

QUARTERLY PERFORMANCE REPORT

Ryedale Q4 2022

This report provides a quarterly update on the local trends available through Huq's place performance platform, and comments on the most recent highlights. The update is provided as part of Huq's Customer Success offering, which is designed to help customers understand and take action on place insights.

Prepared by **Gemma Mariotti, Customer Success Manager**

17 Mar 2023

Aims & Objectives

The objective of this quarterly update is to highlight the key trends in place usage this quarter and show how they compare to the previous quarter, and same quarter last year. In this report we examine each centre measured through the lens of each insight module available, and contrast individual dimensions to detect noteworthy behaviour.

The results from this report can be used to inform a range of considerations, including:

- ▶ Centre performance before and after interventions
- ▶ Change relating to macro themes such as Covid-19
- ▶ The effect of seasonality on KPIs from centre to centre
- ▶ Impacts following the use of central government funds

This report is provided as part of Huq's unique Customer Success programme, which exists to ensure that our valued customers obtain greatest value from the place performance insights available through our platform.

Methodology

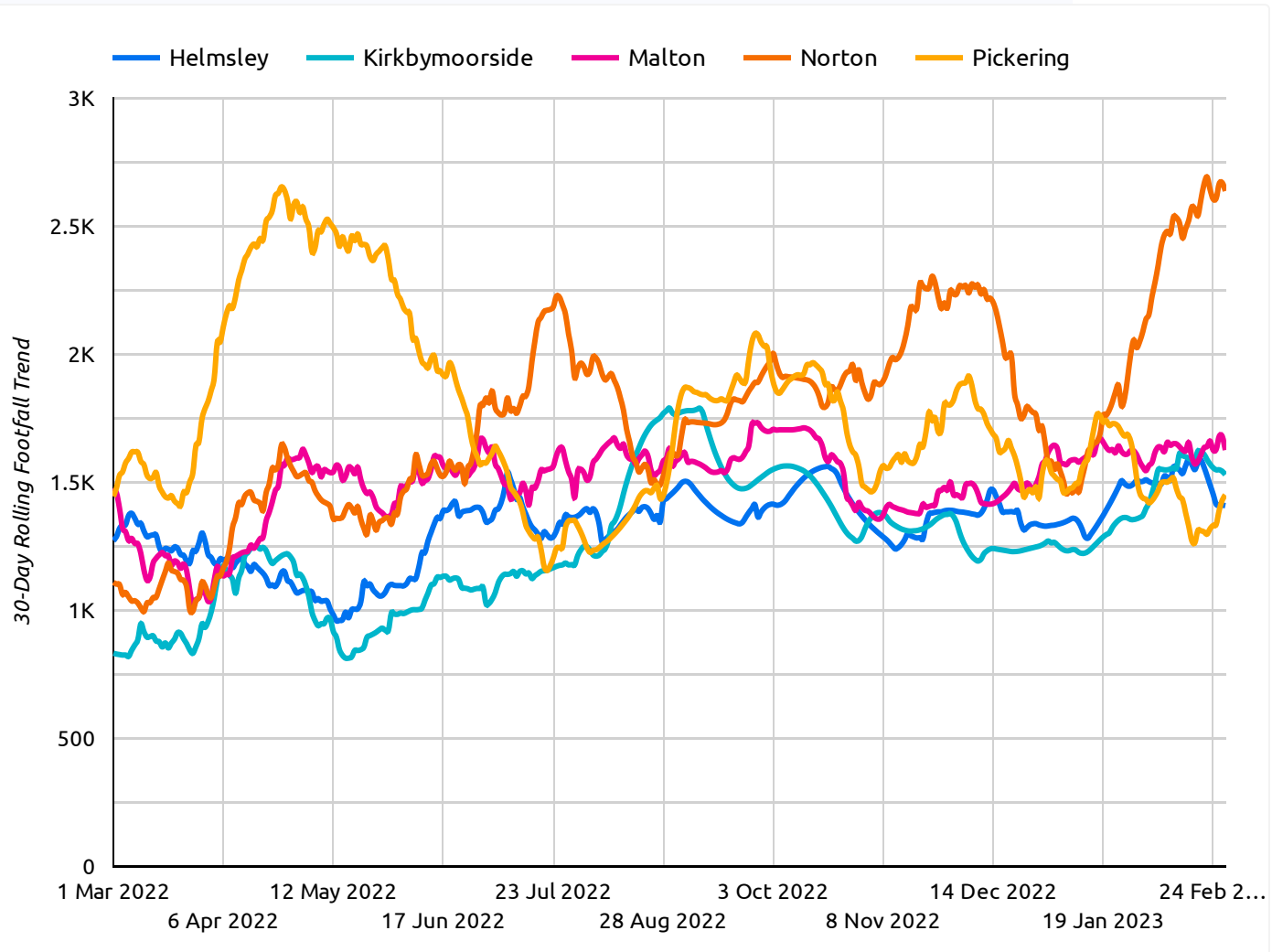
Huq is the only measurement provider to put reliability at the heart of what it does. Our platform owns the end-to-end measurement process from collection to processing, storage and publication. Every element of our systems are known, qualified and optimised for accuracy.

- ▶ 1st-party data collection and proprietary processing
- ▶ Academic and peer-verified measurement accuracy
- ▶ Used by 70+ councils, real-estate and retail companies
- ▶ Used by central government to drive funding priorities

Thanks for reading this quarterly report. We hope you find it insightful and welcome the opportunity to review it with you.



Gemma Mariotti,
Customer Service Manager



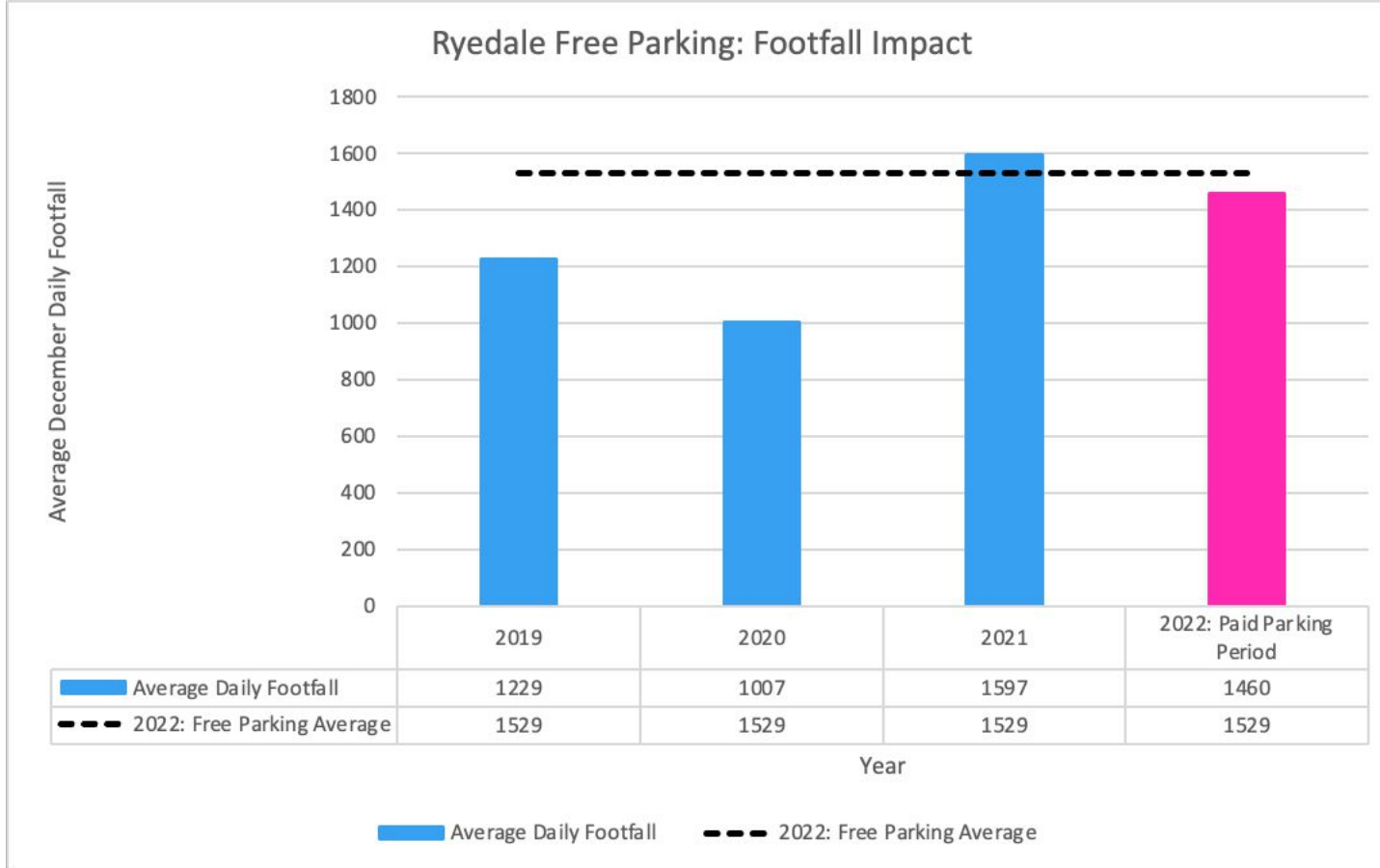
What is Footfall Monitoring?

Footfall is the number of unique people in an area at a given time. It's the main way that councils, retailers and real-estate assess the performance of places.

Why use it?

Use footfall insight if you're opening a store and you want to know how many customers you could attract. Use footfall to learn where needs support and how interventions succeed. You can also use footfall insight to weigh up real-estate investment candidates and pick the one with the greatest potential.

Free Parking Impact: Footfall | Ryedale



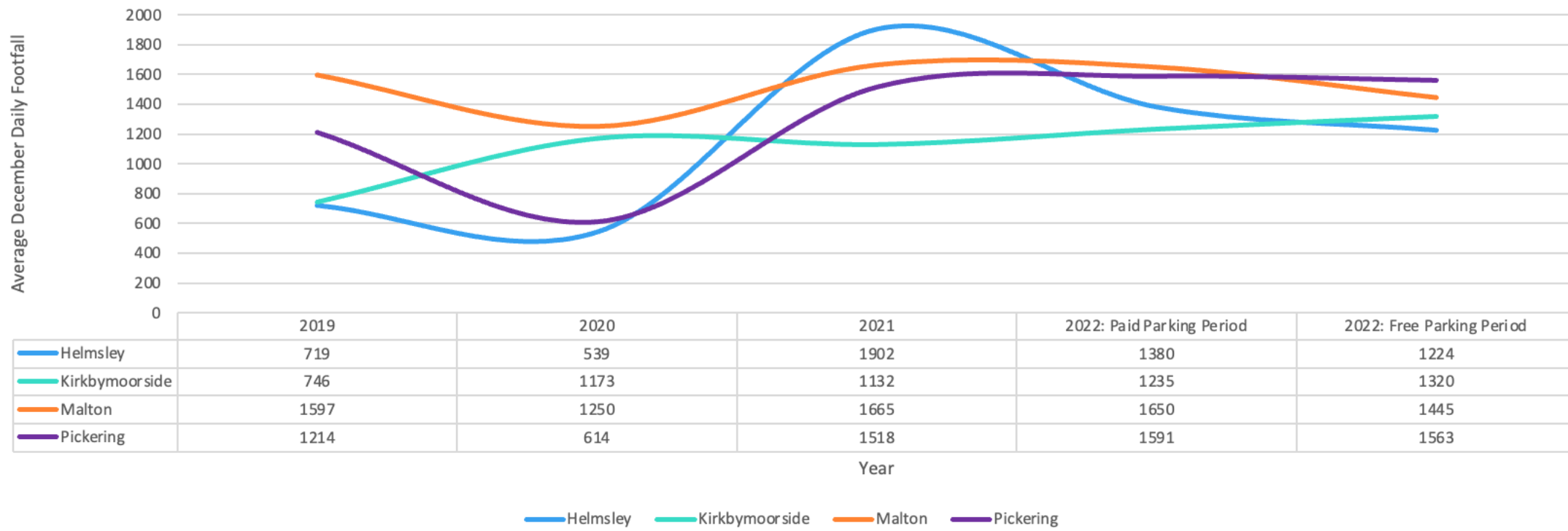
Ryedale towns saw a 5% increase to footfall during the free parking period in 2022

Ryedale held a free parking period in December 2022 from the 2nd December until the 11th December. The graph shows the December footfall average across the last four years, with the year this free parking period was held highlighted in pink.

We can see that Ryedale towns saw a 5% increase to footfall during this period when compared to the period of paid parking within the same month, however we saw slightly higher footfall levels on average in December 2021.

We see a significant increase to December footfall in Ryedale as a whole over the last two years.

Ryedale Free Parking: Town Footfall Impact



Kirkbymoorside saw a 7% increase to footfall during free parking period

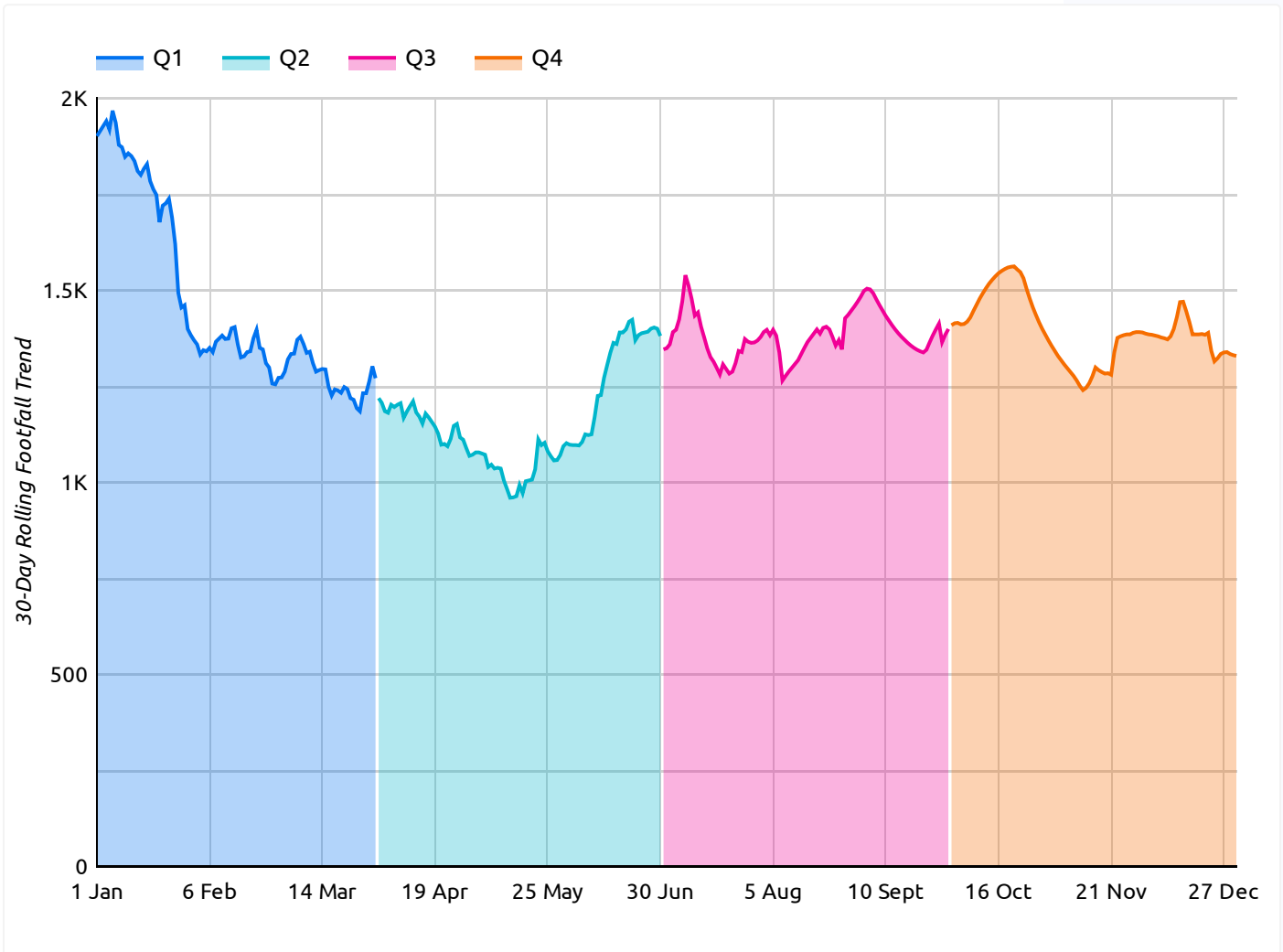
Ryedale held a free parking period in December 2022 from the 2nd December until the 11th December. The graph shows the December footfall average across the last four years. We can see Kirkbymoorside saw a 7% increase to footfall during this period, with Helmsley, Malton and Pickering all seeing a 2-12% decrease to footfall during this period.

RYEDALE

Focus on Helmsley

The following section explores quarterly place performance trends across the insight modules available for this centre.

This quarterly report has been prepared part of Huq's unique **Customer Success** offering.

