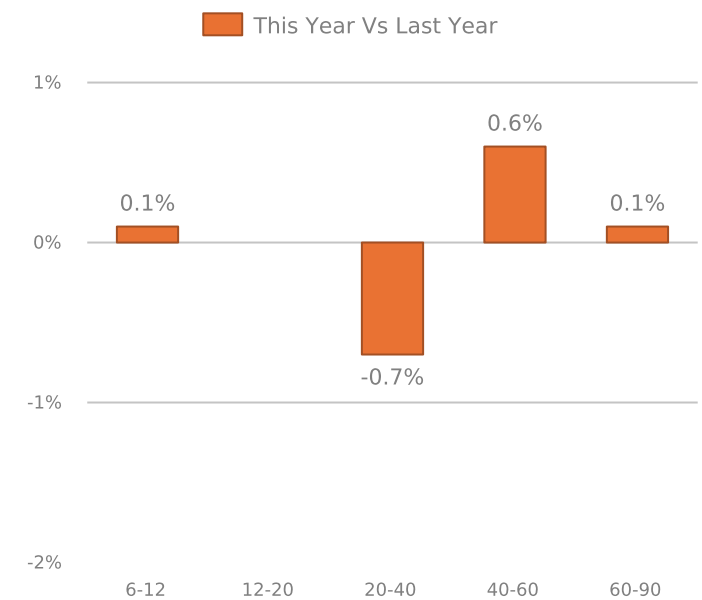


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Ilkley town centre has increased from 46,630 in March 2025 to 49,131 in March 2026. The proportion of visitors residing within 3 miles has fallen from 57.17% (Fig . 12) in February 2026 to 54.25% in March 2026.

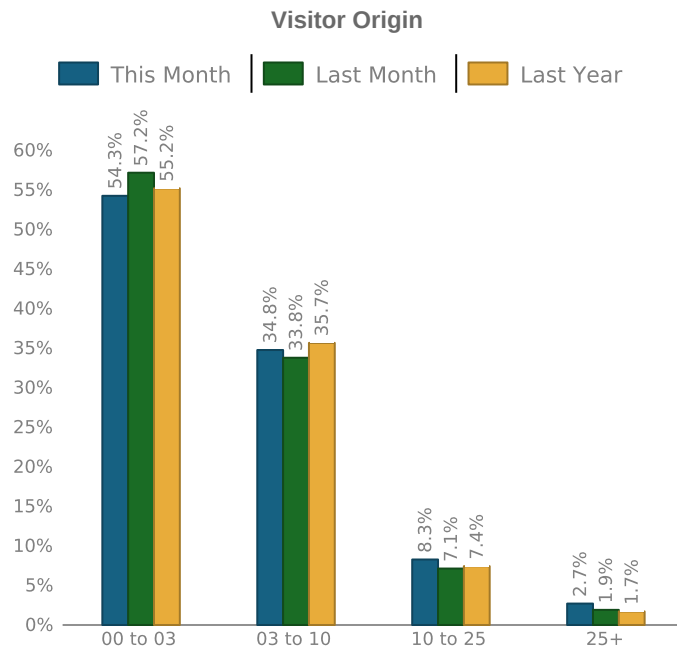


Fig.10 % volume of visitors by origin distance (miles)

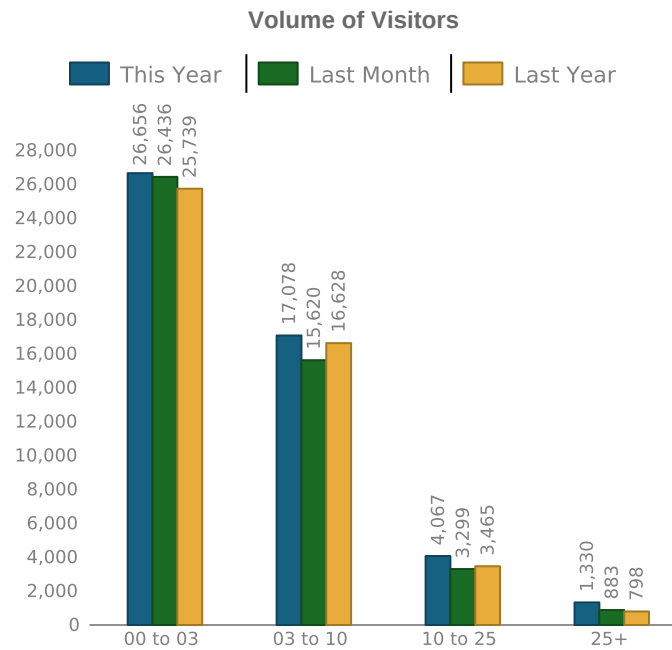


Fig.11 Volume of visitors by origin distance (miles)

