



ADUR & WORTHING  
COUNCILS

Q4 2025

Key insights for Worthing Town Centre

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# Key insights

## Q4 2025

**Strong Year-on-Year Growth**  
*Q4 2025 average daily footfall increased by ~9% vs Q4 2024.*

**Festive Momentum Built Monthly**  
*Footfall rose steadily from October to a December peak.*

**Longer Festive Stays**  
*Dwell time increased significantly vs Q3 and last year.*

**Saturday Leads the Week**  
*Weekend activity remains the town centre's strongest driver.*

**Predominantly Local Catchment**  
*Majority of visitors travel under 3km to the centre.*

**Midday is Prime Trading Time**  
*Over 40% of daily visits occur between 12:00–18:00.*



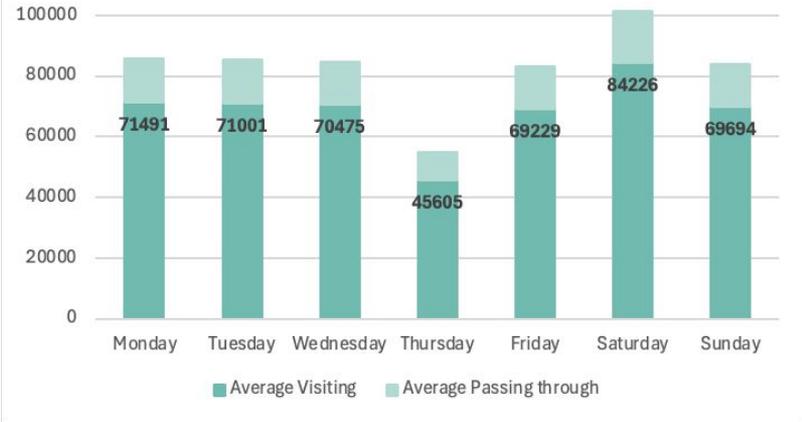
# Unique Daily Visitors

## Q4 2025 overview

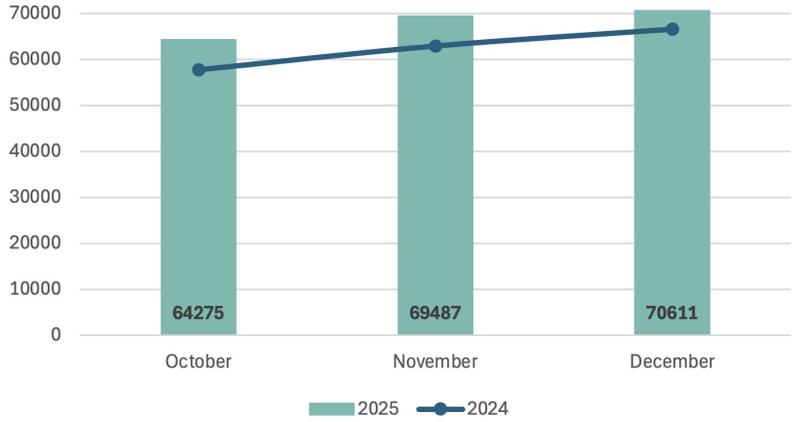
Q4 2025 delivered a solid performance for Worthing Town Centre, with encouraging growth trends and a particularly strong festive season.

- Clear **month-on-month growth** throughout Q4 indicates positive consumer confidence and strong seasonal engagement.
- Weekend dominance remains a core strength, while midweek activation could provide incremental growth opportunities.

Average daily visitors by day of the week



Average daily visitors per month



Total Footfall

12,012,591

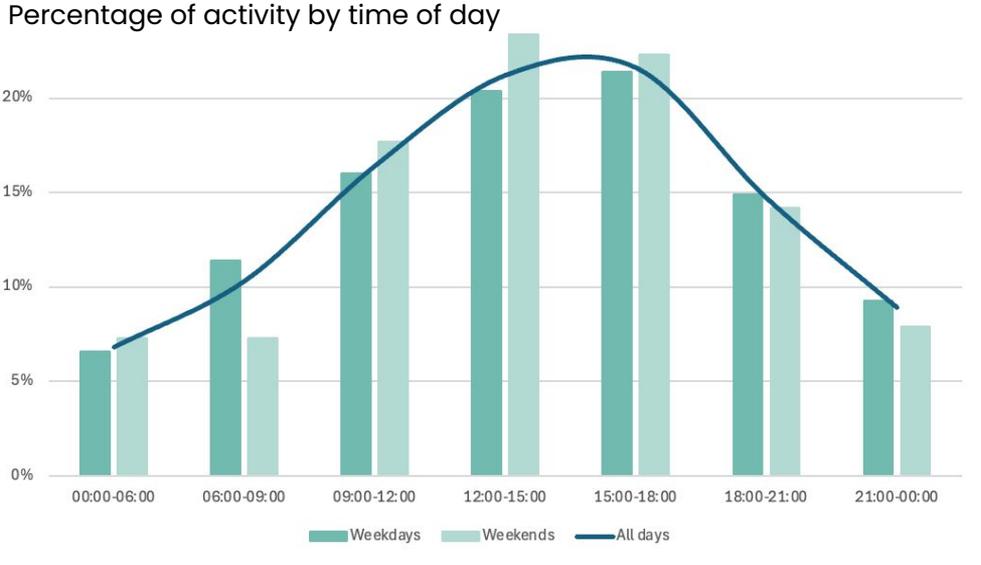
Peak week w/c 15/12/2025

75,322 average daily visitors

# Time of day

## Q4 2025 overview

- Q4 2025 footfall demonstrates a classic daytime retail curve, with activity building through the morning, peaking mid-afternoon, and tapering in the evening. The dominance of the 12:00–18:00 window highlights the importance of lunchtime and mid-afternoon trade.