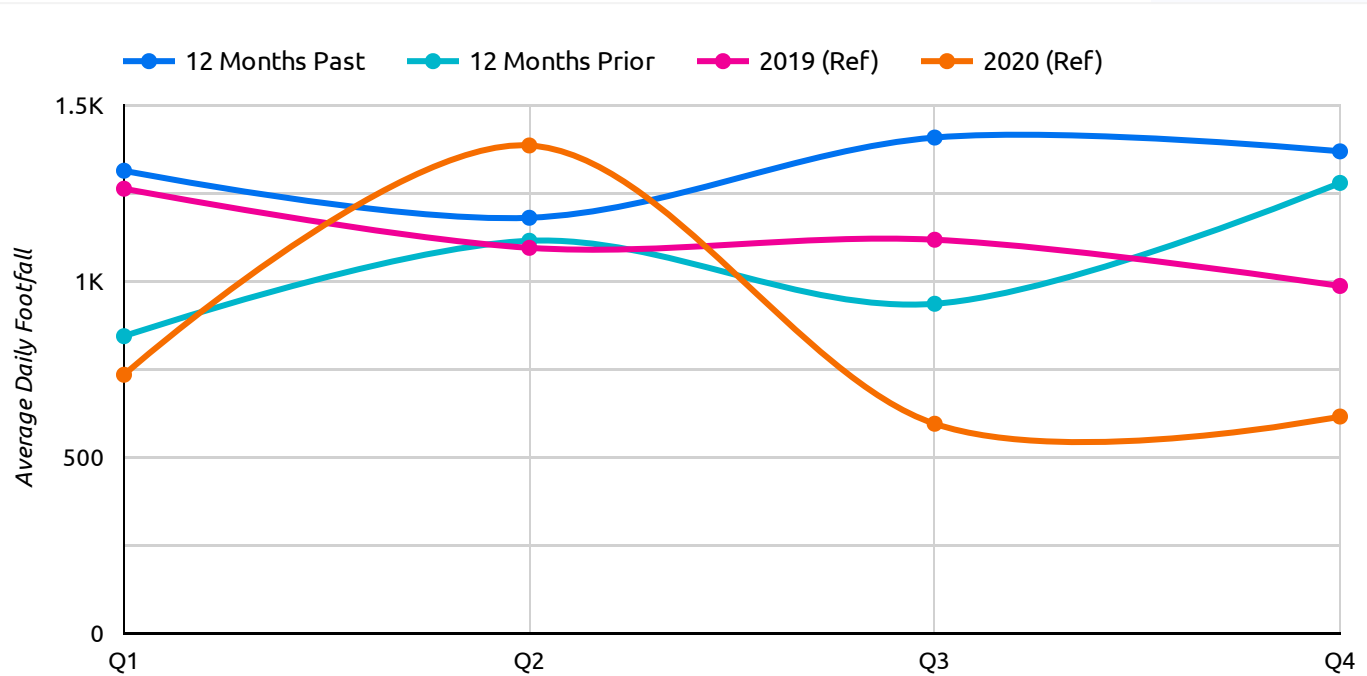


Helmsley footfall down 3% QoQ in Q4 2022 at 1,369

Average footfall for Helmsley in Q4 (the last full quarter) is tracking at 1,369 unique visitors per day. This is a decrease of 3% on the equivalent value in Q3, and a rise of 7% year-on-year to Q4 2021.

Helmsley currently attracts the 4th highest footfall among all centres measured, and its average daily unique footfall is 12% below the overall Ryedale mean.

Average Daily Footfall | Helmsley



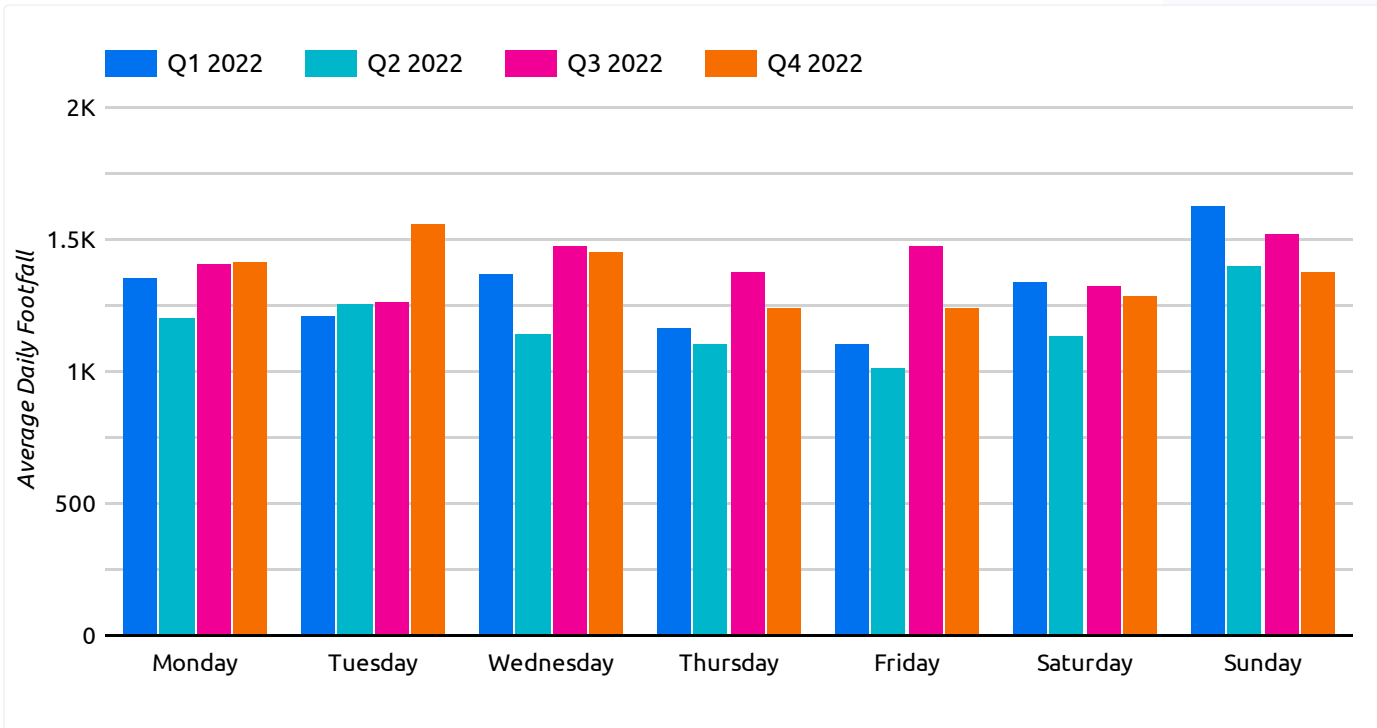
The highest quarter for footfall in 2022 was Q3 at 1,408 visitors per day

Average daily footfall for Helmsley in Q4 was 1,369 unique visitors per day. This is a decrease of 3% on the preceding quarter, Q3, where average daily footfall was 1,408. It is also up 7% on Q4 2021, last year.

In 2022, the quarter with the highest average daily footfall was Q3, at 1,408, and the lowest was Q2 at 1,180.

Period	Q1	Q2	Q3	Q4
12 Months Past	1,314	1,180	1,408	1,369
12 Months Prior	844	1,115	936	1,279
2019 (Ref)	1,263	1,095	1,118	987
2020 (Ref)	735	1,386	596	616

Average Weekday Footfall | Helmsley



Tuesdays see highest weekday footfall of 1,560 in Q4 2023

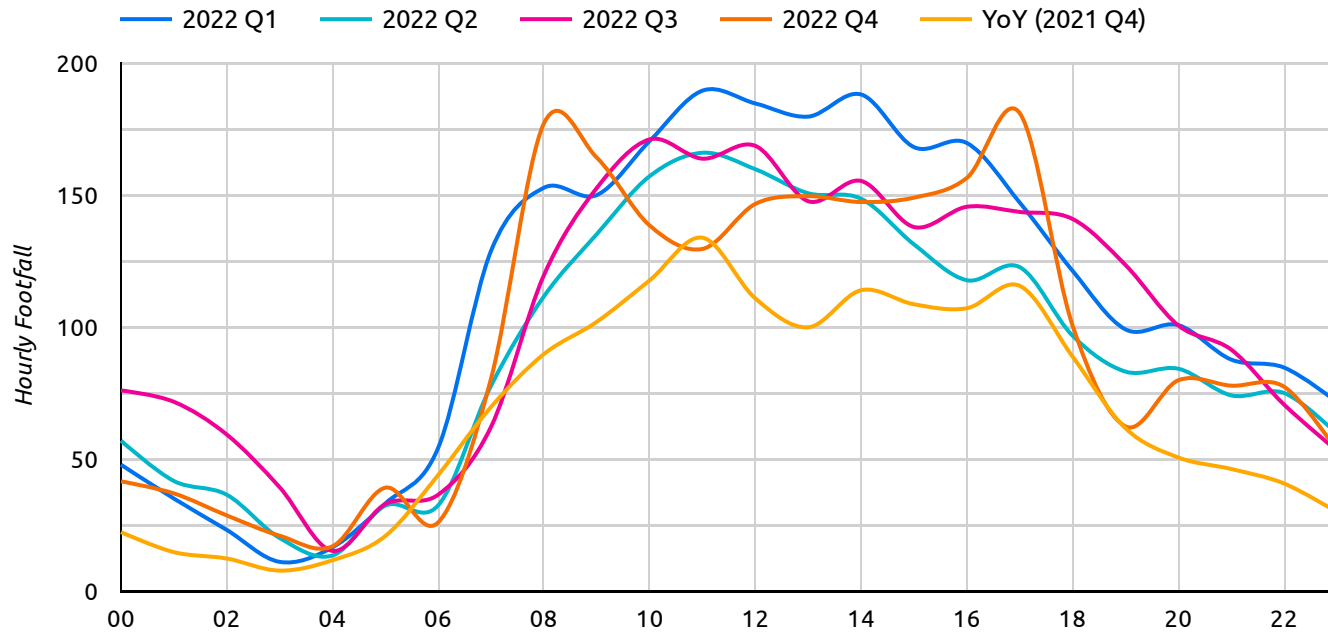
Helmsley attracted an average unique weekday footfall of 1,384 visitors, and an average weekend footfall of 1,334 in Q4 2023, the most recent full quarter.

The highest weekday by volume is Tuesday, at 1,560. That's 13% above the Mon-Fri mean. Conversely, the weekday with the lowest footfall is Friday at 10% below the average.

Weekends average 1,334 across both days - that's 4% lower than on weekdays. Back in Q4 2019, the highest weekday for footfall was Wednesday, and weekdays together attracted 5% less footfall than on weekends.

Quarter	(1) Mon	(2) Tue	(3) Wed	(4) Thu	(5) Fri	(6) Sat	(7) Sun
Q2 2022	1,203	1,258	1,144	1,103	1,016	1,135	1,403
Q1 2022	1,358	1,210	1,370	1,168	1,104	1,344	1,627
Q4 2022	1,417	1,560	1,457	1,245	1,241	1,291	1,378
Q3 2022	1,409	1,265	1,474	1,380	1,476	1,324	1,524

Weekday Hourly Footfall | Helmsley



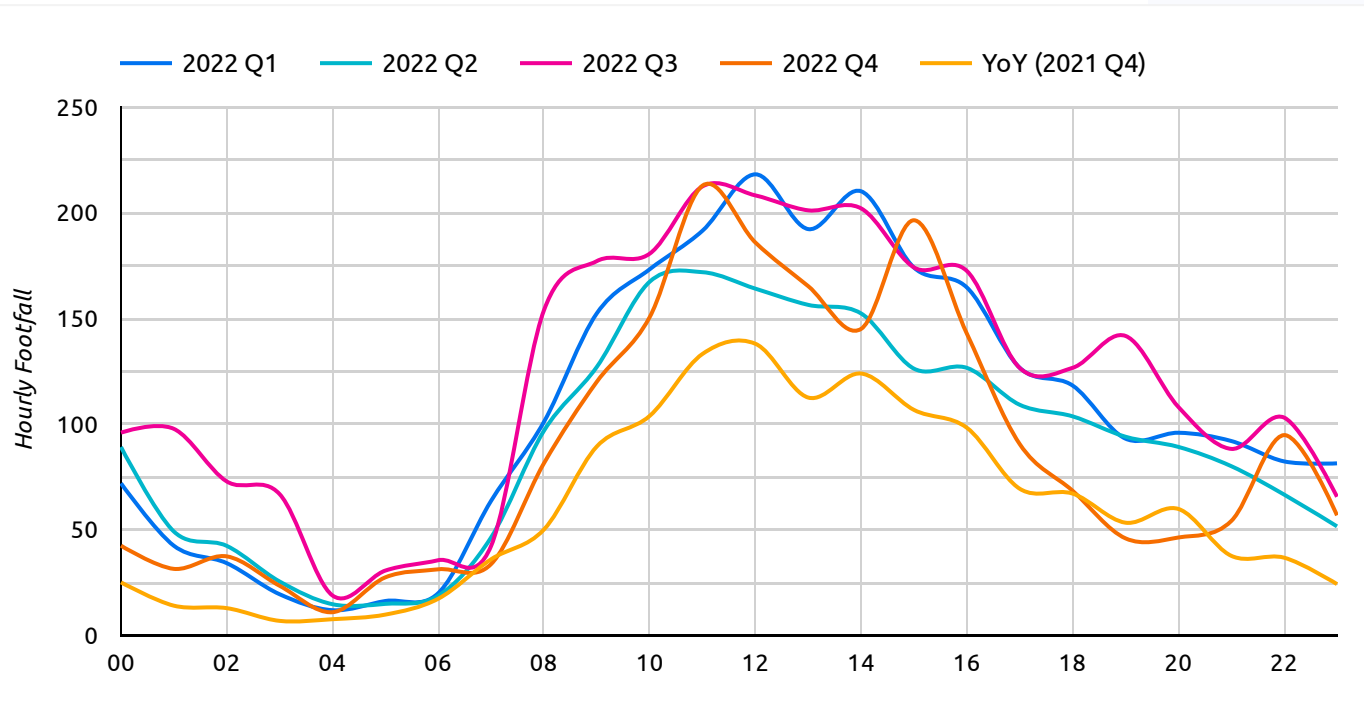
The peak hour for weekday footfall in Q4 2022 is 17:00

The hourly footfall trend on weekdays changes with time. Seasonal differences may reflect how visitors use centres across Ryedale through the year.

For Helmsley in Q4 2022, the peak time for footfall was 17:00 with an average of 175 unique visitors per hour. Last year in Q4 2021, the peak times for footfall were 11:00 and 12:00. Comparing the profile between Q4 this year and last we can see that the trend has diverged by 5%, suggesting consistent reasons for use.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	48	35	23	11	17	33	54	129	153	150	171	190	185	180	188	168	170	147	121	99	101	88	85	72
'22 Q2	57	42	37	20	14	33	33	78	112	135	157	166	160	151	149	131	118	123	97	83	84	74	75	60
'22 Q3	76	72	59	40	15	33	37	62	120	153	171	164	169	148	155	138	146	144	141	124	101	92	71	53
'22 Q4	42	37	29	21	17	39	26	81	177	164	139	130	147	150	147	149	157	181	101	62	80	78	78	53

Weekend Hourly Footfall | Helmsley



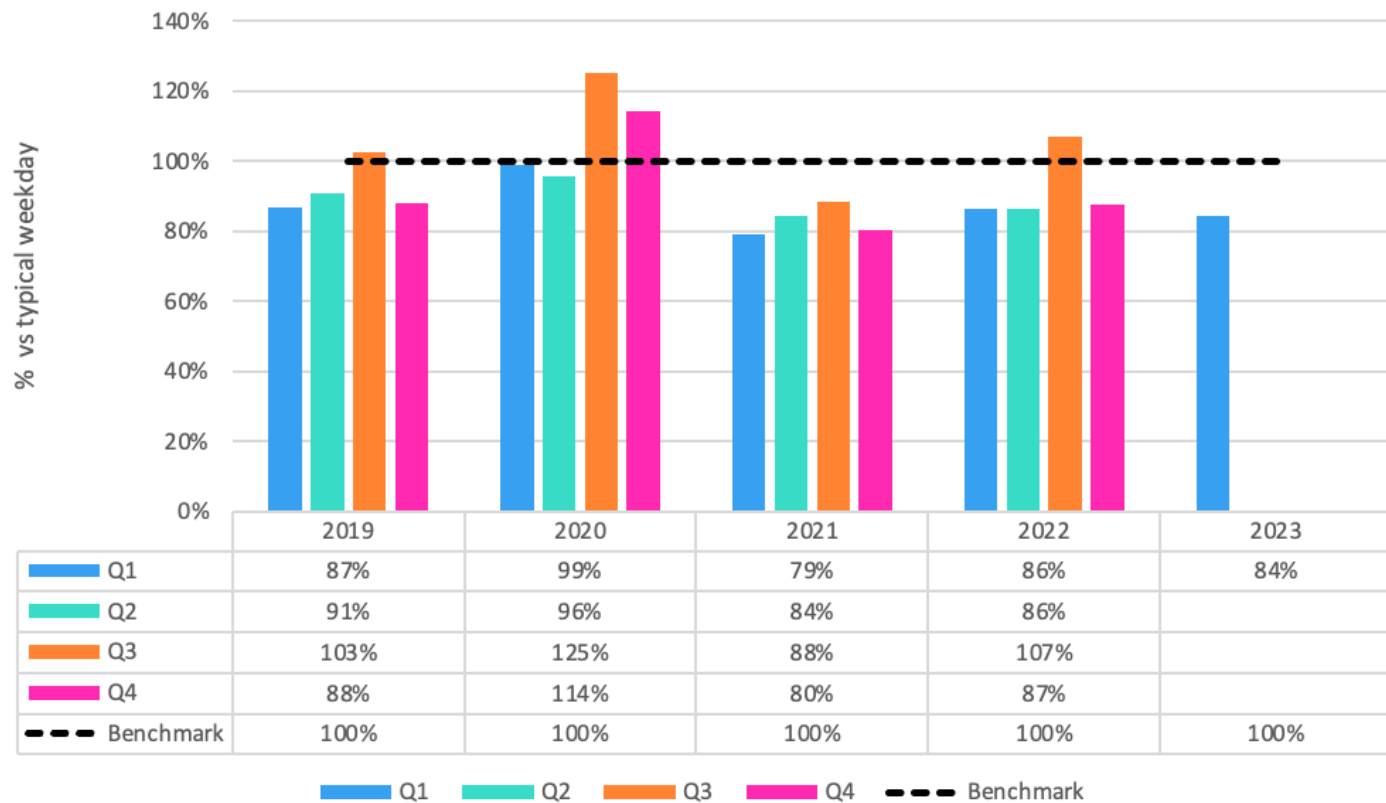
Weekend peak time is 11:00 with 199 unique visitors.

The reasons that visitors use centres on weekends vs weekdays differ. For Helmsley on weekends in Q4 2022, the peak time to visit was 11:00 with an average of 199 unique visitors per hour.

