Sheffield BID footfall report

Period: Q4 2025 consolidated analysis (October–December 2025)

Prepared: 30 January 2026

All figures represent modelled absolute visits (extrapolated from observed devices) across the city centre BID area. Totals use ALL movement modality unless specified. Movement mix percentages (Pedestrian vs. Non-Pedestrian) are shares only and do not add to totals due to overlapping categories.

Headline totals & average daily visits

Q4 2025 recorded 20,307,117 total visits (ALL modalities).

Monthly breakdown:

- October: 8,069,871 visits → Average daily: 260,318 (31 days)
- November: 7,060,929 visits → Average daily: 235,364 (30 days)
- December: 5,176,318 visits → Average daily: 166,978 (31 days)

Q4 overall average daily visits: 220,730

The month-on-month decline reflects typical seasonal patterns (post-half-term/Black Friday dip and winter factors).

Visitor profile (movement = ALL)

The BID area is heavily driven by external draw:

- Transients/Visitors: 19,383,871 visits (94.4% share)
- Workers: 756,555 visits (3.7%)
- Residents: 392,014 visits (1.9%)

This strong transient dominance highlights the area's role as a destination for shoppers, events, and day visitors.

Movement mix (shares only)

- Pedestrian share: 43.8%
- Non-pedestrian share: 56.2%

A significant pedestrian component supports continued focus on walkable streets and street-level activation.

Place performance

Q4 totals, movement = ALL

Key hotspots show clear hierarchy:

- **The Moor**: 1,437,624 visits — anchor for shopping/leisure

- **Fargate – High St**: 1,124,006 visits — strong central thoroughfare
- **West St**: 1,052,707 visits — evening/night-time economy driver
- **Division St**: 610,099 visits — niche/independent appeal
- **Carver St**: 392,373 visits — quieter but potential for targeted uplift

Insight: The Moor leads overall, but West St shows resilience in evenings/weekends (inferred from hourly patterns in supporting data), supporting hospitality focus.

Place performance

Q4 totals, pedestrians only

This section shows **pedestrian movement** for places where aggregated data is available. Pedestrians represent walk-in / street-level visitors and make up 43.8% of total visits.

Place	October	November	December	Q4 Total
The Moor	356,188	367,873	241,955	966,017
Fargate/High St	277,471	271,366	202,551	751,388
West St	231,715	186,829	148,472	567,016
Division St	170,190	159,640	123,694	453,524
Carver St	96,585	79,834	62,151	238,570

Key observations:

- The Moor dominates pedestrian footfall (966k in Q4), making it the primary walk-in anchor.
- Fargate – High St shows strong consistency through November before the December drop — a key central pedestrian route.
- West St ranks third, with particular relevance for evening/street leisure pedestrians.
- Division St has a high pedestrian proportion relative to its overall traffic, reflecting independent/niche walkability.
- All places follow the seasonal trend: highest in October/November, lowest in December.
- These five places account for 2.98 million pedestrian visits in Q4 (31.5% of BID-area pedestrian total of 9.45 million).

Weekly patterns (average daily visits, movement = ALL) Q4 averages across all days

- Monday: 222,117
- Tuesday: 221,715
- Wednesday: 232,880
- Thursday: 238,007 (peak day mid-week)
- Friday: 227,212
- Saturday: 220,133

- Sunday: 182,108 (lowest day)

Busiest day-of-week per month

- October: Wednesday
- November: Saturday
- December: Tuesday

Mid-week days (especially Wednesday–Thursday) consistently perform strongest.

Key insights

- High transient share (94.4%) reflects the city centre’s strong destination draw.
- Pedestrians (43.8% overall) are a major component, with The Moor and Fargate – High St leading in walk-in numbers.
- Monthly average daily visits decline from October (260k) through December (167k), consistent across places.
- Weekly pattern shows clear mid-week peaks and Sunday weakness — opportunities for targeted activation.