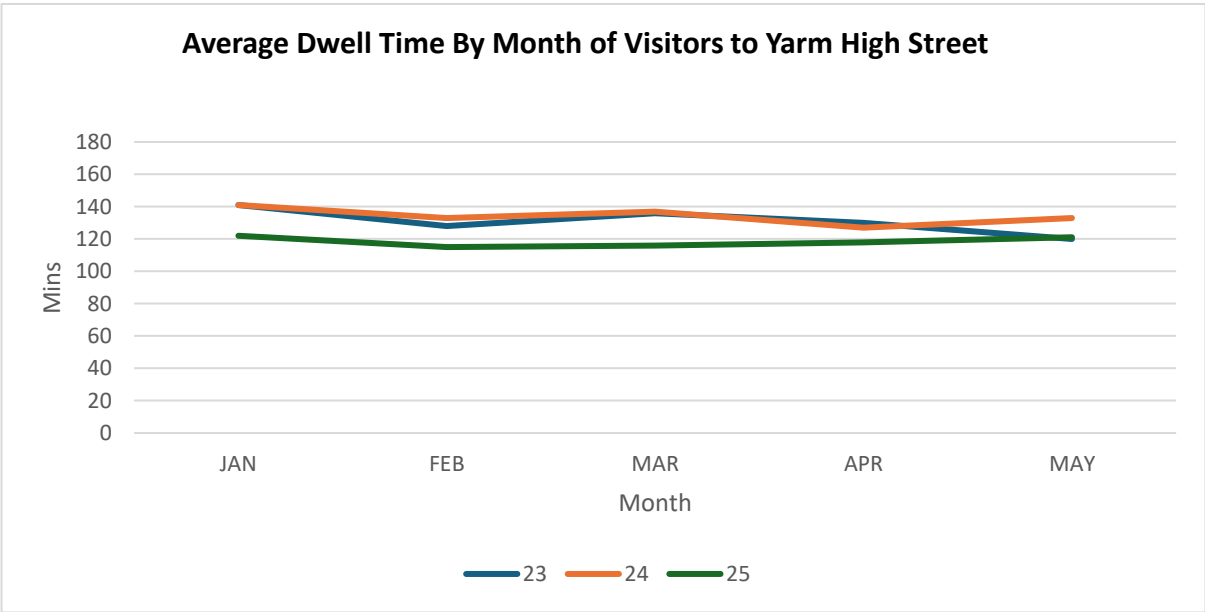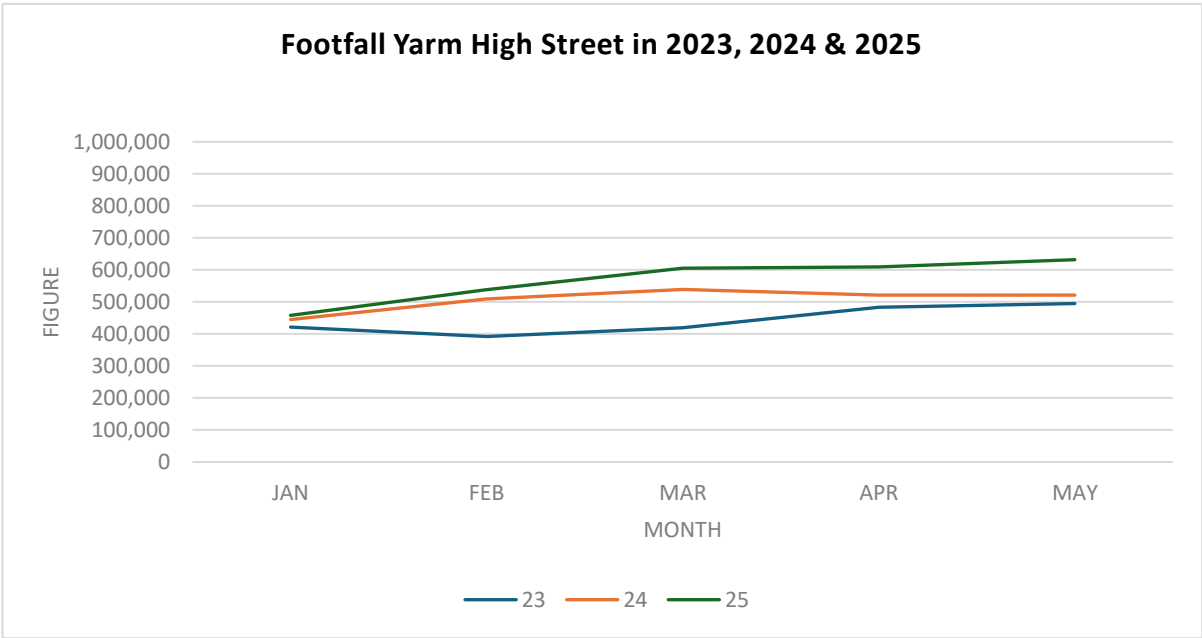### Footfall and Dwell Time Data from Visitor Insights