This then proceeds to trend down 248% to 57 by 18:00. The weekend footfall hourly trend in Q4 is almost identical to its shape last year in 2021 with a 93% correlation - even if absolute footfall volumes may differ.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	72	42	34	20	12	16	20	64	101	152	173	192	218	192	210	174	165	127	118	93	96	92	82	81
'22 Q2	89	49	42	26	15	15	19	46	97	127	167	172	164	156	152	126	127	109	104	94	89	80	67	52
'22 Q3	96	98	73	67	19	31	36	42	154	177	181	213	208	201	202	174	172	127	127	142	108	88	103	66
'22 Q4	43	32	37	24	11	28	31	34	82	120	151	213	186	165	145	196	143	91	68	46	46	54	95	57

Helmsley Friday Market Performance



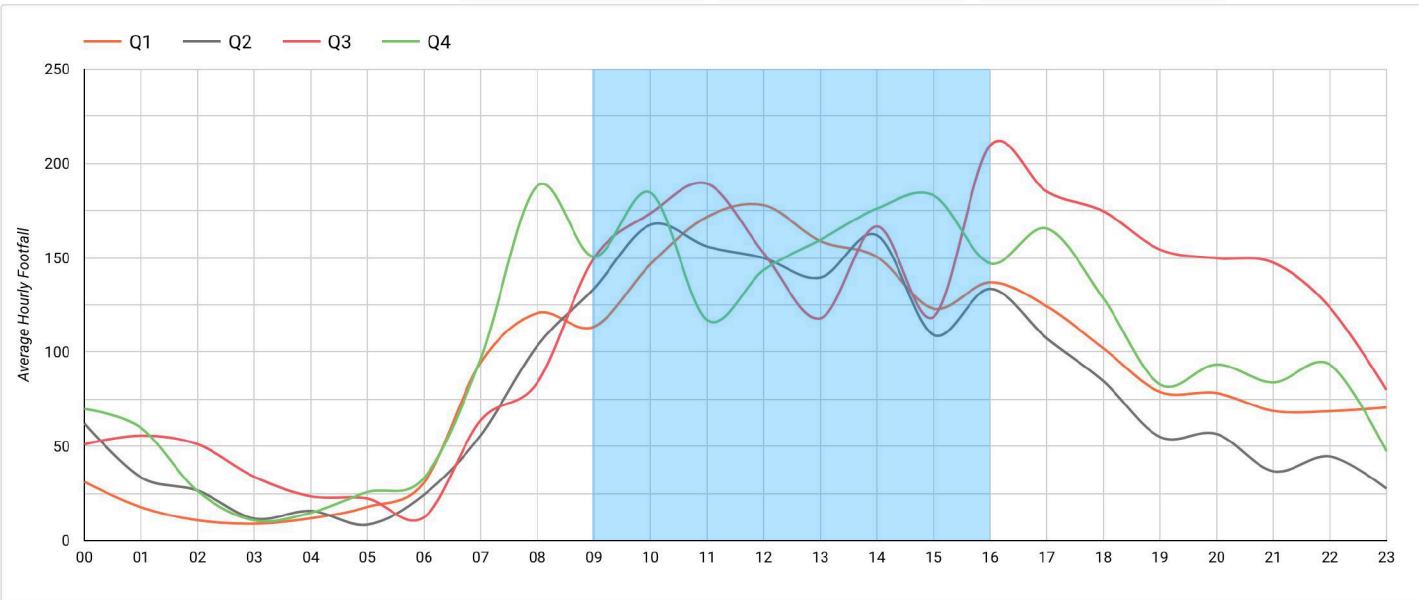
Helmsley Friday market day saw an 8% decrease to footfall on average in 2022

Helmsley’s market day runs on a weekly basis on Fridays. We’ve compared average footfall across other non-market weekdays across the last four years.

We can see that prior to the pandemic, all quarters apart from Q3 saw decreases to footfall on Fridays.

Last year we saw a similar pattern in Friday footfall, following a universal decrease on Fridays across all quarters when compared to an average weekday in 2021. We see Fridays attracting net new volumes of footfall on average in Q3 across three of the four years observed, with a 8% decrease on Fridays on average throughout the year in 2022. Increased Friday footfall appears to be linked to Q3 and the Summer holiday period.

Friday Hourly Footfall | Helmsley



Peaks in hourly footfall observed outside of market opening hours in Q3

This graph shows the average Friday hourly footfall quarter on quarter for Helmsley. Market trading hours are from 9am until 4pm (indicated by the blue shaded area).

In Q3, where we see increased footfall on Friday in comparison to an average weekday, we can see that the majority of this increase sits outside of market opening hours from 4pm onwards, indicating the footfall increase may be due to other factors such as an increase to night time economy throughout the Summer months. We do however see peaks at 11am and a small peak at 2pm during marketing opening hours in that quarter.

Q4 also sees a peak just after market opening hours at 10am, with a steady increase from midday until 3pm and a drop in hourly footfall as the market closes.

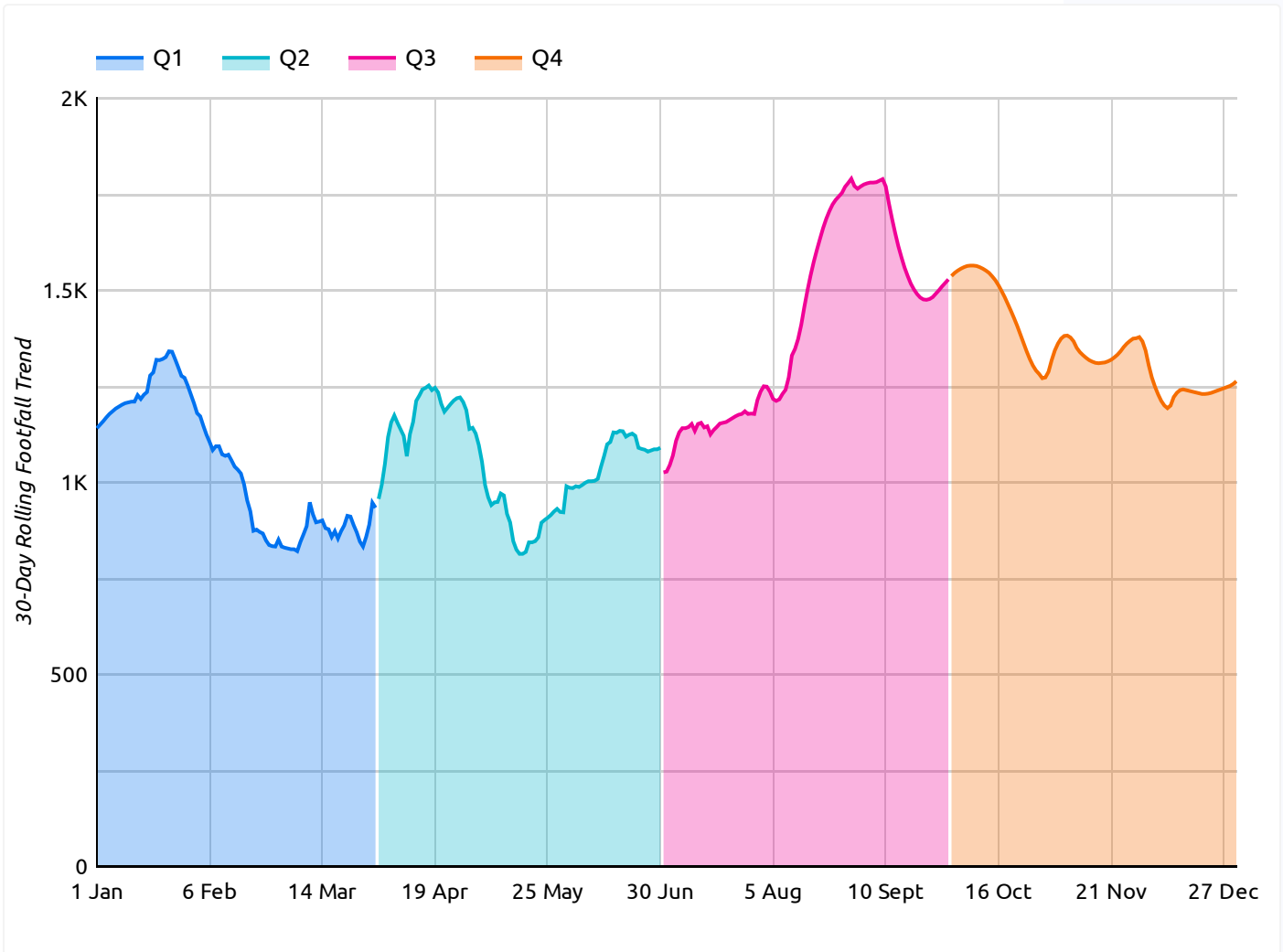
Period	Hour / Average Hourly Footfall																							
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Q4	70	60	26	11	15	26	33	96	188	150	185	117	143	160	176	183	147	166	128	83	93	84	93	47
Q3	51	56	51	34	23	22	12	64	84	150	174	189	152	118	167	119	210	185	175	154	150	147	124	80
Q2	62	34	27	12	16	8	24	56	103	134	167	156	150	139	162	109	133	107	85	55	57	37	45	28
Q1	31	18	11	9	12	18	31	94	121	113	147	172	178	159	150	123	137	124	102	79	78	69	69	71

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Focus on Kirkbymoorside

The following section explores quarterly place performance trends across the insight modules available for this centre.

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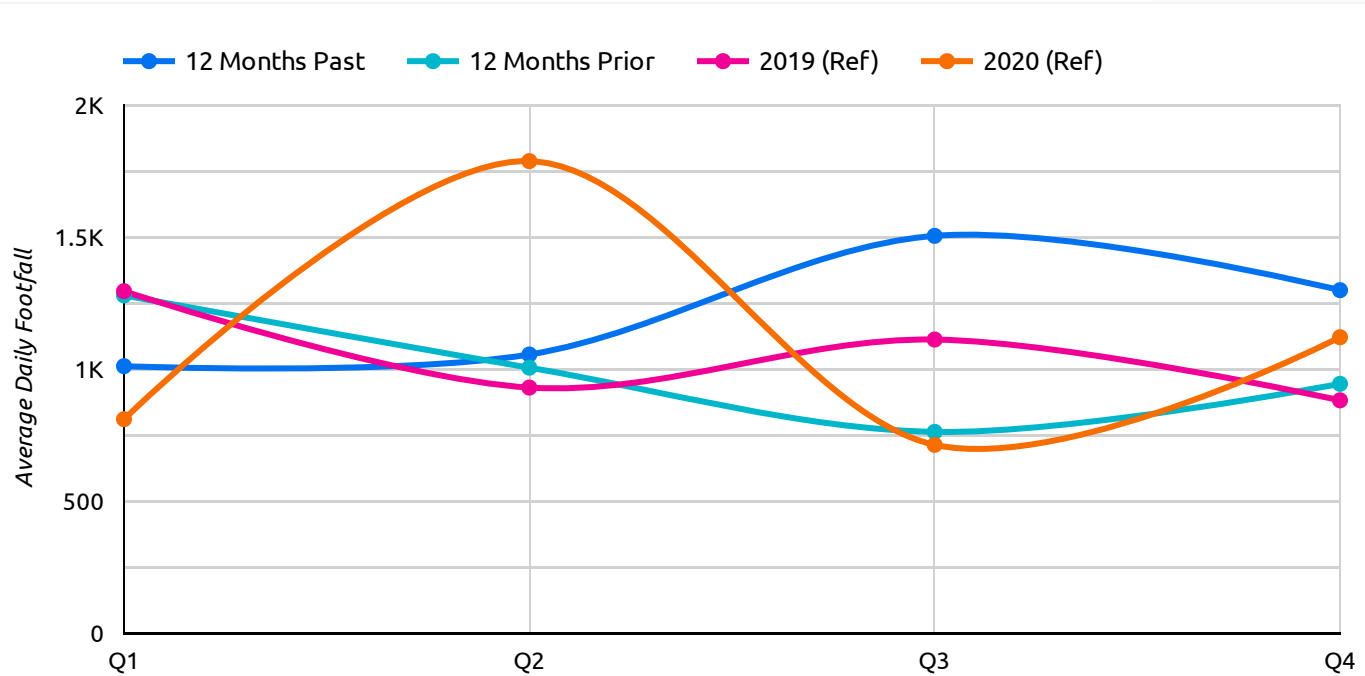


Kirkbymoorside footfall down 14% QoQ in Q4 2022 at

Average footfall for Kirkbymoorside in Q4 (the last full quarter) is tracking at 1,300 unique visitors per day. This is a decrease of 14% on the equivalent value in Q3, and a rise of 38% year-on-year to Q4 2021.

Kirkbymoorside currently attracts the 5th highest footfall among all centres measured, and its average daily unique footfall is 16% below the overall Ryedale mean.

Average Daily Footfall | Kirkbymoorside



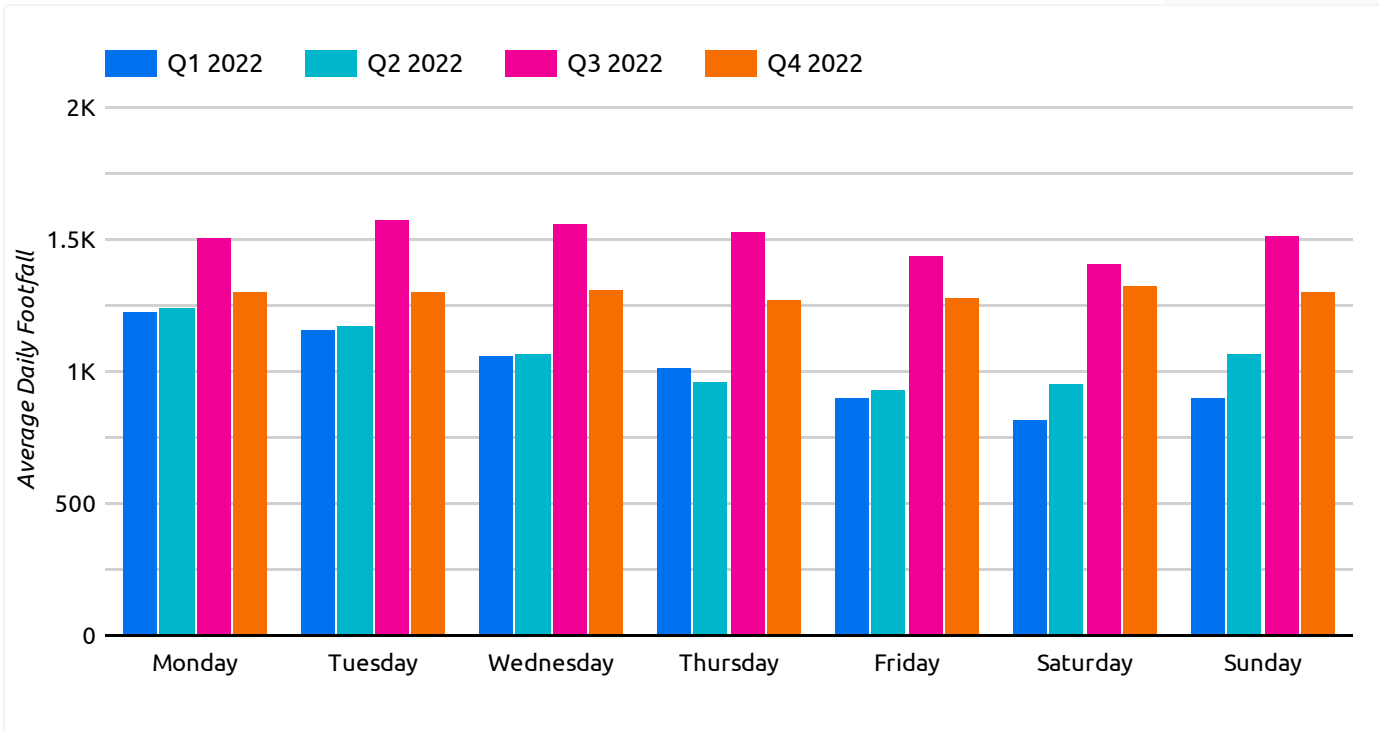
The highest quarter for footfall in 2022 was Q3 at 1,505 visitors per day

Average daily footfall for Kirkbymoorside in Q4 was 1,300 unique visitors per day. This is a decrease of 14% on the preceding quarter, Q3, where average daily footfall was 1,505. It is also up 38% on Q4 2021, last year.

In 2022, the quarter with the highest average daily footfall was Q3, at 1,505, and the lowest was Q1 at 1,012.

Period	Q1	Q2	Q3	Q4
12 Months Past	1,012	1,056	1,505	1,300
12 Months Prior	1,280	1,006	763	945
2019 (Ref)	1,296	931	1,113	883
2020 (Ref)	811	1,788	714	1,122

Average Weekday Footfall | Kirkbymoorside



Wednesdays see highest weekday footfall of 1,310 in Q4 2023

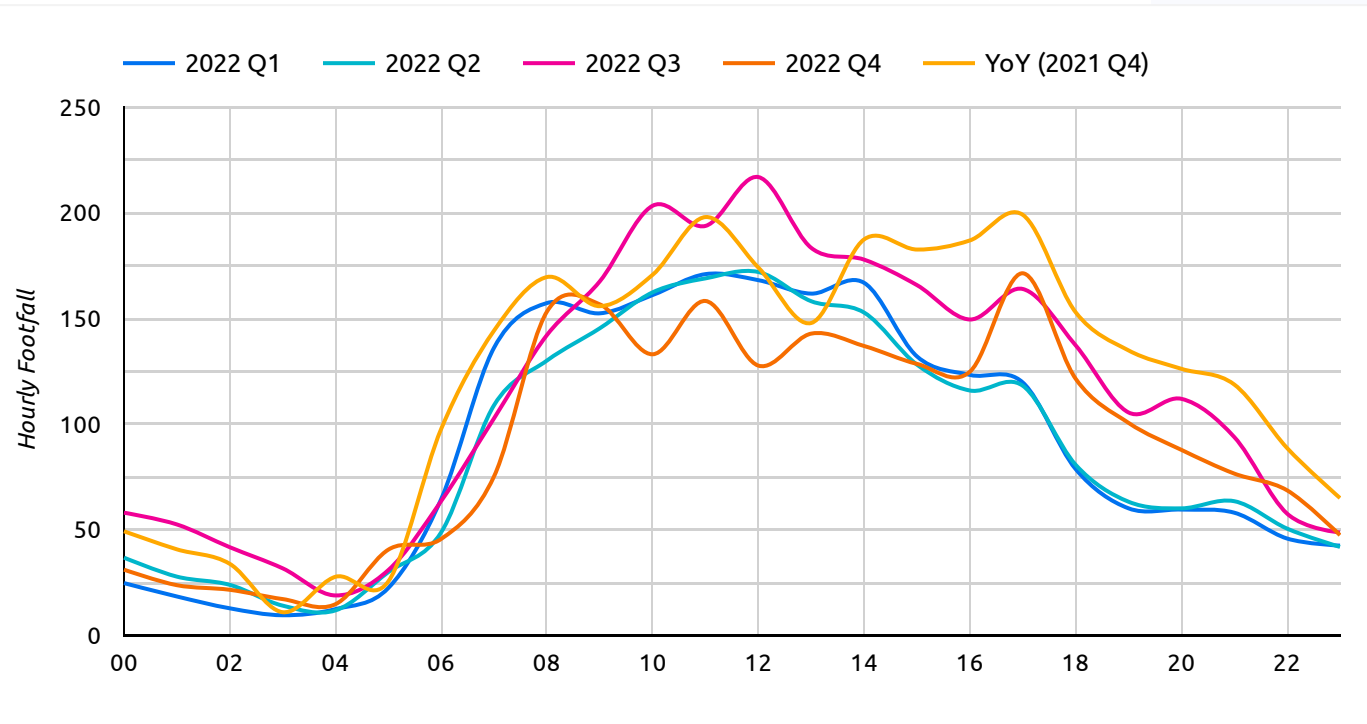
Kirkbymoorside attracted an average unique weekday footfall of 1,294 visitors, and an average weekend footfall of 1,313 in Q4 2023, the most recent full quarter.