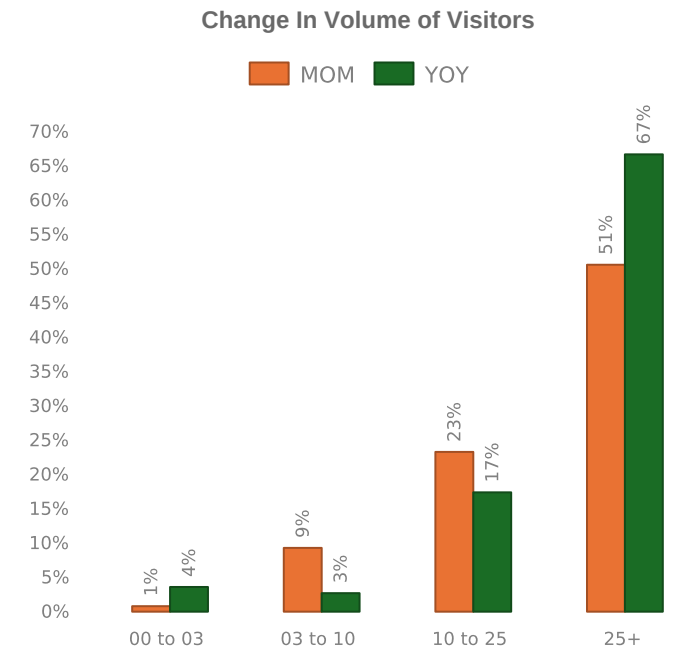


Fig.12 % of visitors by visitor origin distance (miles)

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Where do visitors with the highest spend potential come from?

LS29 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 4,214 in March 2026. Postcode LS17 (Fig. 14) has the largest number of potential high spend visitors totalling 17,053. Currently 5 high spend visitors are from this postcode. In March 2026 37% of all visitors to Ilkley were classified as high spend potential, 48% medium and 15% low spend potential.