Visitor Insights collect GPS coordinate data, gathered by application publishers on hand-held devices. Predominately phones, though can be Fitbits and Smart Watches.
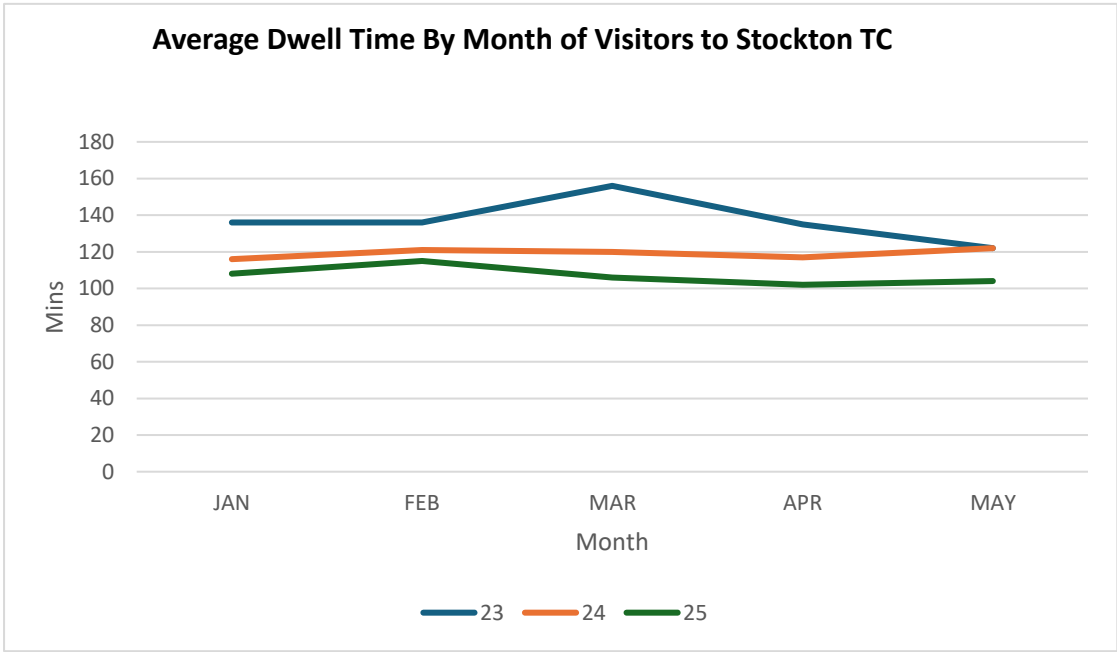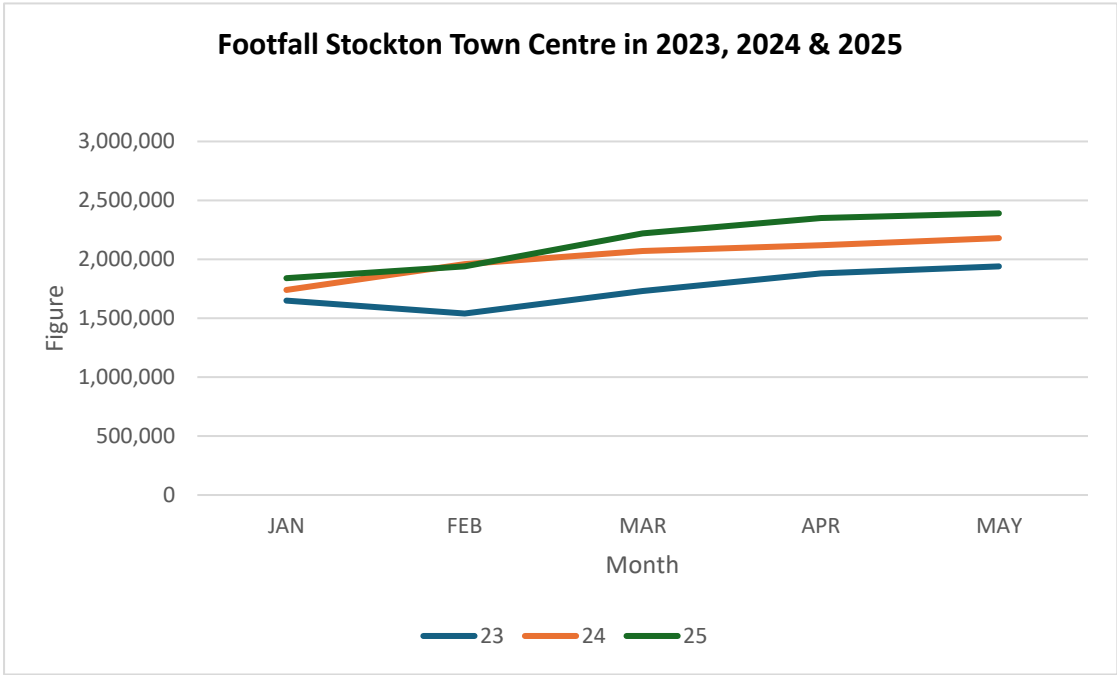
The GPS location data is sourced from over 100 data application publishers found on these devices. Sample size has a wide range of audiences, that is representative of the UK population, which reduces bias.