The highest weekday by volume is Wednesday, at 1,310. That's 1% above the Mon-Fri mean. Conversely, the weekday with the lowest footfall is Thursday at 1% below the average.

Weekends average 1,313 across both days - that's 1% higher than on weekdays. Back in Q4 2019, the highest weekday for footfall was Thursday, and weekdays together attracted 2% less footfall than on weekends.

Quarter	(1) Mon	(2) Tue	(3) Wed	(4) Thu	(5) Fri	(6) Sat	(7) Sun
Q1 2022	1,227	1,159	1,059	1,012	904	817	899
Q2 2022	1,243	1,171	1,066	958	935	952	1,069
Q4 2022	1,304	1,301	1,310	1,276	1,279	1,326	1,300
Q3 2022	1,510	1,574	1,563	1,534	1,437	1,410	1,516

Weekday Hourly Footfall | Kirkbymoorside



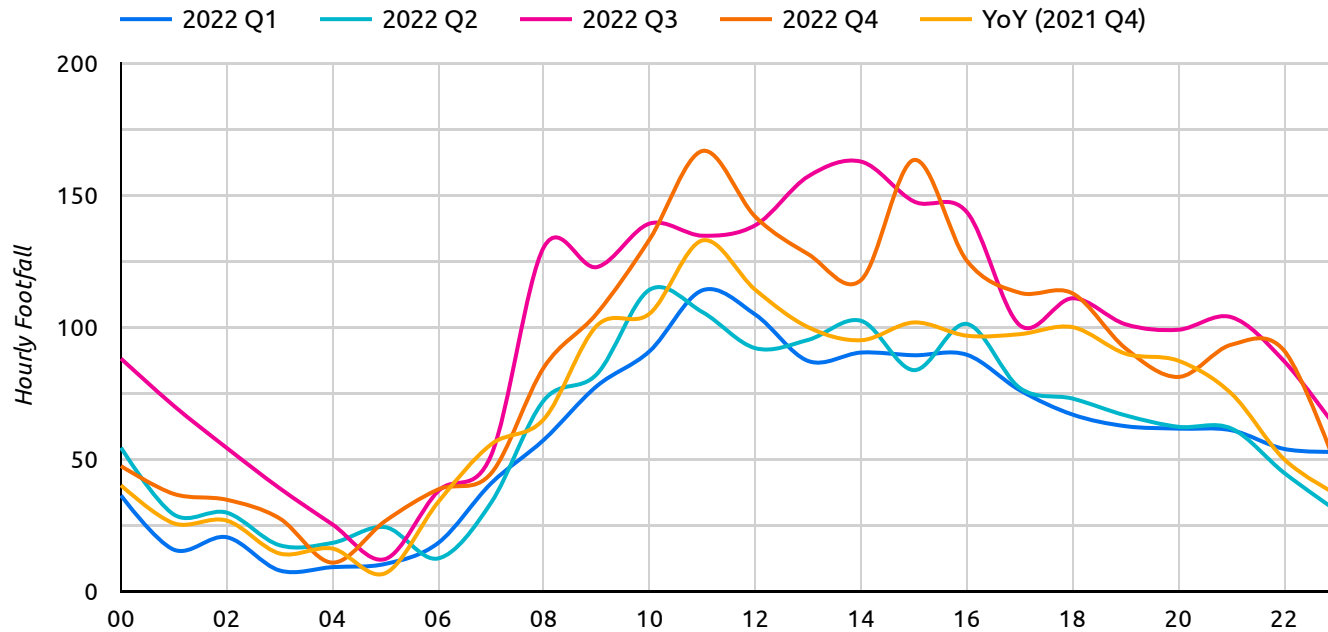
The peak hour for weekday footfall in Q4 2022 is 17:00

The hourly footfall trend on weekdays changes with time. Seasonal differences may reflect how visitors use centres across Ryedale through the year.

For Kirkbymoorside in Q4 2022, the peak time for footfall was 17:00 with an average of 167 unique visitors per hour. Last year in Q4 2021, the peak times for footfall were 12:00 and 17:00. Comparing the profile between Q4 this year and last we can see that the trend has diverged by 6%, suggesting consistent reasons for use.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	25	18	13	10	12	23	65	136	157	152	161	171	168	162	167	132	123	120	79	60	60	58	46	43
'22 Q2	37	28	24	14	12	30	49	109	130	145	162	169	172	158	153	128	116	118	81	63	60	64	51	42
'22 Q3	58	53	42	32	19	31	64	103	142	168	203	194	217	183	178	166	150	164	137	106	112	94	58	49
'22 Q4	31	24	22	17	15	41	46	75	153	157	133	158	128	143	137	129	125	171	122	101	88	77	69	47

Weekend Hourly Footfall | Kirkbymoorside



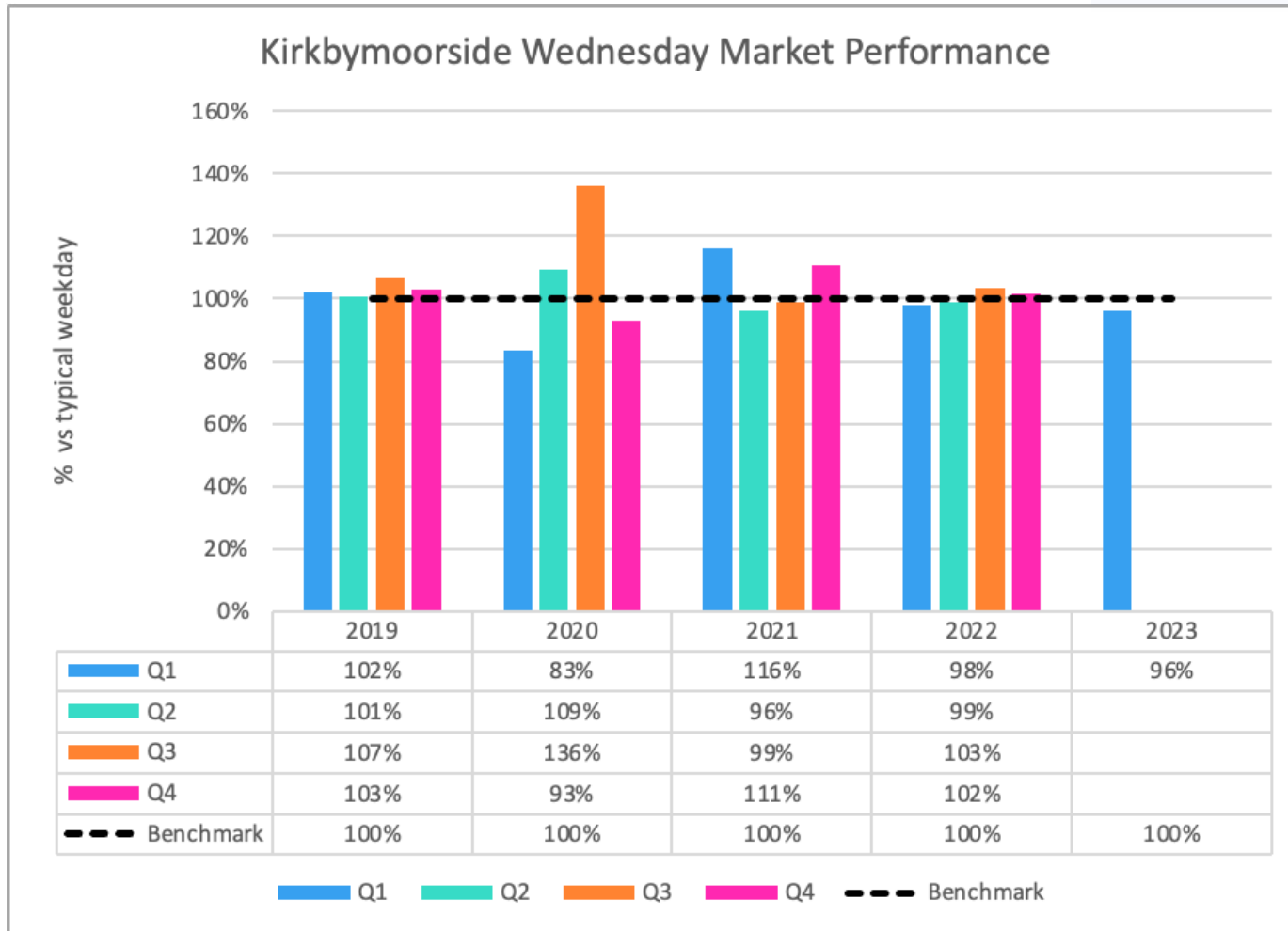
Weekend peak time is 11:00 with 159 unique visitors.

The reasons that visitors use centres on weekends vs weekdays differ. For Kirkbymoorside on weekends in Q4 2022, the peak time to visit was 11:00 with an average of 159 unique visitors per hour.

This then proceeds to trend down 57% to 102 by 18:00. The weekend footfall hourly trend in Q4 is almost identical to its shape last year in 2021 with a 96% correlation - even if absolute footfall volumes may differ.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	36	16	21	8	9	10	18	41	57	78	91	114	105	87	90	89	90	76	67	63	62	61	54	53
'22 Q2	54	29	30	18	18	24	13	34	72	82	114	106	92	95	102	84	101	77	73	67	62	62	45	30
'22 Q3	88	70	54	39	25	12	38	52	130	123	139	135	139	157	163	148	144	101	111	101	99	104	87	62
'22 Q4	48	37	35	28	11	27	39	45	85	105	133	167	142	128	118	163	125	113	113	92	81	93	91	47

Wednesday Market Footfall | Kirkbymoorside



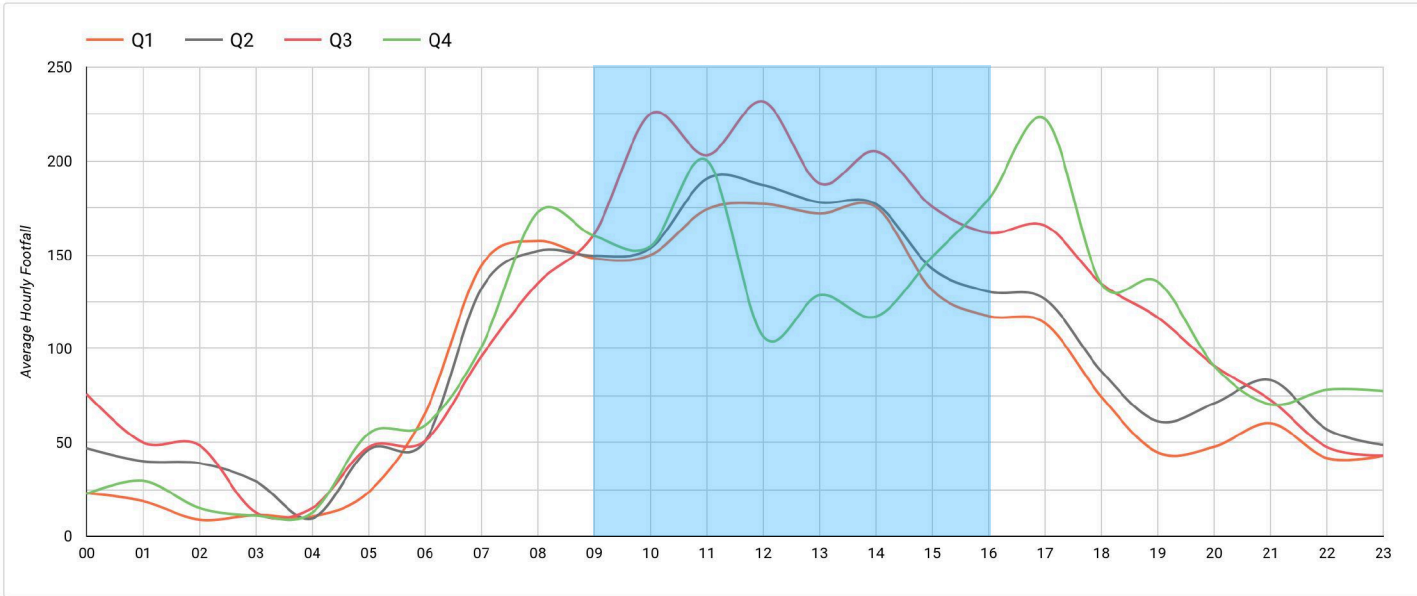
Kirkbymoorside Friday market day saw no change to footfall on average in 2022

Kirkbymoorside’s market day runs on a weekly basis on Wednesdays. We’ve compared average footfall across other non-market weekdays across the last four years.

We can see that prior to the pandemic, all quarters saw small increase to footfall on Wednesdays, with a particular increase in Q3 during the Summer holiday period.

Last year we saw a similar pattern in Wednesday footfall, following increases on Wednesdays in Q1 and Q4 when compared to an average weekday in 2021. We see Wednesdays attracting net new volumes of footfall on average in Q3 across three of the four years observed, with no change on Wednesdays on average throughout the year in 2022, with small increases observed in Q3 and Q4.

Wednesday Hourly Footfall | Kirkbymoorside



Peaks in hourly footfall observed during market opening hours in Q3

This graph shows the average Wednesday hourly footfall quarter on quarter for Kirkbymoorside. Market trading hours are from 9am until 4pm (indicated by the blue shaded area).

In Q3, where we see increased footfall on Wednesday in comparison to an average weekday, we also see peaks in footfall during market opening hours at 10am, 12pm and 2pm, indicating the footfall increase may be contributed to by the market itself.

In Q4, where we also see an increase to footfall on Wednesdays, we see the largest hourly footfall spike outside of market opening hours and a dip in footfall during market opening hours from 12pm onwards when compared to previous quarters.

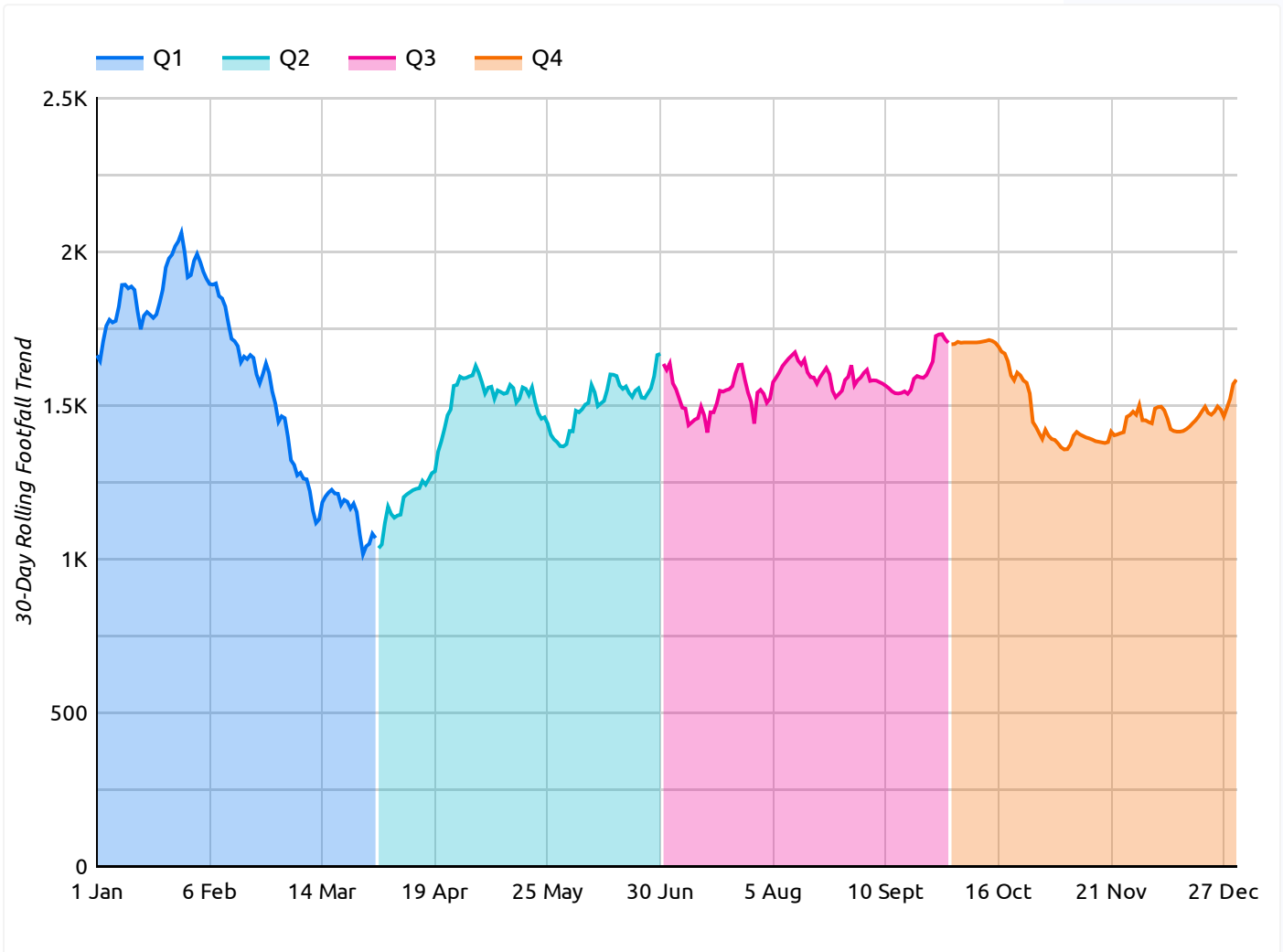
Period	Hour / Average Hourly Footfall																							
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Q4	23	30	15	11	13	55	59	101	173	160	155	200	107	129	117	149	180	222	135	136	91	70	78	77
Q3	76	50	48	13	15	48	51	96	135	161	225	203	232	188	205	176	162	166	135	117	91	73	48	43
Q2	47	40	39	29	10	46	51	132	152	150	154	191	187	178	177	142	130	126	88	61	71	83	57	49
Q1	23	19	9	11	11	24	66	144	157	148	150	174	177	172	175	131	117	114	74	45	48	60	42	43

RYEDALE

Focus on Malton

The following section explores quarterly place performance trends across the insight modules available for this centre.

