



“*Footfall monitoring is the most important insight we use to manage places*”

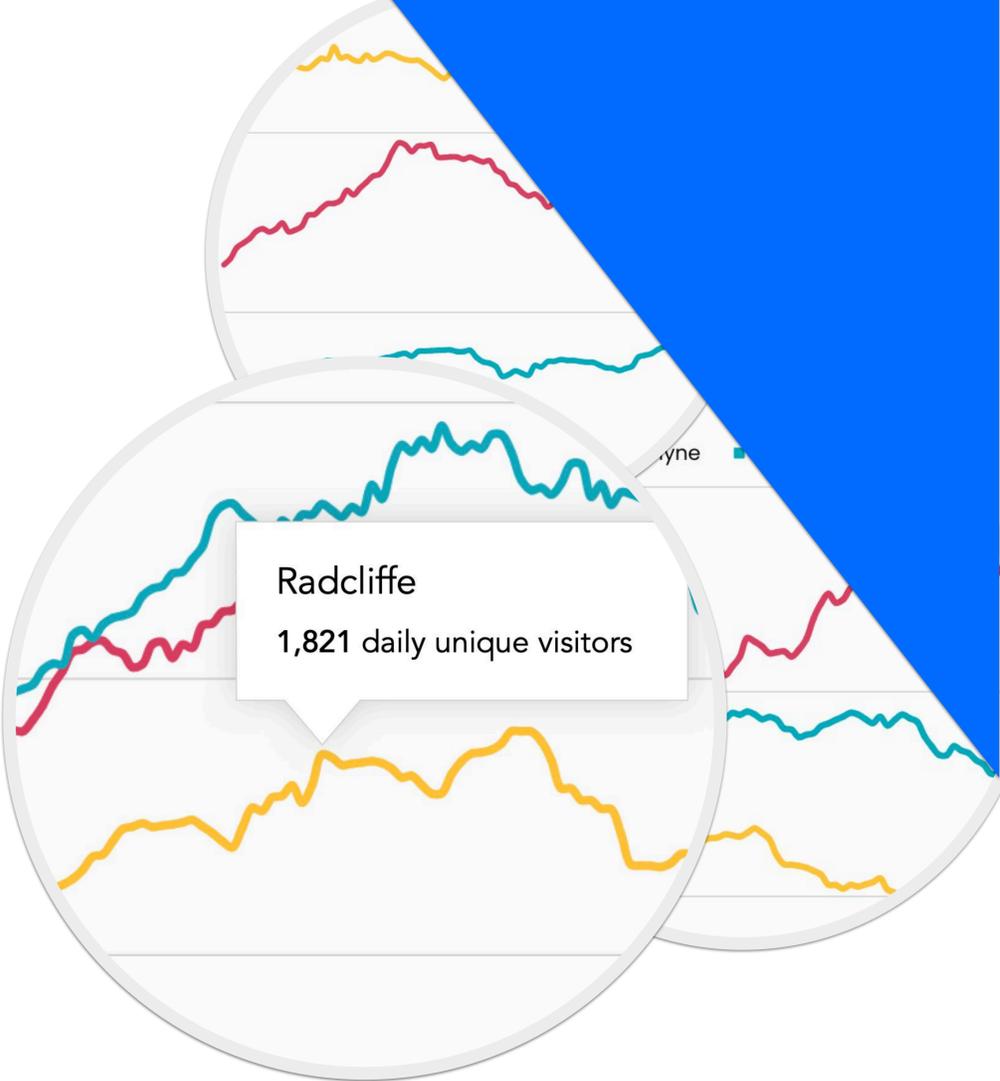
- Town Centre Manager
County Council

FOOTFALL MONITORING

How busy is this area?

Find how many unique visitors are present in different places.

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.



⚡ Monitor the impact of changes

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.