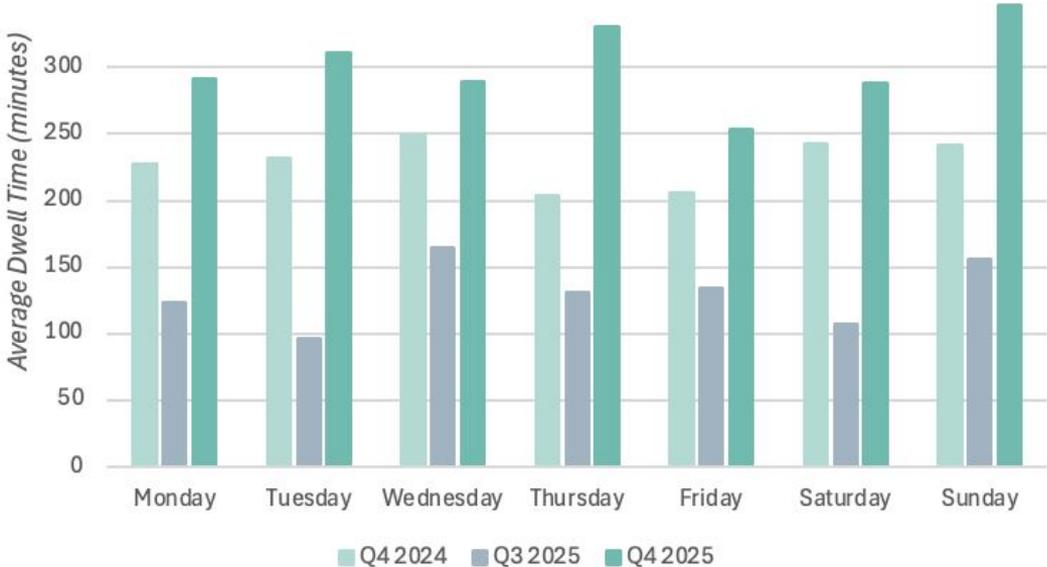


# Dwell time

## Q4 2025 comparison

- Q4 2025 recorded a significant increase in average dwell time compared with both Q3 2025 and Q4 2024. Visitors spent considerably longer in the town centre across every day of the week, with the strongest uplift seen at weekends and towards the end of the week.

Overall, the quarter attracted strong footfall and drove deeper engagement, with longer stays reflecting increased retail, leisure and seasonal activity.



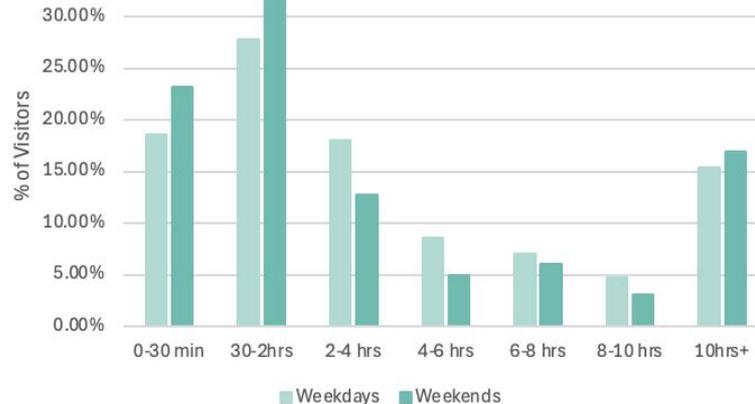
# Dwell time

## Q4 2025 comparison

- In Q4 2025, both weekdays and weekends were characterised by longer stays, with the majority of visits lasting **30 minutes to 2 hours** - particularly at weekends, where this category accounts for the largest share of activity.
- Weekends show a higher proportion of both shorter visits (0–30 minutes) and extended stays (10+ hours), indicating a mix of quick trips and full-day leisure activity / worker and resident activity. Weekdays, meanwhile, have a slightly stronger share in the **2–4 hour** and mid-length duration bands, reflecting more structured shopping or errand-related visits.

Overall, weekends demonstrate a marginally more leisure-led pattern, while weekdays show steadier, purpose-driven dwell behaviour.

Weekday Vs Weekend dwell time



Washington

huq

Steyning

A24

Findon

Nepcote

FINDON VALLEY

991 Rd

A27

DURRINGTON

Sompting

North L

Lanci

Preston

Ferring

# Granular catchment

## Q4 2025 overview

- Q4 visitation was predominantly driven by local and hyper-local residents, with a significant proportion of visitors travelling less than 3km to reach the town centre. This highlights Worthing Town Centre's strong reliance on its immediate residential base, while still benefiting from consistent visitation across the wider Worthing and West Sussex catchment.

Rank	Postcode	Percentage (%)	Distance (km)
1	BN14 7	10.98	1.86
2	BN11 2	10.76	2.30
3	BN11 1	9.71	0.26
4	BN11 4	7.85	1.32
5	BN13 3	5.46	9.05
6	BN11 3	4.43	0.24
7	BN13 2	4.15	4.29
8	BN13 1	4.01	3.40
9	BN12 4	3.74	4.82
10	BN14 0	3.53	6.96

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