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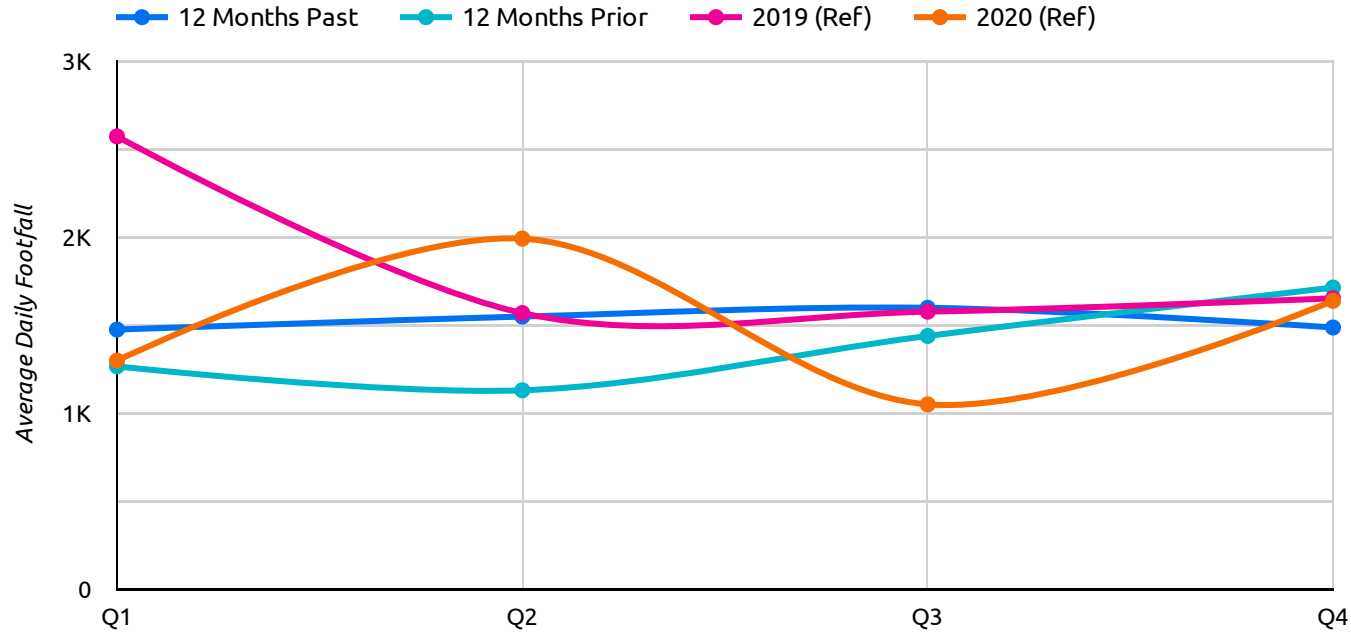


Malton footfall down 7% QoQ in Q4 2022 at 1,488

Average footfall for Malton in Q4 (the last full quarter) is tracking at 1,488 unique visitors per day. This is a decrease of 7% on the equivalent value in Q3, and a fall of 13% year-on-year to Q4 2021.

Malton currently attracts the 3rd highest footfall among all centres measured, and its average daily unique footfall is 4% below the overall Ryedale mean.

Average Daily Footfall | Malton

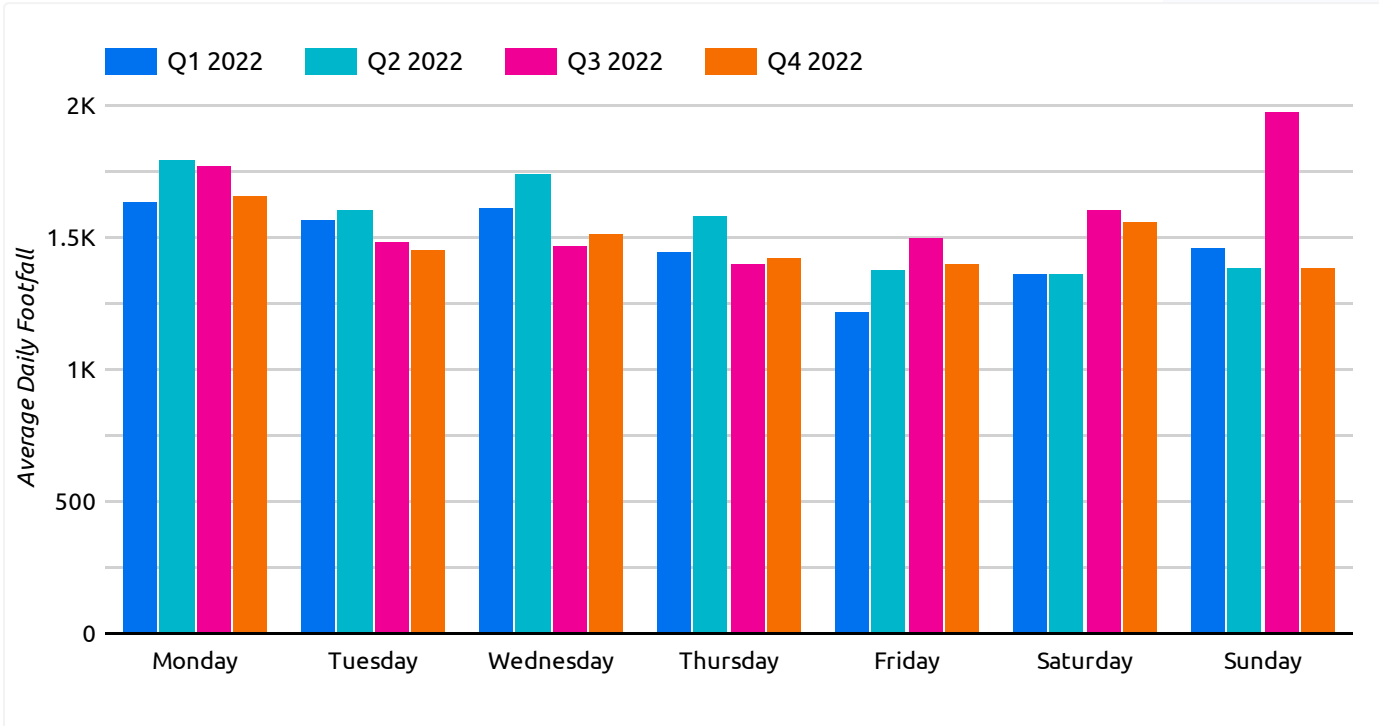


The highest quarter for footfall in 2022 was Q3 at 1,600 visitors per day

Average daily footfall for Malton in Q4 was 1,488 unique visitors per day. This is a decrease of 7% on the preceding quarter, Q3, where average daily footfall was 1,600. It is also down 13% on Q4 2021, last year.

In 2022, the quarter with the highest average daily footfall was Q3, at 1,600, and the lowest was Q1 at 1,476.

Average Weekday Footfall | Malton



Mondays see highest weekday footfall of 1,658 in Q4 2023

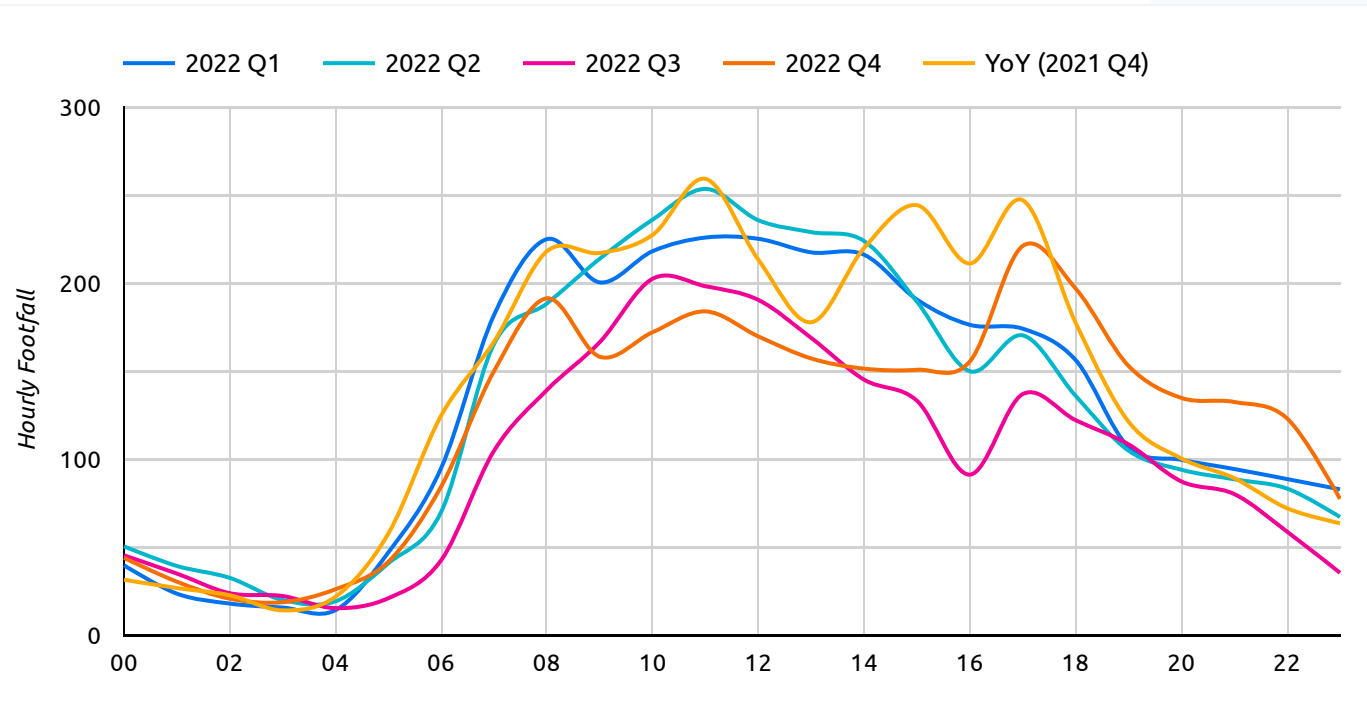
Malton attracted an average unique weekday footfall of 1,492 visitors, and an average weekend footfall of 1,475 in Q4 2023, the most recent full quarter.

The highest weekday by volume is Monday, at 1,658. That's 11% above the Mon-Fri mean. Conversely, the weekday with the lowest footfall is Friday at 6% below the average.

Weekends average 1,475 across both days - that's 1% lower than on weekdays. Back in Q4 2019, the highest weekday for footfall was Tuesday, and weekdays together attracted 3% more footfall than on weekends.

Quarter	(1) Mon	(2) Tue	(3) Wed	(4) Thu	(5) Fri	(6) Sat	(7) Sun
Q1 2022	1,633	1,567	1,611	1,451	1,223	1,366	1,463
Q4 2022	1,658	1,458	1,516	1,424	1,404	1,563	1,387
Q2 2022	1,792	1,607	1,740	1,580	1,380	1,365	1,385
Q3 2022	1,773	1,487	1,466	1,401	1,501	1,604	1,974

Weekday Hourly Footfall | Malton



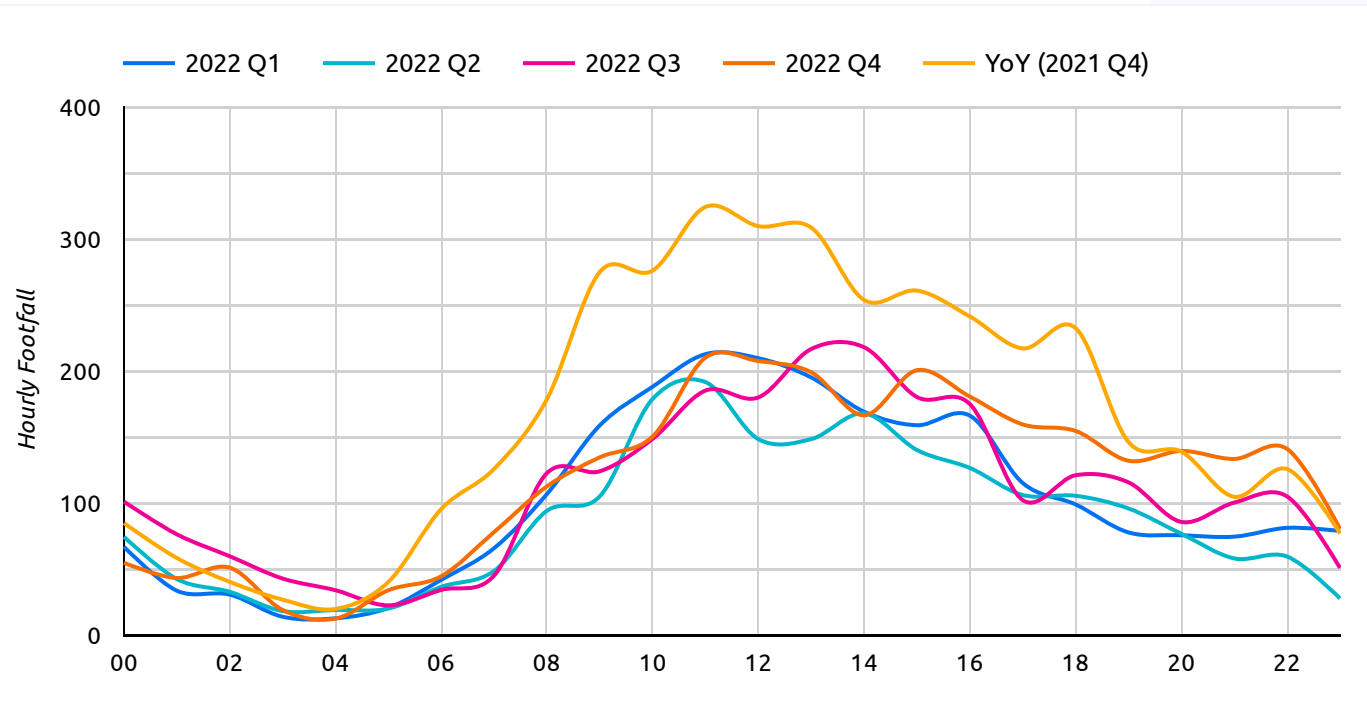
The peak hour for weekday footfall in Q4 2022 is 17:00

The hourly footfall trend on weekdays changes with time. Seasonal differences may reflect how visitors use centres across Ryedale through the year.

For Malton in Q4 2022, the peak time for footfall was 17:00 with an average of 210 unique visitors per hour. Last year in Q4 2021, the peak times for footfall were 11:00 and 12:00. Comparing the profile between Q4 this year and last we can see that the trend has diverged by 13%, suggesting changing reasons for use.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	40	24	18	16	14	47	95	182	225	201	218	226	225	218	216	191	176	174	156	107	100	95	89	83
'22 Q2	51	40	33	20	19	41	70	166	189	214	236	254	236	229	224	189	150	170	136	105	94	89	83	67
'22 Q3	46	35	24	22	16	21	43	105	139	167	203	198	191	169	145	133	91	137	122	109	88	80	59	36
'22 Q4	44	31	21	19	26	42	85	150	191	158	172	184	170	157	152	151	156	221	197	153	135	133	123	78

Weekend Hourly Footfall | Malton

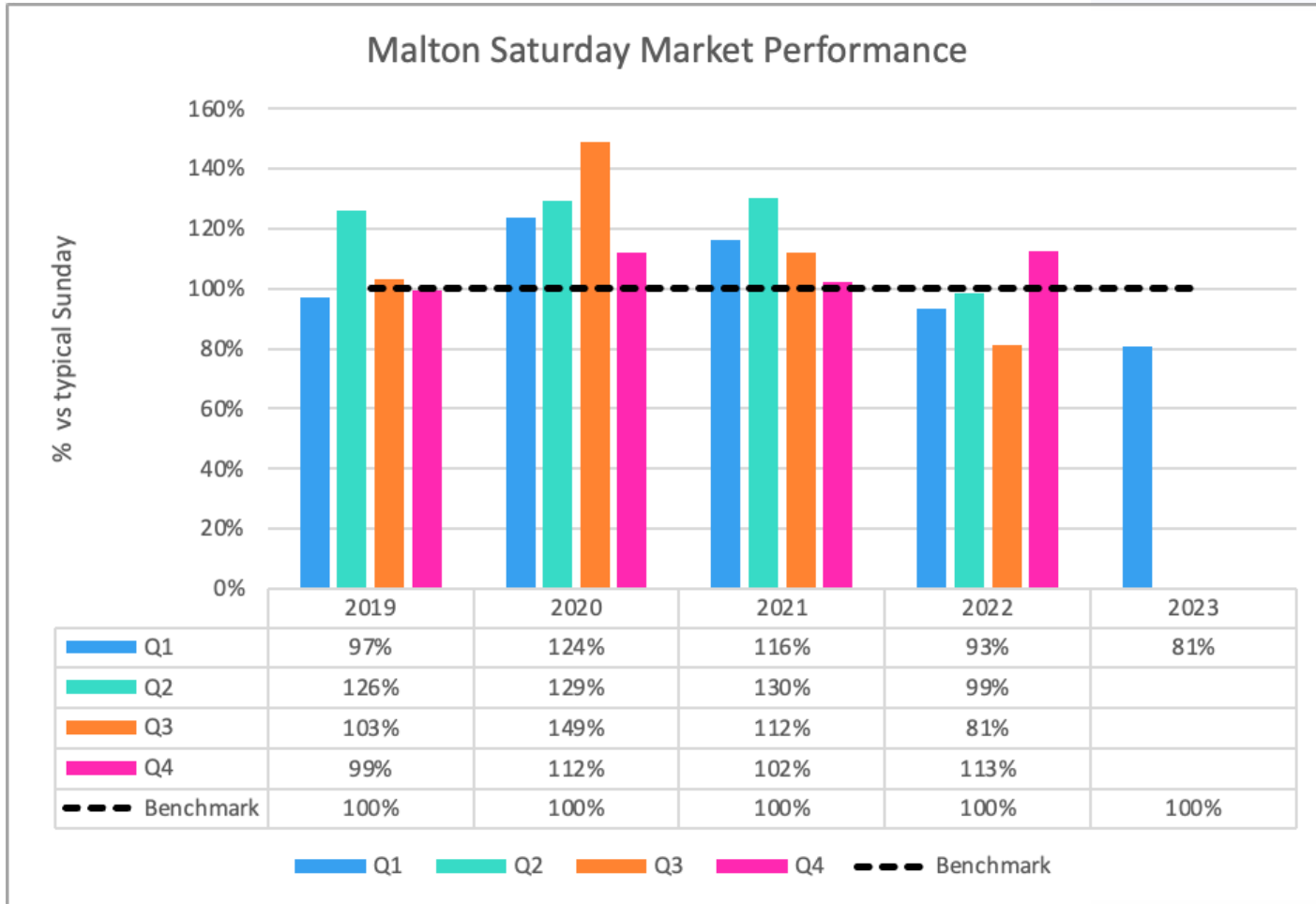


Weekend peak time is 11:00 with 195 unique visitors.