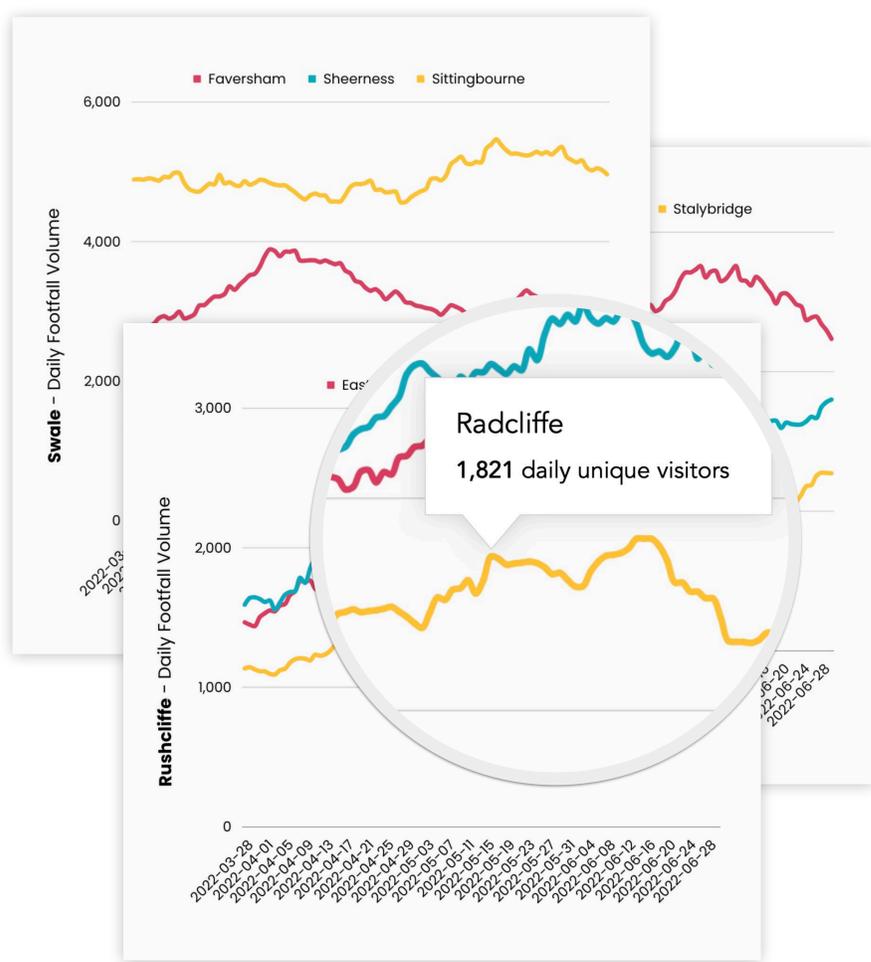


Fig 1: Footfall monitoring insights

FOOTFALL MONITOR

Features

- ✓ Daily footfall report updates
- ✓ View trend and daily results
- ✓ Get actual and indexed values
- ✓ Year-on-year comparisons
- ✓ Any place, any size, anywhere
- ✓ Up to 4+ years' data history
- ✓ Benchmarking data available
- ✓ Full nationwide coverage
- ✓ Compare with multiple places



High frequency

Monitor performance across the places and centres you manage in near real-time



4+ yrs history

Get up to 4yrs of history by default for every location you monitor



Full coverage

Place monitoring is available for any location in the UK and beyond



Discover our place insights platform

BROWSE MODULES

- ✓ Footfall
- ✓ Hourly Footfall
- ✓ Dwell
- ✓ Density
- ✓ Catchment
- ✓ Granular Catchment
- ✓ Satisfaction
- ✓ Inverse Catchment
- ✓ Commuter
- ✓ Visit Frequency



“ *My team uses Huq insights to set targets and monitor change* ”

Lesley Crisp
Economic Development Officer
Hertsmere Council

→ Get accurate place monitoring for decision makers in **Local Government, Retail & Real-estate**

[Book a demo](#)



Verified data quality

50+



Trusted by 50+ councils!