Postcodes providing largest number of High Spend Visitors

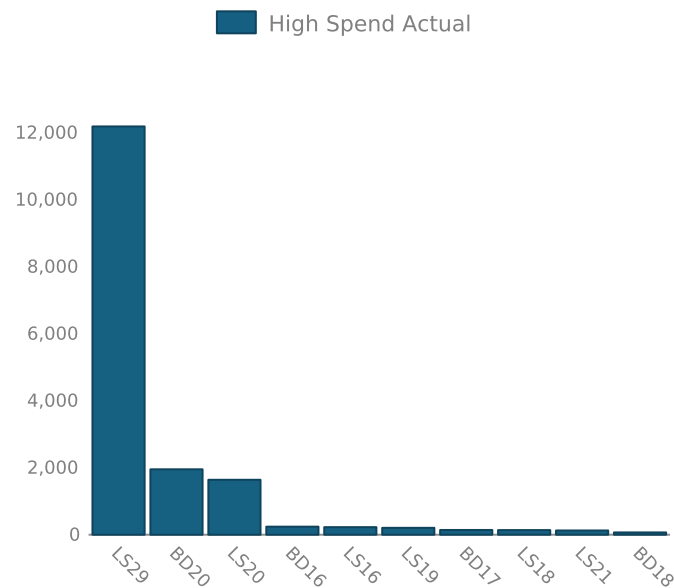


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

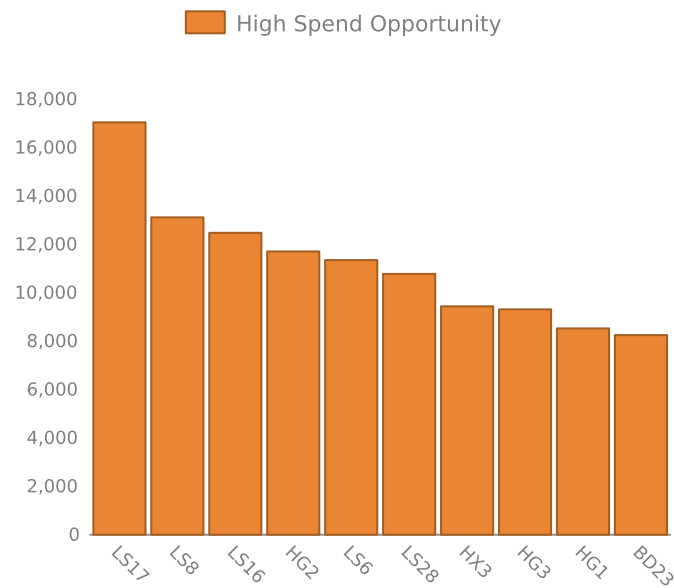


Fig.14 Visitors by postcode district

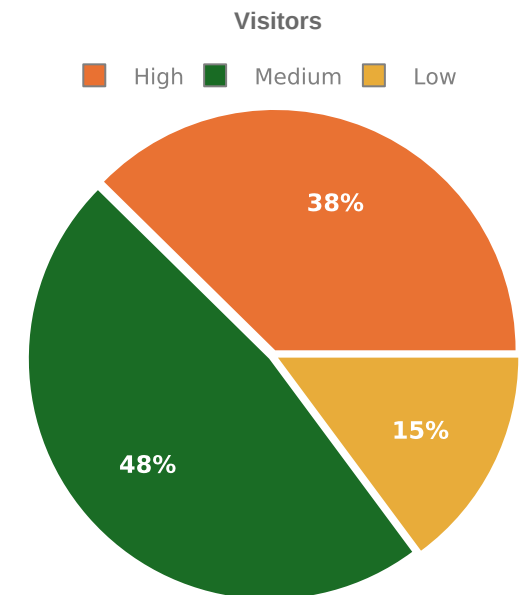


Fig.15 % of visitors by spend potential

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

In March 2026, the largest number of visitors came from IMD decile 10 areas(Fig.16), contributing 17,874 visitors(Fig.17). The postcode district contributing the largest number of visitors was LS29 which ranked in IMD decile 9(Fig.18).