The reasons that visitors use centres on weekends vs weekdays differ. For Malton on weekends in Q4 2022, the peak time to visit was 11:00 with an average of 195 unique visitors per hour.

This then proceeds to trend down 40% to 139 by 18:00. The weekend footfall hourly trend in Q4 is almost identical to its shape last year in 2021 with a 92% correlation - even if absolute footfall volumes may differ.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	67	34	31	14	13	21	42	66	107	159	188	213	210	195	169	159	166	115	99	78	76	75	82	79
'22 Q2	75	43	33	19	19	20	37	49	94	105	179	192	149	149	168	140	127	106	106	96	77	58	60	28
'22 Q3	101	77	60	43	34	23	35	45	123	124	149	185	180	217	218	181	175	103	121	116	86	101	105	51
'22 Q4	55	44	51	19	13	34	45	78	113	135	151	210	208	199	167	201	181	160	155	132	140	134	141	81



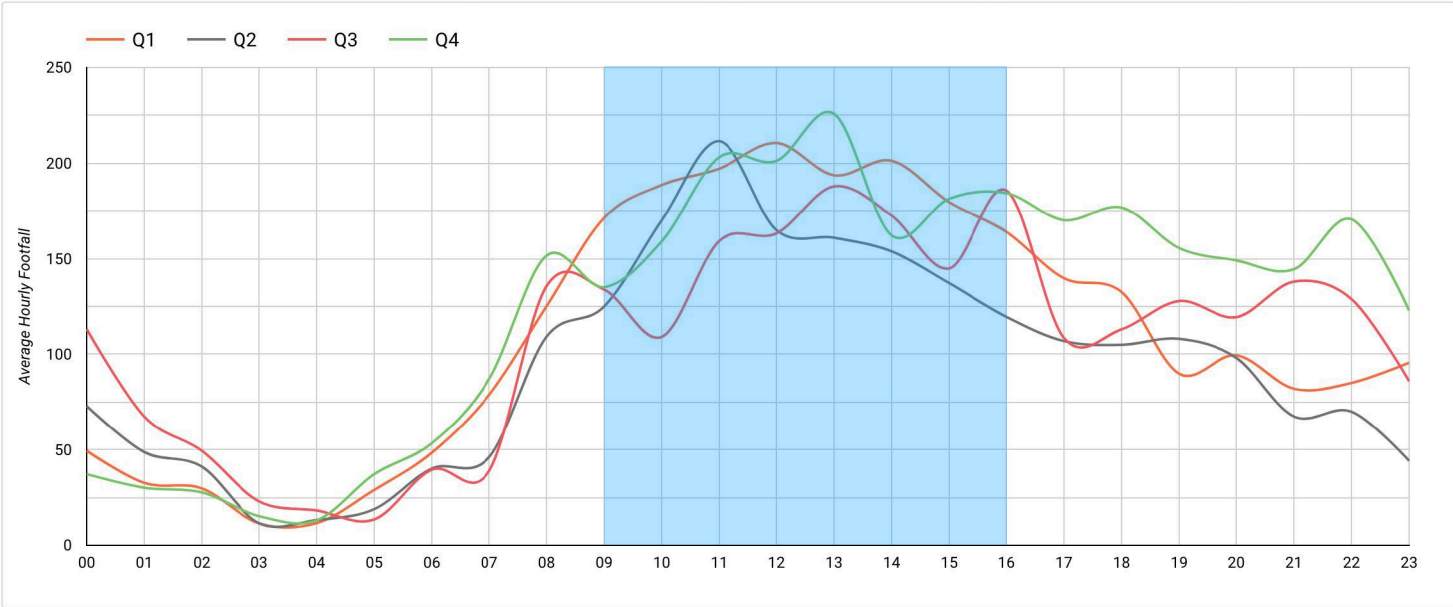
Malton Saturday market day saw a 5% decrease to footfall on average in 2022

Malton’s market day runs on a weekly basis on Saturdays. We’ve compared average footfall across other non-market Sundays across the last four years.

We can see that prior to the pandemic, Q2 and Q3 saw increases to footfall on Saturdays when compared to Sundays, with a particular increase in Q2. Q2 also drew additional Saturday footfall across the two following years.

Last year we saw an overall decrease to Saturday footfall when compared to Sundays, following higher levels in the two previous years. We see Saturdays attracting net new volumes of footfall on average in Q4 in 2022, seeing 13% higher footfall levels.

Saturday Hourly Footfall | Malton



Peaks in hourly footfall observed during market opening hours in Q4

This graph shows the average Saturday hourly footfall quarter on quarter for Malton. Market trading hours are from 9am until 4pm (indicated by the blue shaded area).

In Q4, where we see increased footfall on Saturdays in comparison to an average Sunday, we see peaks in footfall during market opening hours, particularly at 1pm, as well as increased hourly footfall outside of market opening hours.

Over the last four quarters, we do see increased hourly footfall levels during market opening hours, indicating this may be a factor in concentrating the flow of footfall observed across the day as a whole, if not necessarily drawing in net new volumes of overall footfall when compared to a Sunday.

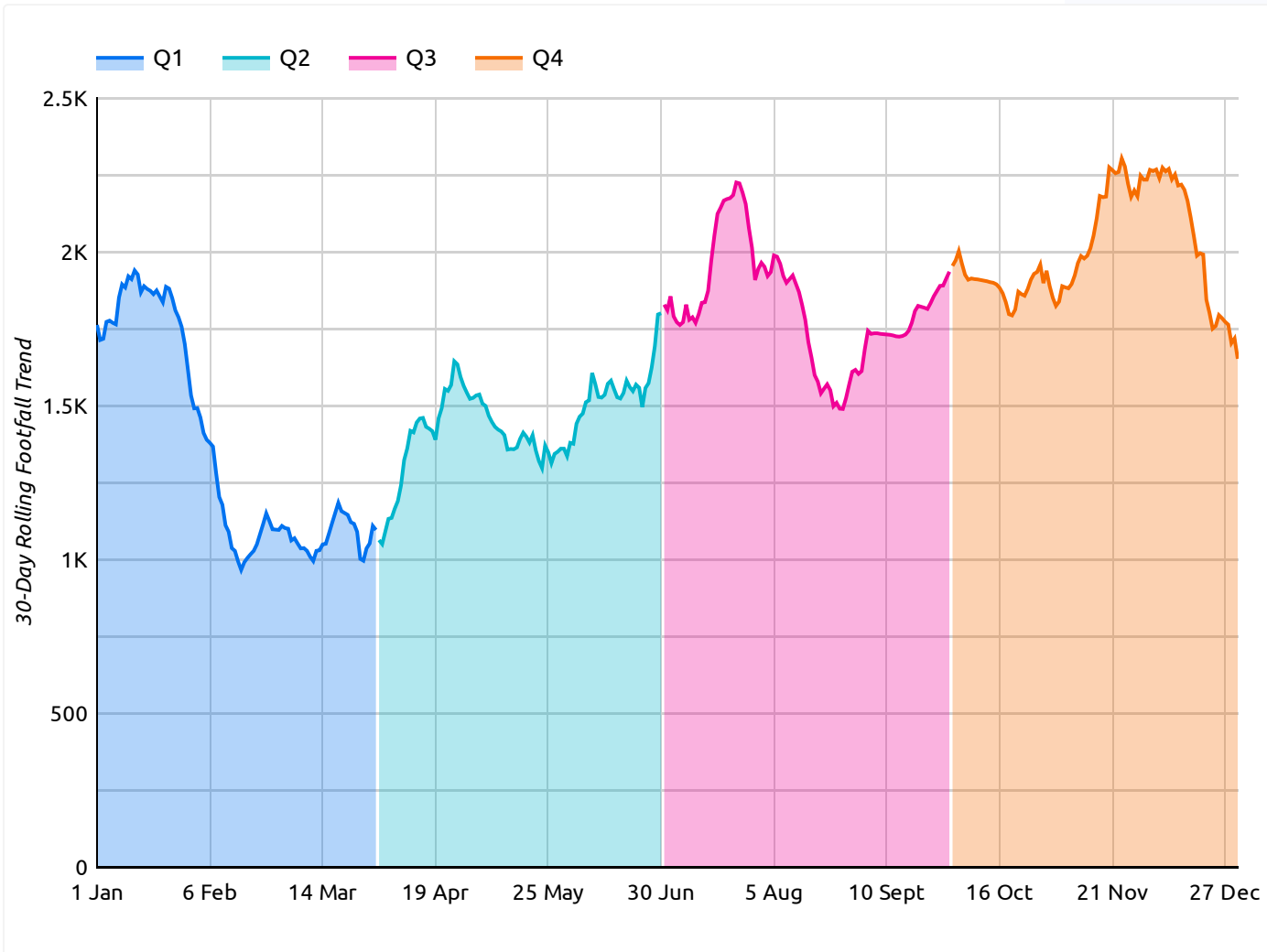
Period	Hour / Average Hourly Footfall																							
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Q4	37	30	28	15	13	37	53	87	152	135	159	203	201	226	162	181	184	170	177	156	149	144	171	123
Q3	113	67	49	23	18	13	40	39	136	134	109	159	163	188	173	145	186	109	113	128	119	138	129	86
Q2	73	49	41	12	13	19	40	46	109	125	170	212	165	161	154	137	120	107	105	108	98	68	70	44
Q1	49	33	30	11	12	29	48	79	125	171	189	197	211	194	201	180	164	140	133	90	99	82	85	96

RYEDALE

Focus on Norton

The following section explores quarterly place performance trends across the insight modules available for this centre.

This quarterly report has been prepared part of Huq's unique **Customer Success** offering.

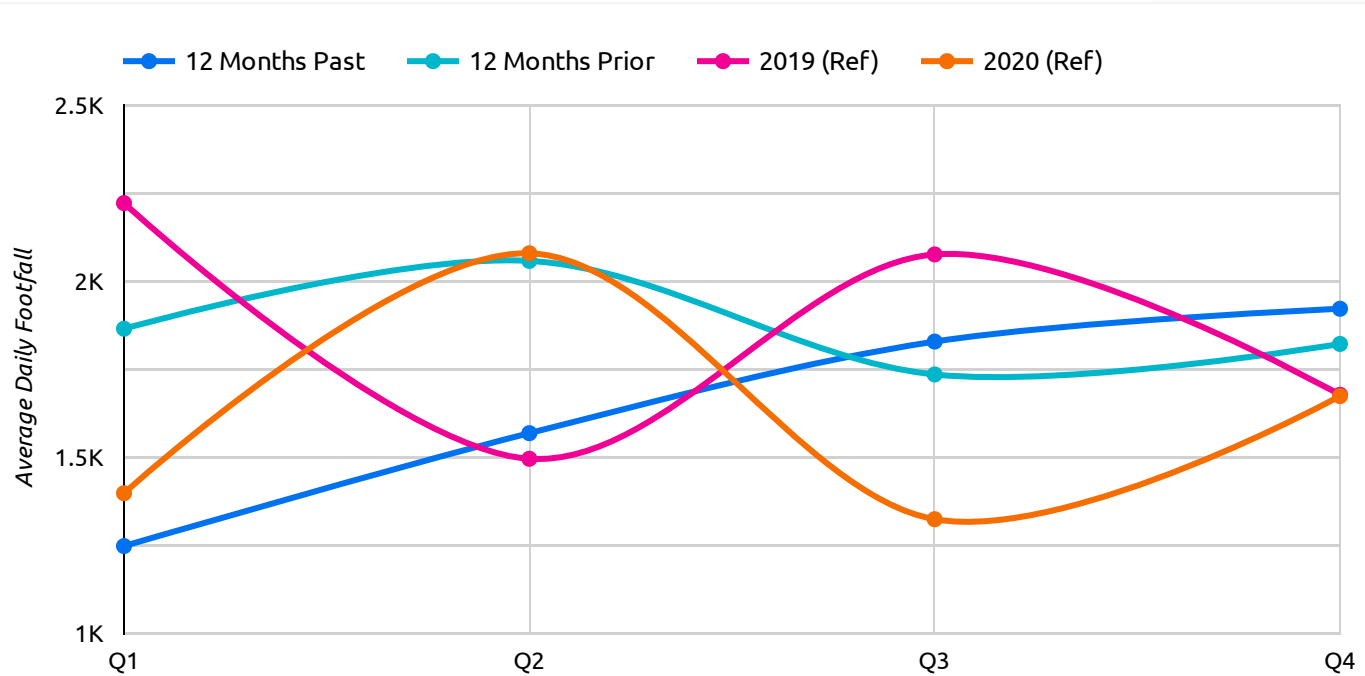


Norton footfall up 5% QoQ in Q4 2022 at 1,922

Average footfall for Norton in Q4 (the last full quarter) is tracking at 1,922 unique visitors per day. This is an increase of 5% on the equivalent value in Q3, and a rise of 5% year-on-year to Q4 2021.

Norton currently attracts the highest footfall among all centres measured, and its average daily unique footfall is 24% above the overall Ryedale mean.

Average Daily Footfall | Norton



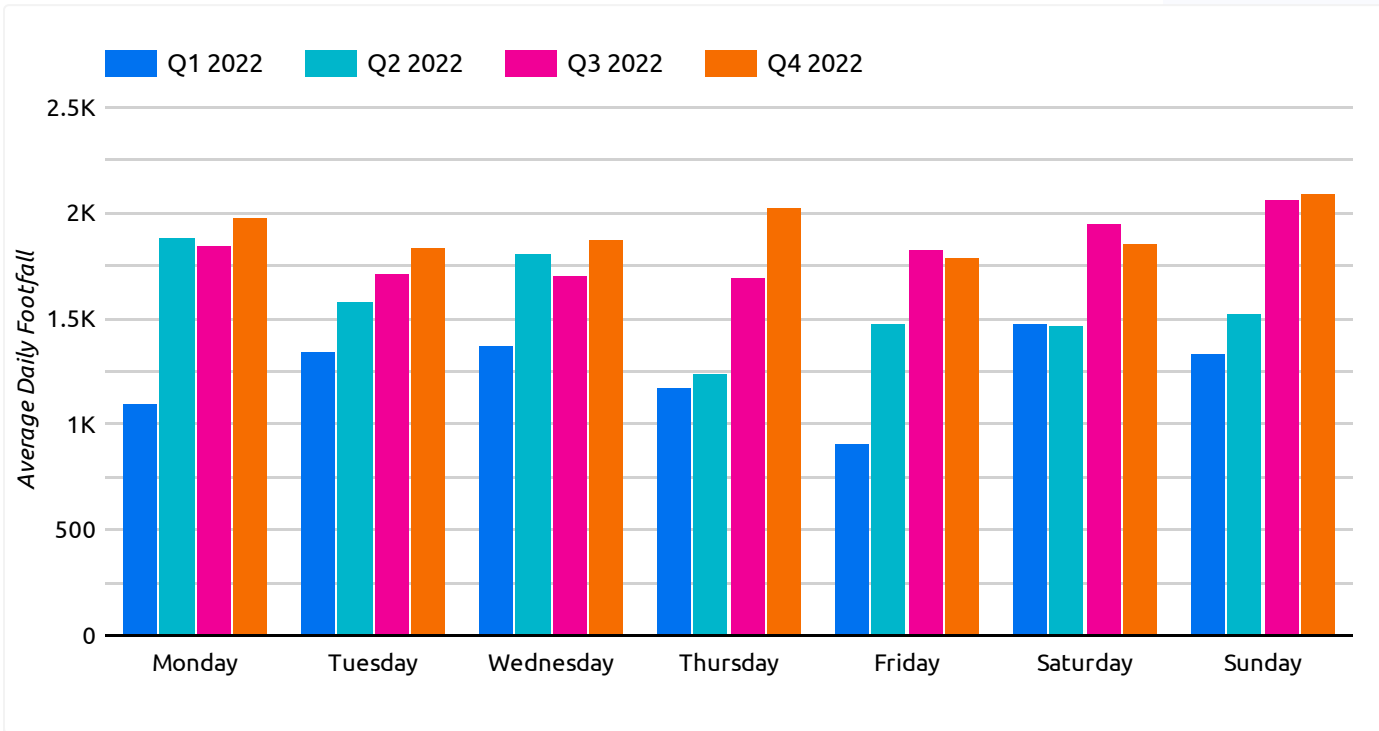
The highest quarter for footfall in 2022 was Q4 at 1,922 visitors per day

Average daily footfall for Norton in Q4 was 1,922 unique visitors per day. This is a rise of 5% on the preceding quarter, Q3, where average daily footfall was 1,829. It is also up 5% on Q4 2021, last year.

In 2022, the quarter with the highest average daily footfall was Q4, at 1,922, and the lowest was Q1 at 1,248.