Each location is mapped through a bespoke digital geofence on the platform, allowing footfall and visitor behaviour insights based on the geolocation.

When a 'visitor' enters a geofence boundary and 'dwells' for 5 minutes or more they will be registered as a visitor. The timeframe prevents those who enter a location then immediately leave.
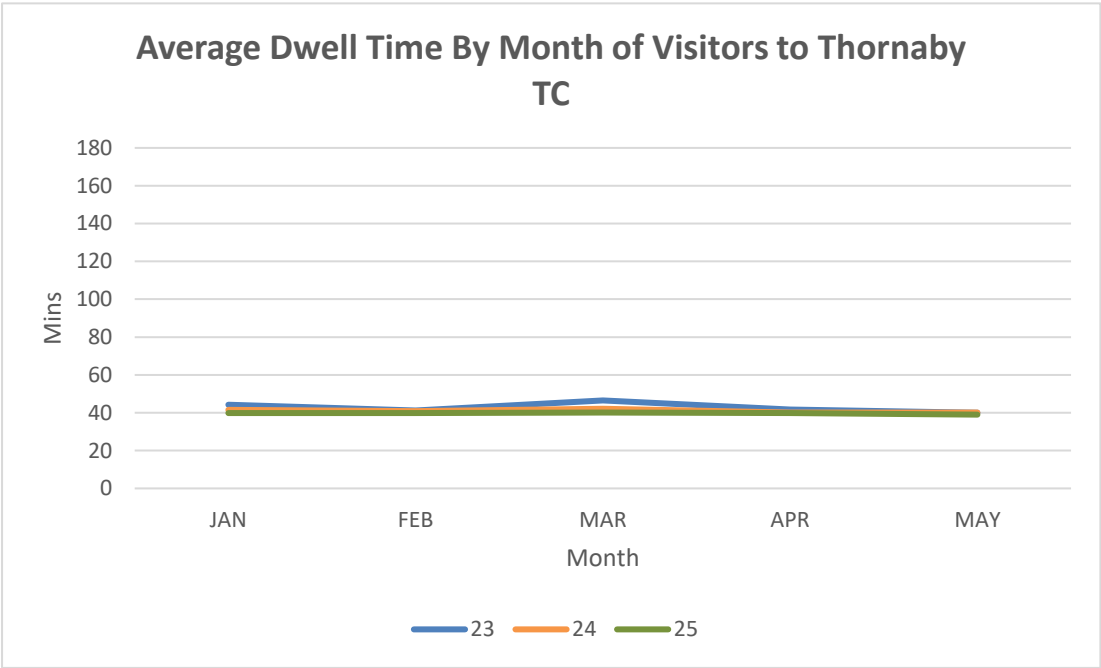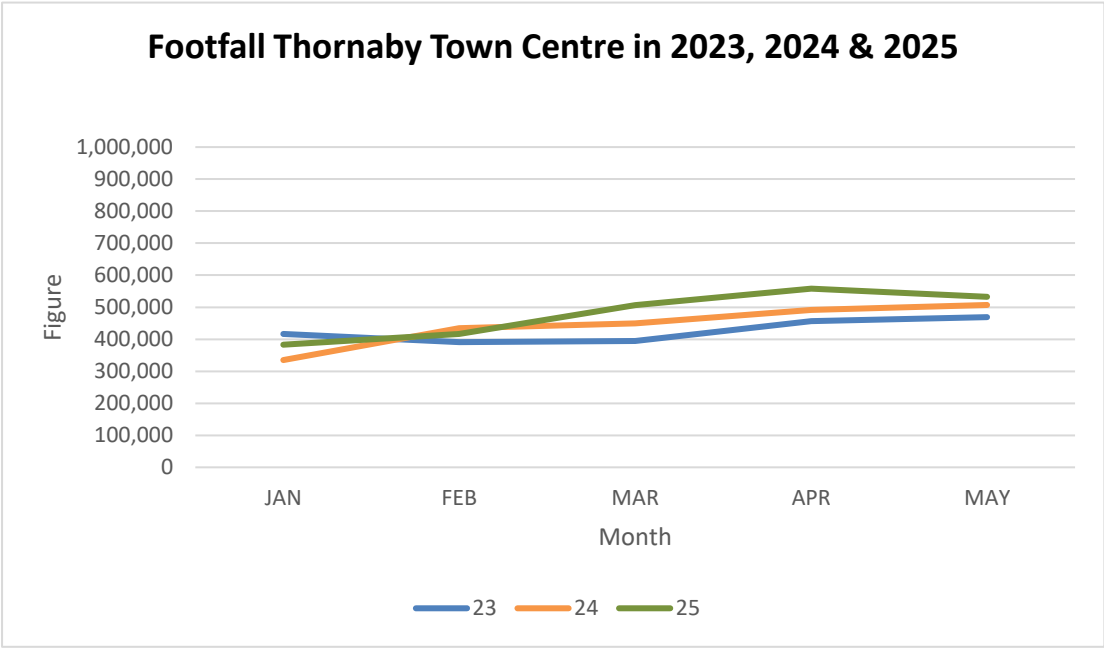
Yarm
Stockton

Footfall Yarm High Street in 2023, 2024 & 2025

Average Dwell Time By Month of Visitors to Yarm High Street

Footfall Stockton Town Centre in 2023, 2024 & 2025
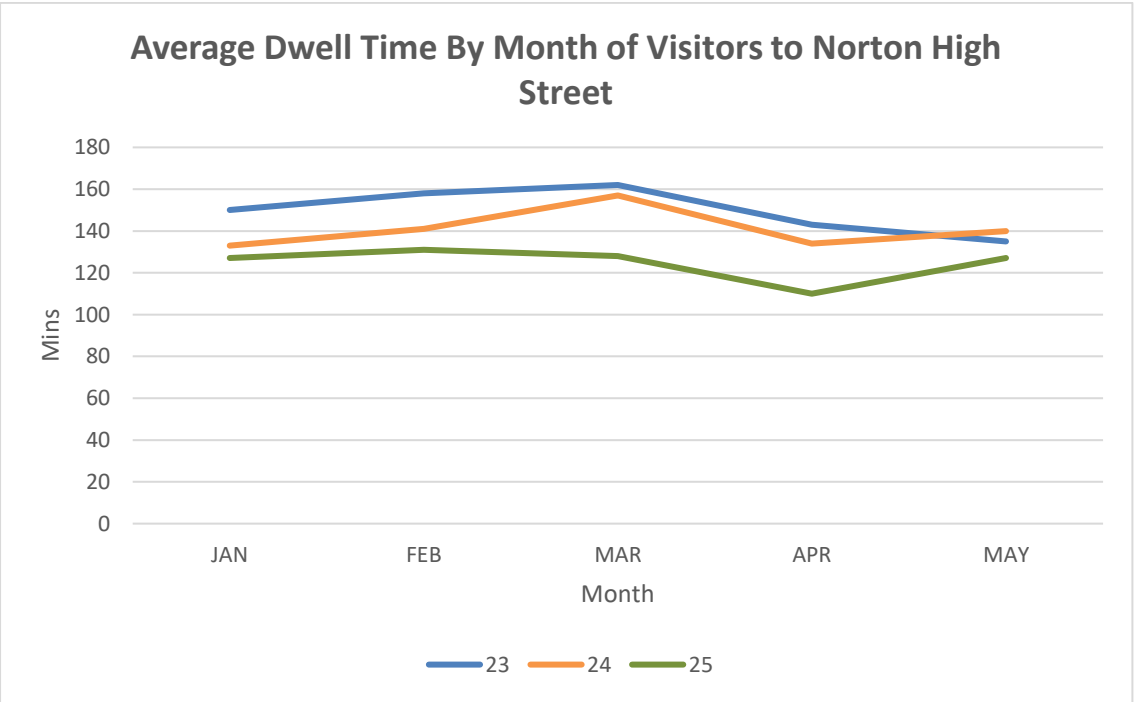

