



The following information is supplied by the client (and we are therefore unable to verify the accuracy of its contents - although provided in good faith).

Leah's Yard Footfall data – Retailer Enquiry

Updated Jan 26

Leah's Yard reopened to the public in August 2024 with footfall data starting to be captured from October 2024, so the earlier footfall data needs to be read in context. The first few months of trading ran through the initial launch phase and into the 2024 Christmas period, when footfall tends to be naturally elevated due to curiosity, seasonal shopping and one-off visits associated with a new destination.

For that reason, 2025 represents the first full and 'normalised' year of trading, where patterns settle and the data becomes something retailers can realistically base staffing, opening hours and sales expectations on.

Across the **2025 calendar year**, Leah's Yard recorded **243,436 visitors**, based on entry counts only, and importantly only via the carriageway entry. We don't currently monitor the backfields/foodhall entry/exits

Looking at the wider picture, from opening in **October 2024 through to January 2026**, total recorded footfall stands at **341,873 visitors**. This captures the initial launch period, a full year of steady trading in 2025, and the most recent winter data.

Christmas trading is a useful indicator of how the destination is maturing. In the run-up to Christmas 2024 (1–24 December), footfall totalled approximately **30,300 visitors**. The equivalent period in 2025 recorded around **27,000 visitors**. While slightly lower in headline terms, the 2025 pattern was more even week to week, with fewer extreme peaks and troughs. Retailer feedback reflects this, with Christmas 2025 generally described as more predictable and easier to plan for in terms of staffing and stock.

January figures show a similar picture of stability rather than volatility. From **1–25 January 2025**, footfall was **12,939**, compared with **10,832** over the same period in **January 2026**.

While January 2026 was softer overall, the shape of the month remains consistent year on year, reinforcing that Leah's Yard now operates on an established baseline rather than relying on novelty-driven spikes.

The key point for prospective tenants is that Leah's Yard now has a credible, reliable body of live trading data. **The** destination has moved beyond its launch phase into repeat, habitual use, with clear seasonal and weekly patterns that can be sensibly factored into business planning, without any reliance on projections or optimism.