Period	Q1	Q2	Q3	Q4
12 Months Past	1,248	1,569	1,829	1,922
12 Months Prior	1,865	2,058	1,736	1,822
2019 (Ref)	2,222	1,496	2,076	1,678
2020 (Ref)	1,398	2,080	1,325	1,674

Average Weekday Footfall | Norton



Thursdays see highest weekday footfall of 2,026 in Q4 2023

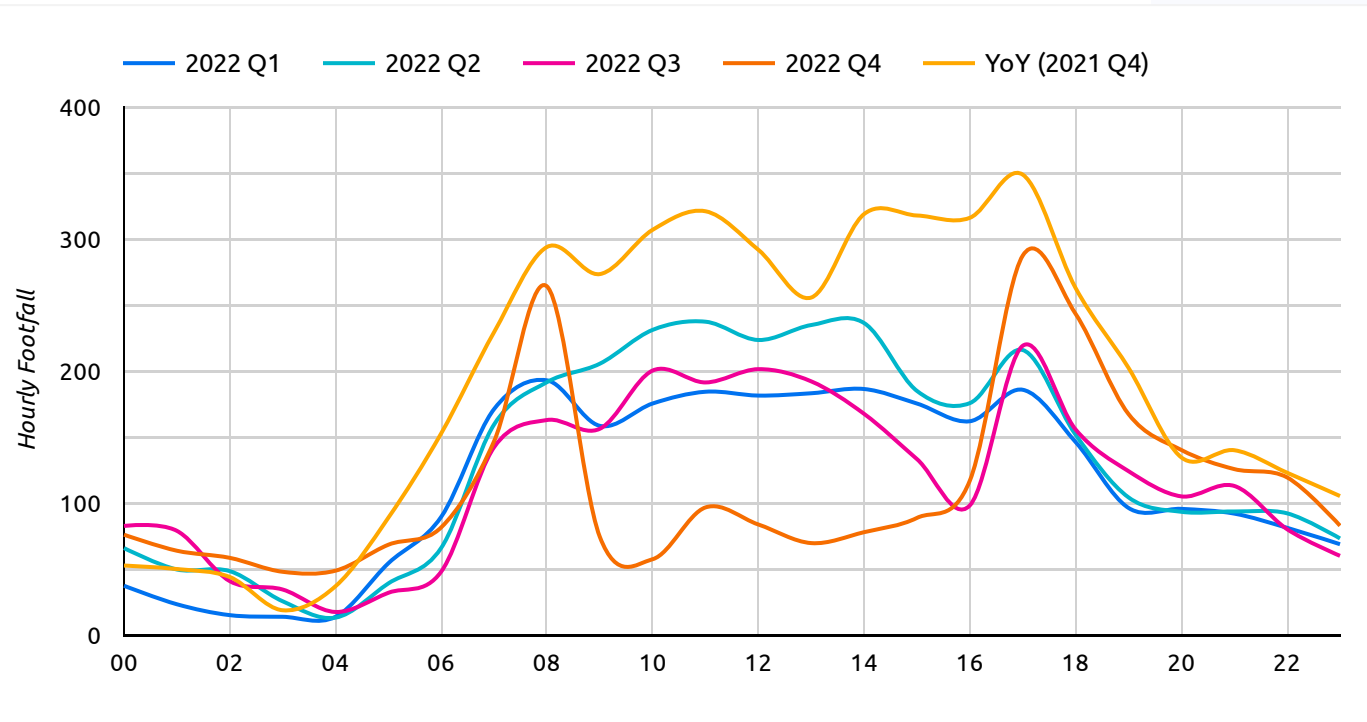
Norton attracted an average unique weekday footfall of 1,901 visitors, and an average weekend footfall of 1,977 in Q4 2023, the most recent full quarter.

The highest weekday by volume is Thursday, at 2,026. That's 7% above the Mon-Fri mean. Conversely, the weekday with the lowest footfall is Friday at 6% below the average.

Weekends average 1,977 across both days - that's 4% higher than on weekdays. Back in Q4 2019, the highest weekday for footfall was Tuesday, and weekdays together attracted 11% more footfall than on weekends.

Quarter	(1) Mon	(2) Tue	(3) Wed	(4) Thu	(5) Fri	(6) Sat	(7) Sun
Q1 2022	1,102	1,342	1,374	1,170	911	1,475	1,339
Q2 2022	1,881	1,579	1,807	1,239	1,482	1,469	1,526
Q3 2022	1,846	1,716	1,701	1,693	1,826	1,955	2,065
Q4 2022	1,978	1,838	1,872	2,026	1,792	1,860	2,093

Weekday Hourly Footfall | Norton



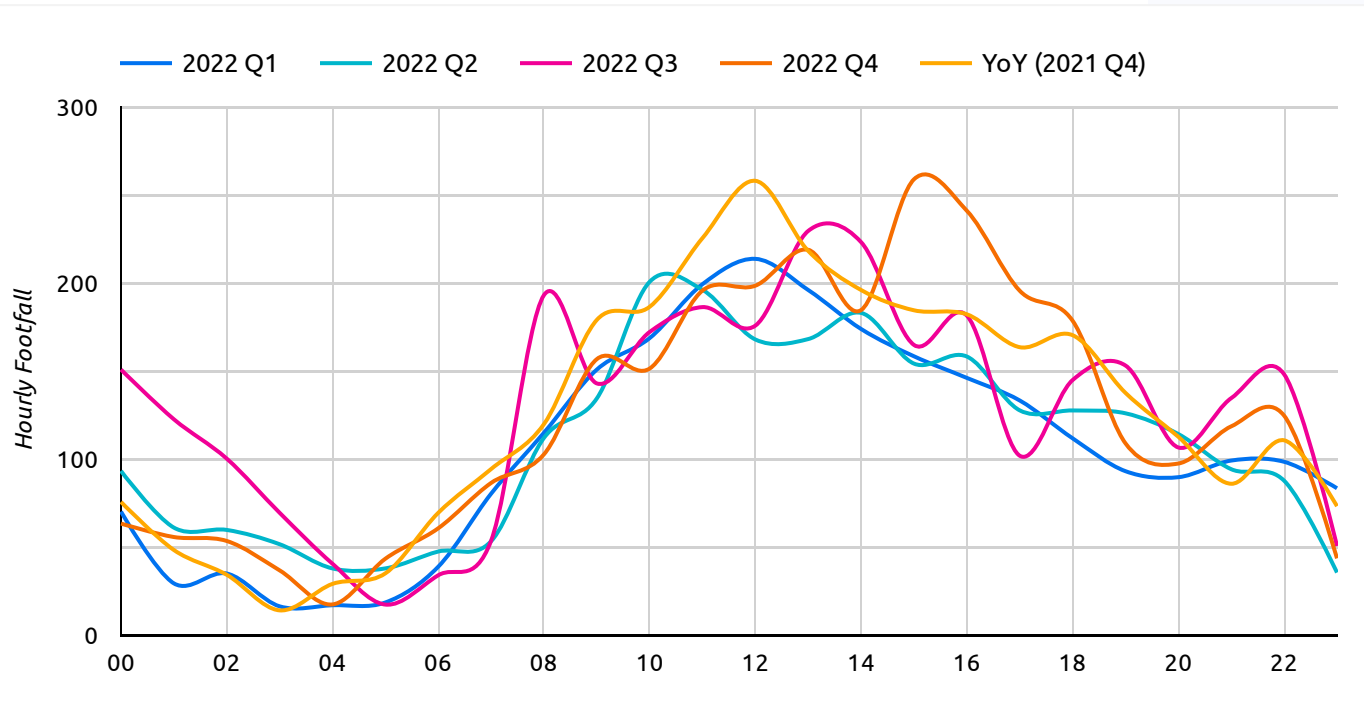
The peak hour for weekday footfall in Q4 2022 is 17:00

The hourly footfall trend on weekdays changes with time. Seasonal differences may reflect how visitors use centres across Ryedale through the year.

For Norton in Q4 2022, the peak time for footfall was 17:00 with an average of 290 unique visitors per hour. Last year in Q4 2021, the peak times for footfall were 12:00 and 17:00. Comparing the profile between Q4 this year and last we can see that the trend has diverged by 56%, suggesting changing reasons for use.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	38	24	15	14	14	55	90	171	193	159	176	185	182	183	187	176	162	186	146	97	96	92	82	69
'22 Q2	66	50	49	26	14	39	66	160	192	206	231	238	224	235	237	185	176	216	152	105	94	94	93	73
'22 Q3	83	79	41	35	18	32	48	143	163	157	201	192	202	192	168	134	99	219	156	124	105	113	80	60
'22 Q4	76	64	59	48	49	69	82	147	264	75	58	97	84	70	78	89	117	288	243	168	140	126	120	83

Weekend Hourly Footfall | Norton



Weekend peak time is 15:00 with 256 unique visitors.

The reasons that visitors use centres on weekends vs weekdays differ. For Norton on weekends in Q4 2022, the peak time to visit was 15:00 with an average of 256 unique visitors per hour.

This then proceeds to trend down 53% to 168 by 18:00. The weekend footfall hourly trend in Q4 is almost identical to its shape last year in 2021 with a 93% correlation - even if absolute footfall volumes may differ.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	70	30	35	17	17	19	39	81	115	151	169	200	214	196	174	159	146	133	112	93	90	99	99	84
'22 Q2	93	61	60	52	38	38	48	54	112	135	201	196	168	168	183	154	158	128	128	126	114	94	88	36
'22 Q3	151	123	100	70	41	18	34	54	193	143	172	186	176	230	223	165	182	102	145	153	107	135	148	51
'22 Q4	64	56	54	37	18	44	61	87	103	157	152	196	199	219	185	259	241	196	179	109	98	119	125	44

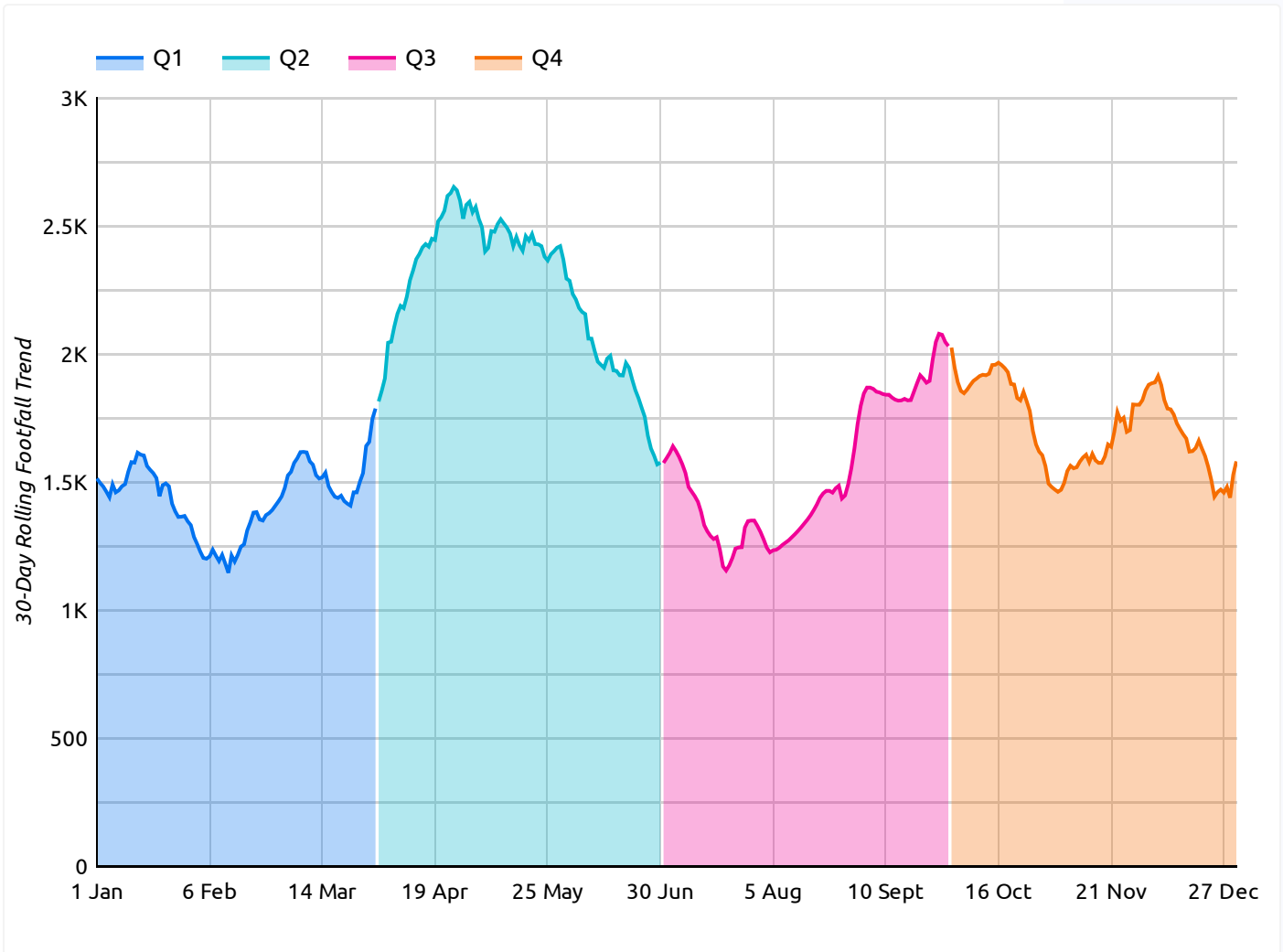
RYEDALE

Focus on Pickering

The following section explores quarterly place performance trends across the insight modules available for this centre.

This quarterly report has been prepared part of Huq's unique **Customer Success** offering.

Footfall Last 12 Months | Pickering

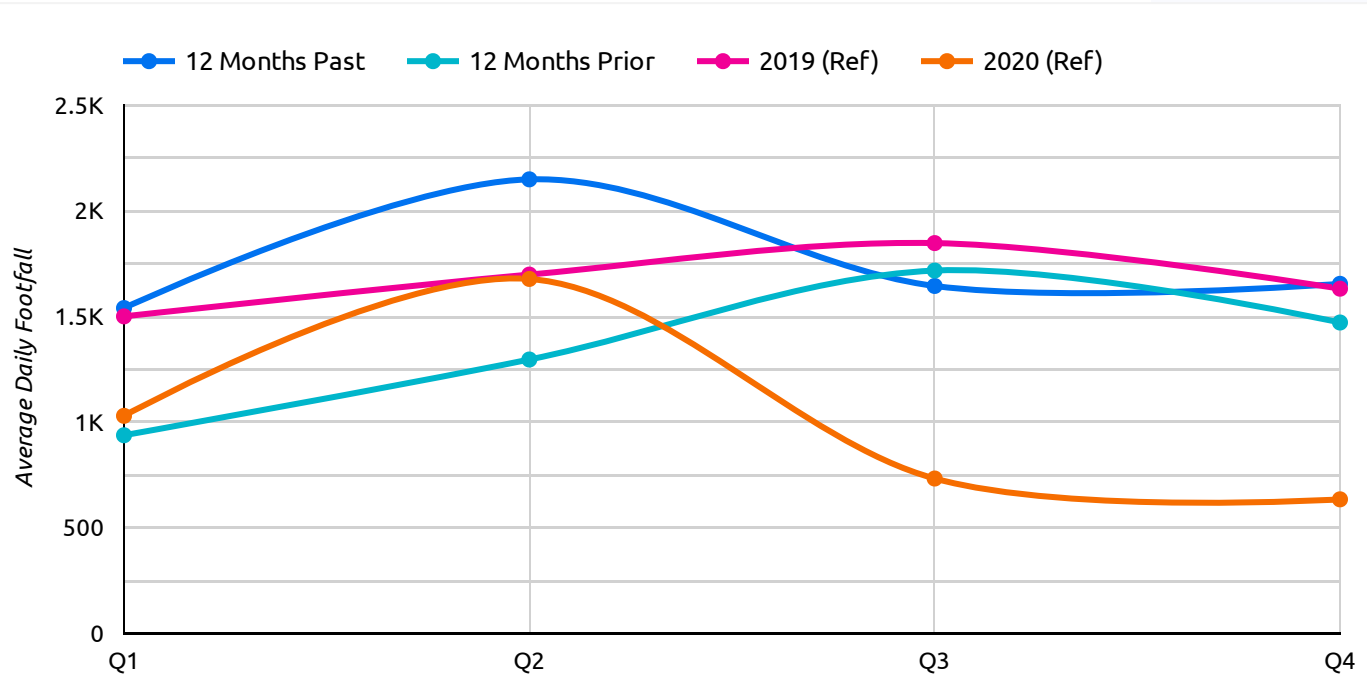


Pickering footfall up 1% QoQ in Q4 2022 at 1,655

Average footfall for Pickering in Q4 (the last full quarter) is tracking at 1,655 unique visitors per day. This is an increase of 1% on the equivalent value in Q3, and a rise of 12% year-on-year to Q4 2021.

Pickering currently attracts the 2nd highest footfall among all centres measured, and its average daily unique footfall is 7% above the overall Ryedale mean.

Average Daily Footfall | Pickering



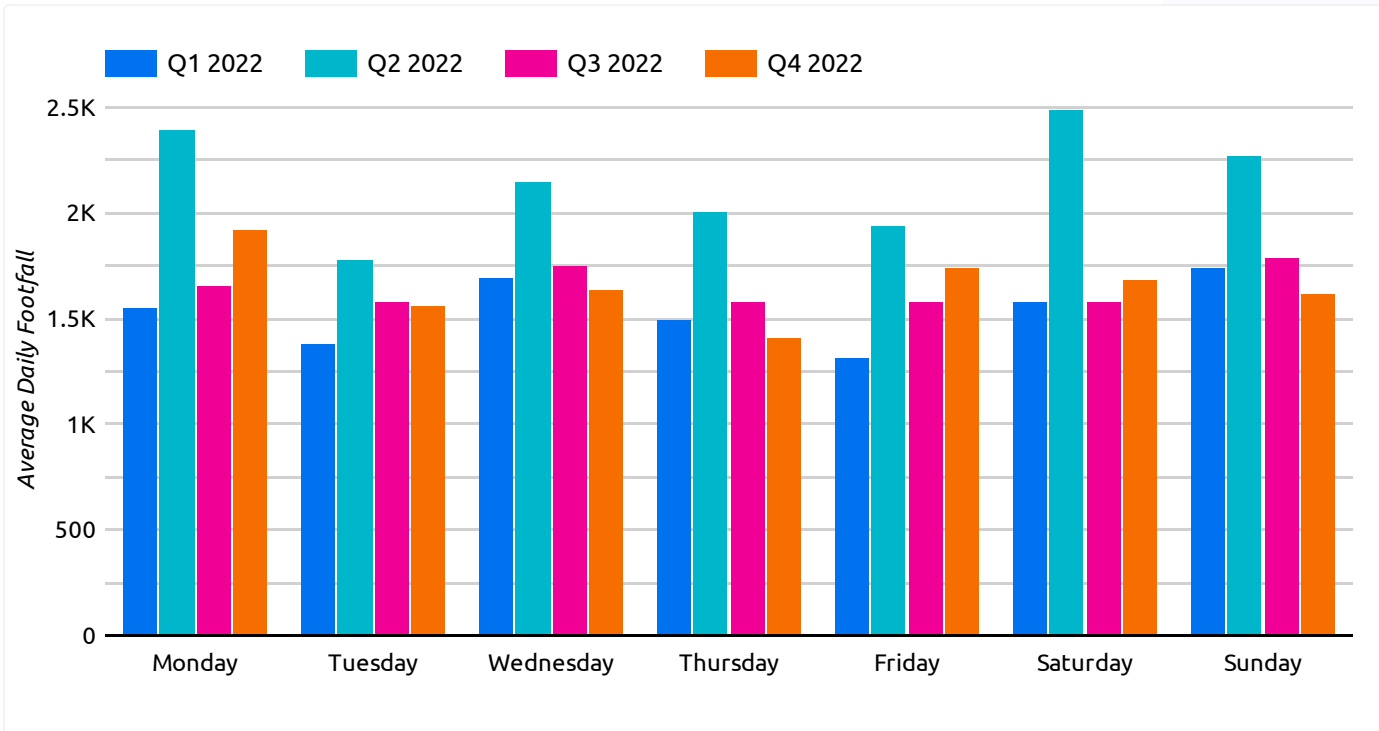
The highest quarter for footfall in 2022 was Q2 at 2,149 visitors per day

Average daily footfall for Pickering in Q4 was 1,655 unique visitors per day. This is a rise of 1% on the preceding quarter, Q3, where average daily footfall was 1,645. It is also up 12% on Q4 2021, last year.

