

# Bristol Leads UK Footfall Growth

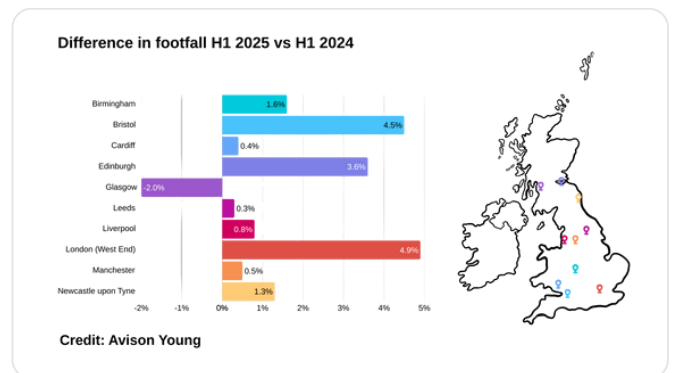


Fetch Analytics' Terrain platform, featured in Avison Young's latest urban footfall report, tracked movement patterns across 10 major UK cities — including Birmingham, Cardiff, Edinburgh, Glasgow, Leeds, Liverpool, London's West End, Manchester and Newcastle. Among them, Bristol stood out as one of the strongest performers, recording a 4.5% rise in city-centre footfall between January and August 2025 — significantly outperforming the UK city average of 1.9%.

## GOALS

The aim was to give cities, property owners and stakeholders real-time intelligence that helps them interpret shifting behaviours across busy urban centres — a clearer picture of how people move through and engage with city spaces, supporting more informed decision-making. A further goal was to ensure investment, strategy and placemaking could be grounded in evidence rather than assumptions, equipping stakeholders to shape retail environments, guide regeneration and strengthen the long-term vitality of city centres.

DIFFERENCE IN FOOTFALL · H1 2025 VS H1 2024 · CREDIT: AVISON YOUNG



**4.5%**

Bristol city-centre footfall growth, Jan–Aug 2025

**1.9%**

UK city average over the same period

**2.4x**

Bristol's growth versus the UK city average

**10**

major UK cities tracked in the report

### Clear indicators of confidence

A city centre that is increasingly vibrant, multifunctional and resilient — workers returning, shopper activity strengthening and visitor numbers climbing. For investors, retailers and occupiers, the data signals where recovery is taking hold and where opportunities may emerge.

### Insight that drives strategy

The Terrain data highlights the growing importance of experience, connectivity and place-making. By understanding who visits, when and why, cities and stakeholders can plan with greater accuracy — supporting retail clusters, improving access and targeting investment more effectively.

### A blueprint for place-led growth

Bristol's trajectory shows footfall intelligence is more than a performance metric. It becomes the foundation for long-term urban strategy — informing regeneration, guiding occupier mixes and helping leaders create centres that are active, inclusive and economically resilient.