Average Dwell Time By Month of Visitors to Stockton TC

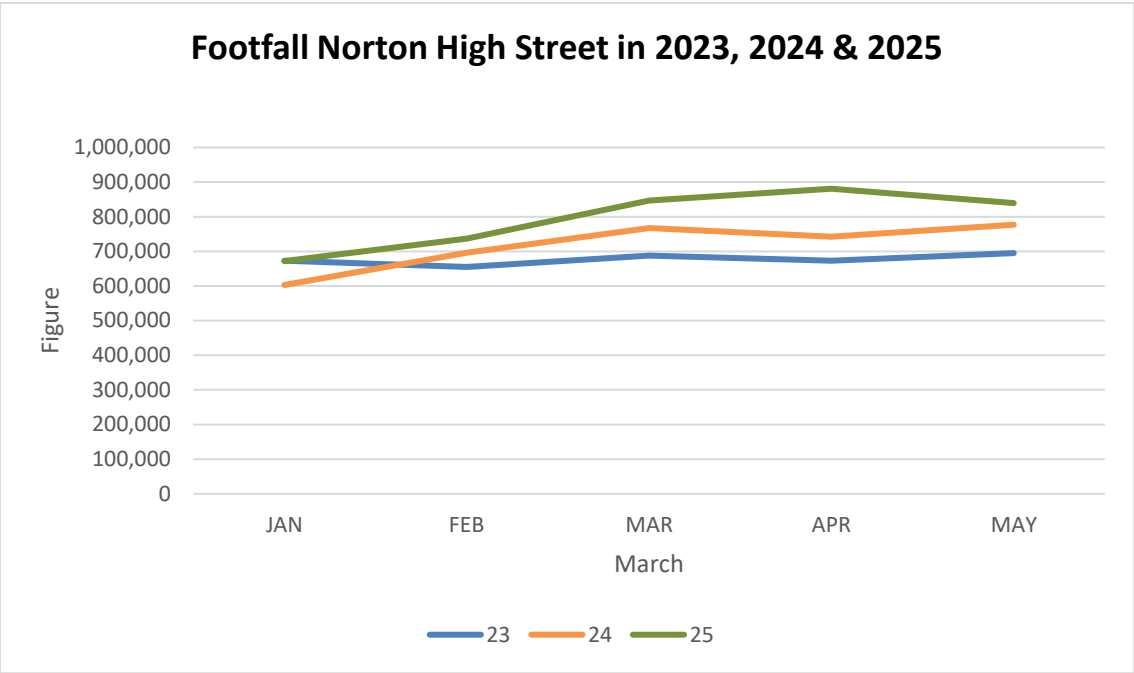Although not part of the report, some data from other towns, where car parking charges have not changed or applicable.

Thornaby

Footfall Thornaby Town Centre in 2023, 2024 & 2025

Average Dwell Time By Month of Visitors to Thornaby TC

Norton

Footfall Norton High Street in 2023, 2024 & 2025

Average Dwell Time By Month of Visitors to Norton High Street

Billingham

Footfall Billingham Town Centre in 2023, 2024 & 2025

Average Dwell Time By Month of Visitors to Billingham TC