In 2022, the quarter with the highest average daily footfall was Q2, at 2,149, and the lowest was Q1 at 1,540.

Period	Q1	Q2	Q3	Q4
12 Months Past	1,540	2,149	1,645	1,655
12 Months Prior	938	1,297	1,718	1,472
2019 (Ref)	1,501	1,698	1,848	1,632
2020 (Ref)	1,030	1,678	733	635

Average Weekday Footfall | Pickering



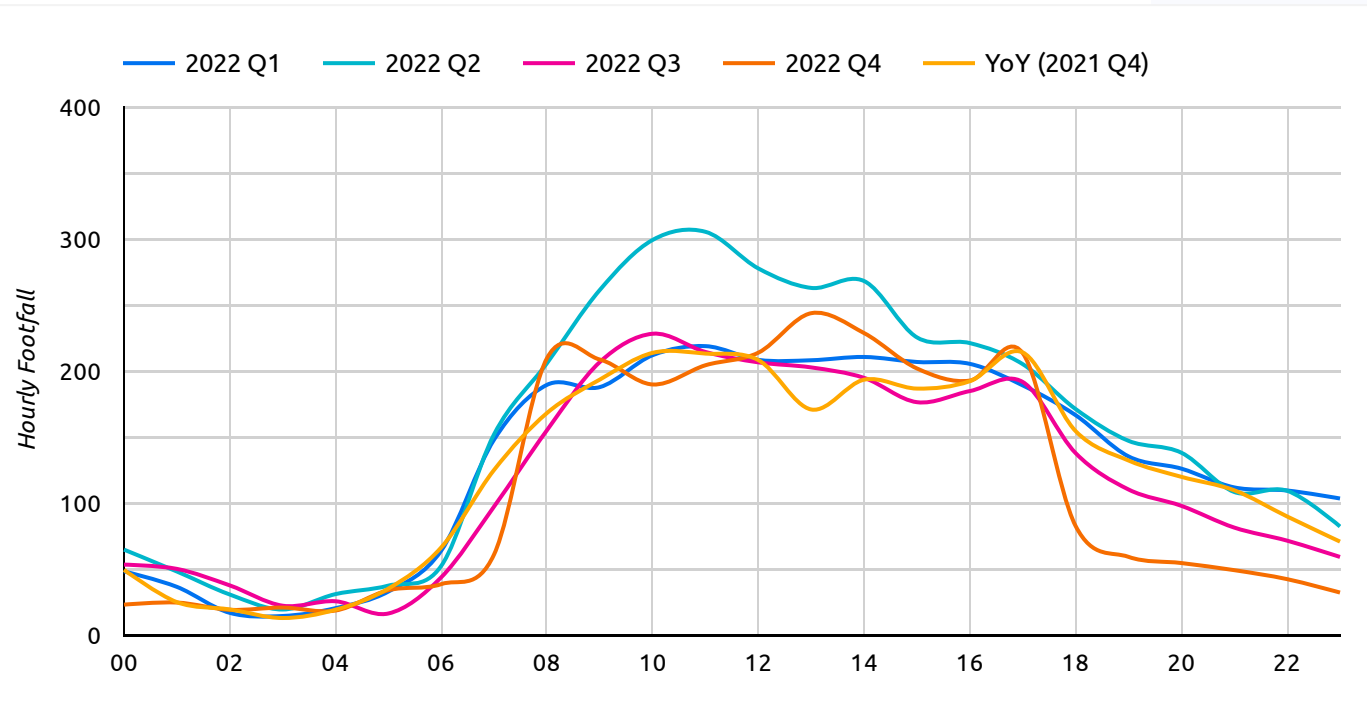
Mondays see highest weekday footfall of 1,923 in Q4 2023

Pickering attracted an average unique weekday footfall of 1,656 visitors, and an average weekend footfall of 1,651 in Q4 2023, the most recent full quarter.

The highest weekday by volume is Monday, at 1,923. That's 16% above the Mon-Fri mean. Conversely, the weekday with the lowest footfall is Thursday at 15% below the average.

Weekends average 1,651 across both days - that's the same as on weekdays. Back in Q4 2019, the highest weekday for footfall was Tuesday, and weekdays together attracted 6% less footfall than on weekends.

Weekday Hourly Footfall | Pickering



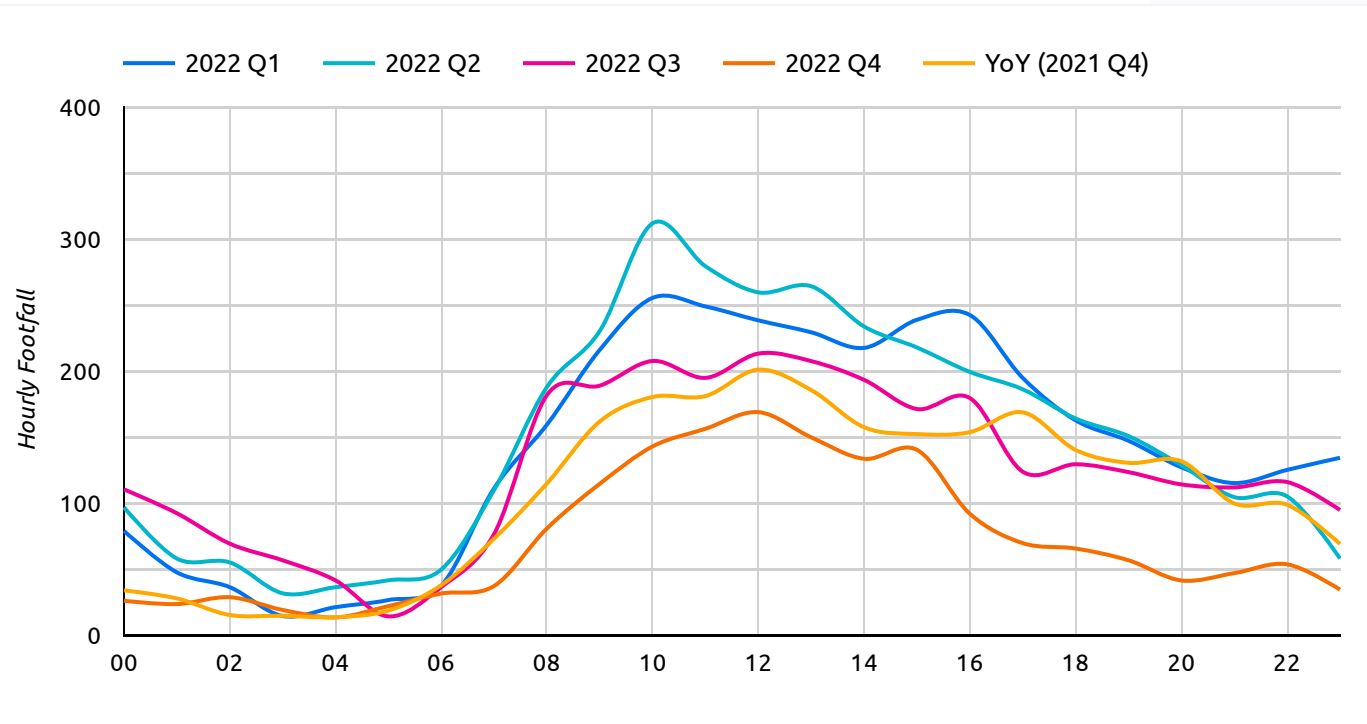
The peak hour for weekday footfall in Q4 2022 is 13:00

The hourly footfall trend on weekdays changes with time. Seasonal differences may reflect how visitors use centres across Ryedale through the year.

For Pickering in Q4 2022, the peak time for footfall was 13:00 with an average of 230 unique visitors per hour. Last year in Q4 2021, the peak times for footfall were 11:00 and 12:00. Comparing the profile between Q4 this year and last we can see that the trend has diverged by 10%, suggesting changing reasons for use.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	49	37	17	15	21	33	64	148	190	188	212	219	209	208	211	207	206	189	167	136	126	112	110	104
'22 Q2	65	48	31	20	31	38	53	152	206	262	300	306	278	263	268	226	221	205	171	147	138	109	110	83
'22 Q3	54	50	38	23	26	17	44	98	155	207	228	215	207	203	195	177	185	192	138	111	98	82	72	59
'22 Q4	23	25	19	21	19	34	39	61	210	209	190	205	214	244	229	202	193	214	83	60	55	50	43	33

Weekend Hourly Footfall | Pickering



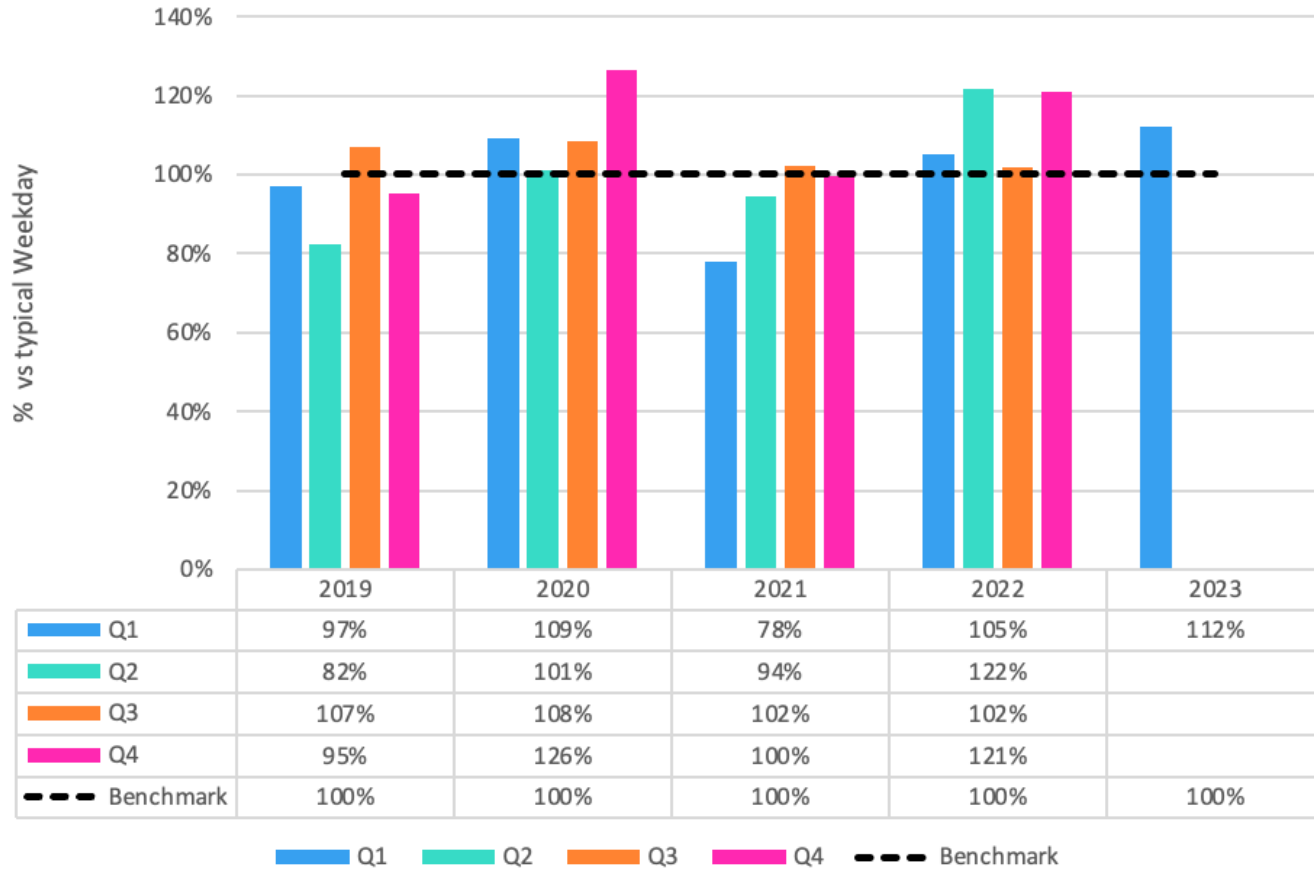
Weekend peak time is 12:00 with 154 unique visitors.

The reasons that visitors use centres on weekends vs weekdays differ. For Pickering on weekends in Q4 2022, the peak time to visit was 12:00 with an average of 154 unique visitors per hour.

This then proceeds to trend down 163% to 59 by 18:00. The weekend footfall hourly trend in Q4 is almost identical to its shape last year in 2021 with a 93% correlation - even if absolute footfall volumes may differ.

Qtr	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
'22 Q1	79	48	37	15	21	27	38	111	160	216	256	249	239	230	218	239	243	195	163	147	127	115	125	135
'22 Q2	97	58	55	32	37	42	50	110	188	231	312	280	260	264	234	218	200	186	164	151	129	105	105	58
'22 Q3	111	93	70	57	42	15	37	77	182	189	208	195	213	208	194	171	180	124	130	124	114	112	116	95
'22 Q4	26	24	29	19	14	22	32	38	81	115	143	157	169	150	134	141	92	70	66	57	42	47	54	35

Pickering Monday Market Performance



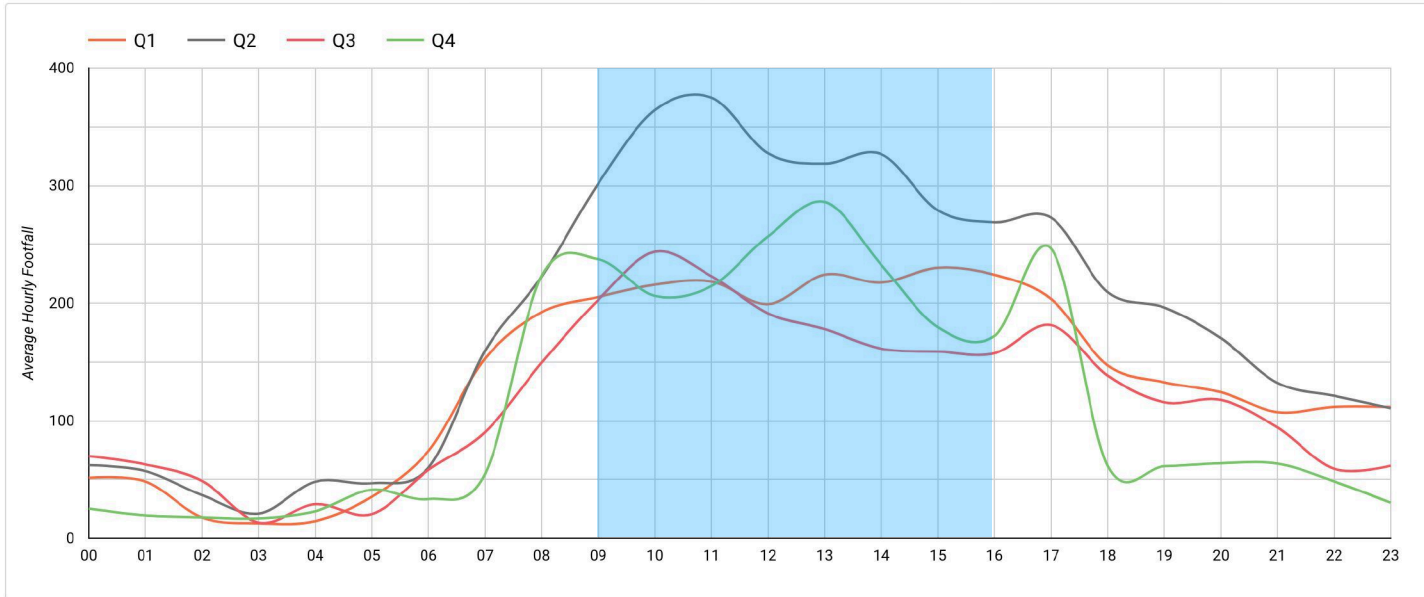
Pickering Monday market day saw a 13% increase to footfall on average in 2022

Pickering's market day runs on a weekly basis on Mondays. We've compared average footfall across other non-market weekdays across the last four years.

We can see that prior to the pandemic, Q3 saw increases to footfall on Mondays when compared to an average weekday, with all other quarters seeing lower relative footfall.

Last year we saw an overall increase to Monday footfall when compared to non-market weekdays, following lower levels in the previous year. On average across 2022, we saw a 13% increase to footfall on a Monday, with Q1 this year also looking initial very positive. We tend to see higher footfall levels on Mondays in Q3 across all previous years, with Q2 and Q4 seeing a particular increase last year.

Monday Hourly Footfall | Pickering



Peaks in hourly footfall observed during market opening hours in 2022

This graph shows the average Monday hourly footfall quarter on quarter for Pickering. Market trading hours are from 9am until 4pm (indicated by the blue shaded area).

We see increased footfall on Saturdays in comparison to an average Sunday, we see peaks in footfall during market opening hours, particularly at 1pm, as well as increased hourly footfall outside of market opening hours.

Over the last four quarters, we do see increased hourly footfall levels during market opening hours, indicating this may be a factor in concentrating the flow of footfall observed across the day as a whole, if not necessarily drawing in net new volumes of overall footfall when compared to a Sunday.

Period	Hour / Average Hourly Footfall																							
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Q4	25	19	18	17	23	41	33	55	223	237	206	214	257	286	232	179	172	246	62	61	64	63	48	30
Q3	70	63	49	13	29	21	58	90	149	203	244	223	191	178	161	159	157	181	138	116	118	94	59	62
Q2	62	57	37	21	48	47	60	160	222	302	364	375	327	319	327	279	269	273	209	196	170	132	121	111
Q1	51	48	18	13	15	35	74	153	192	205	216	218	199	224	217	230	224	203	147	133	124	107	112	112

Thanks for reading

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Click to learn more about our Customer Success programme!

e: gemma@huq.io

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