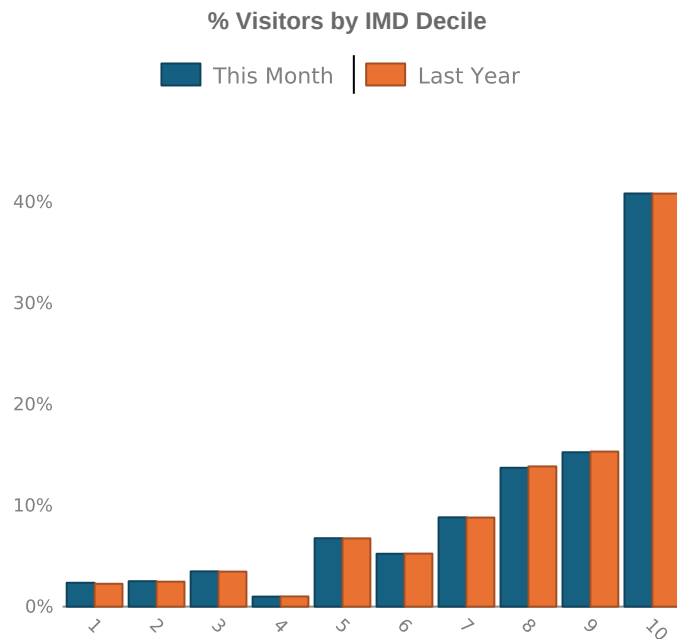


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

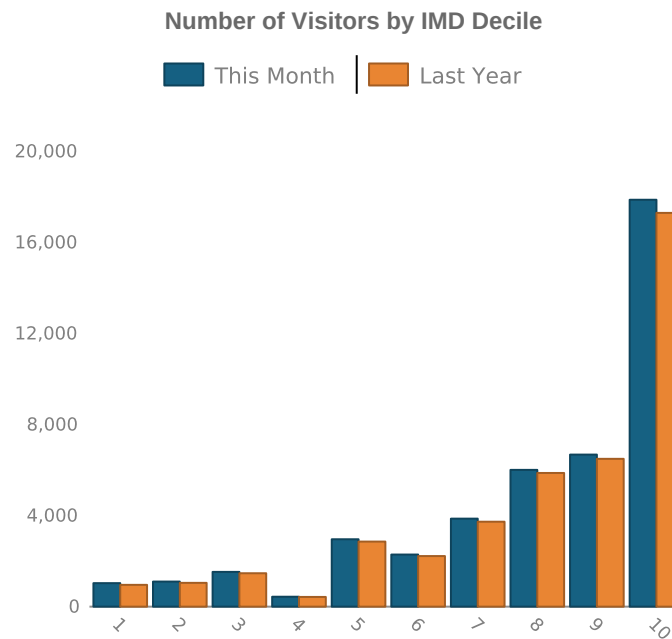


Fig.17 Visitors by Index of Multiple Deprivation Decile

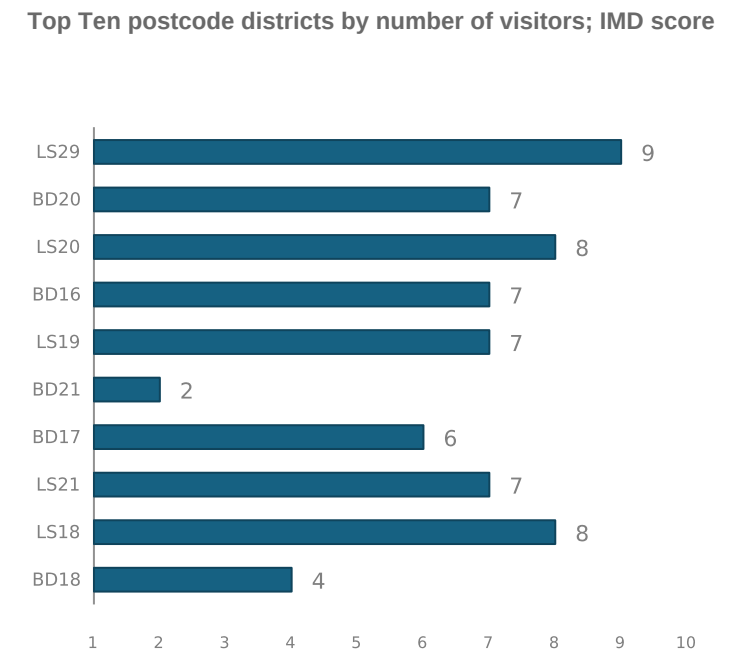


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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What are visitor incomes?

The average income of the outcode contributing the most visitors is £43,160 (Fig.19). The £36,400 income group experienced the greatest increase in visitor volume, rising by a 0.4% share of the nearest 10 postcode districts(Fig.20)

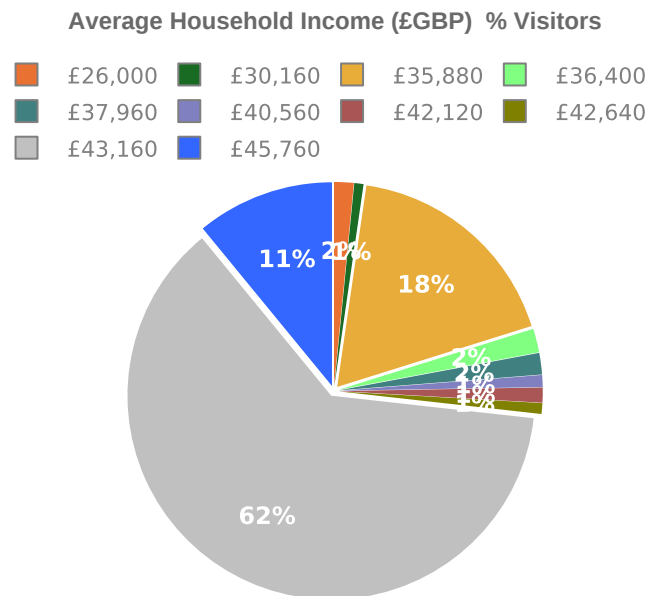


Fig.19 % of Visitors by Average Household Income (£GBP)



Fig.20 Change in % of visitors by income (£GBP)