

# Reading BID — Night-Time Activity & Visits



Reading town centre has a vibrant night-time economy, with bars, restaurants, night-clubs, casinos and more attracting a mix of students, regular local visitors and those travelling from further afield. The Reading BID team plays a key role in organising the town's night-time attractions and liaises with local businesses, police, street pastors and other stakeholders.

## GOALS

The Reading BID team required visitor data to understand night-time visit patterns in and around the town centre — where visitors were coming from and how far they were travelling to reach Reading. They also wanted to inform stakeholders of the health and activity of the night-time economy, and advise public bodies such as police, paramedics and street pastors of potential visit numbers, so resources can be organised accordingly.

### Challenges

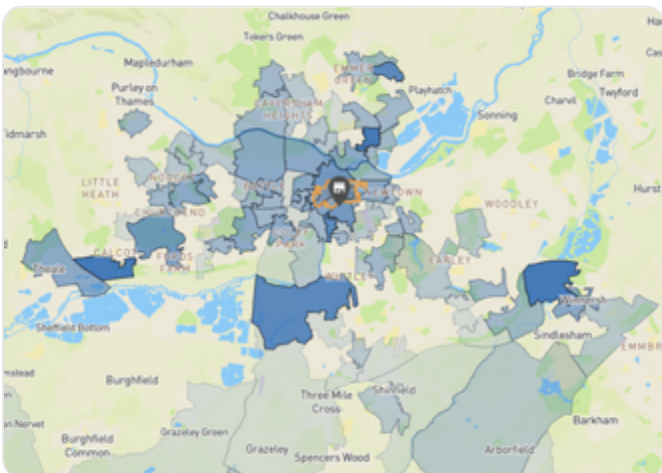
- No data to demonstrate the vitality of the town's night-time economy
- Needed visitor data to inform local businesses, police and street pastors

### Benefits

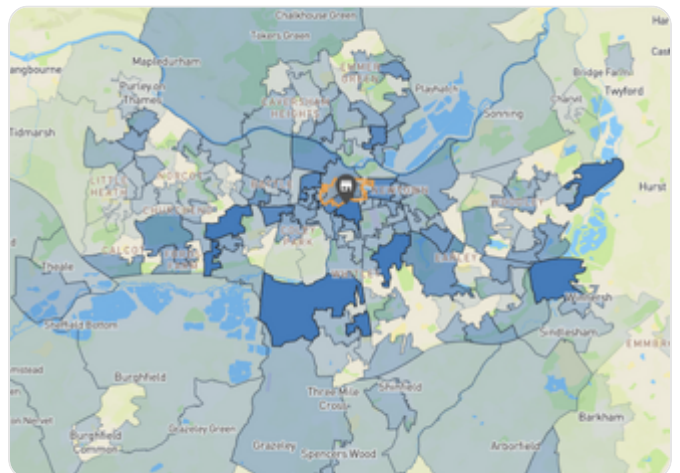
- Showed Reading has a healthy night-time economy throughout the week
- Proved that visitors travel from far and wide for an evening in the town centre
- Gave local services a sense of potential visitor numbers to help manage the town centre

As shown in the catchment maps, visitors to Reading for evening and night-time activity originate from far and wide across the region.

JAN-MAR 2025 · EVENING VISITORS (6PM-11:59PM)



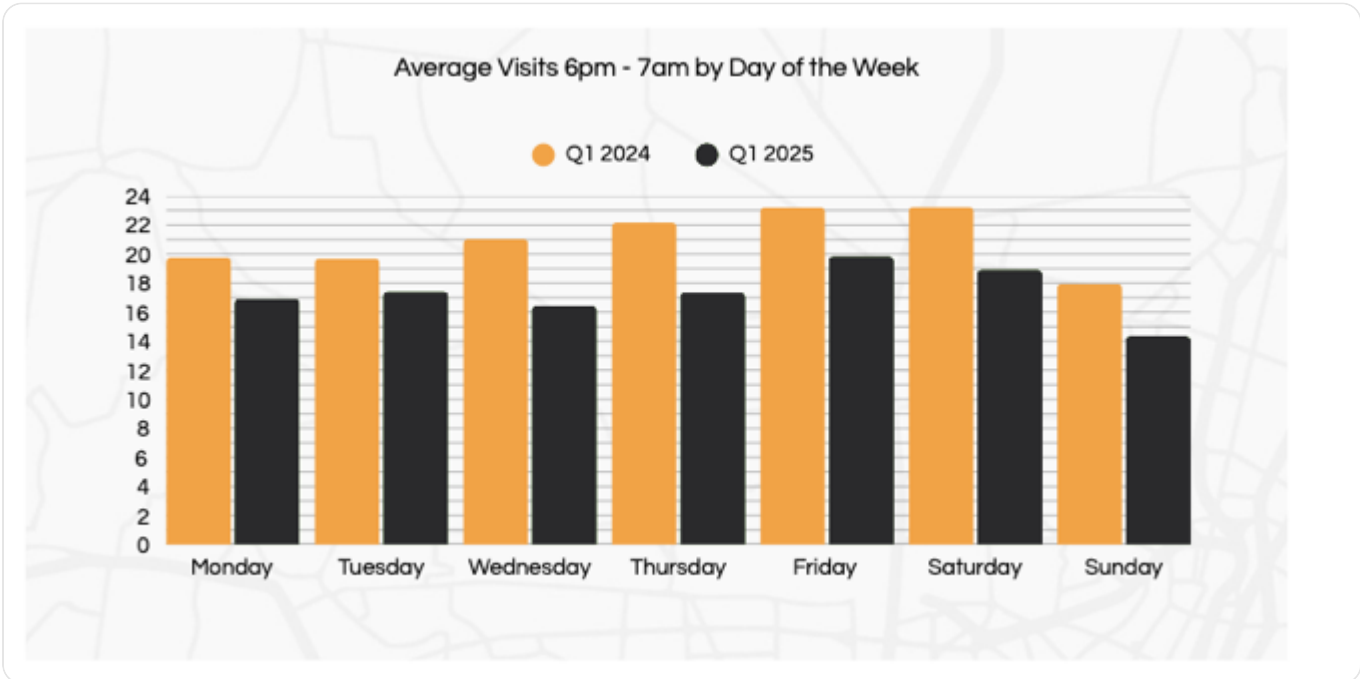
JAN-MAR 2025 · NIGHT-TIME VISITORS (12AM-6:59AM)



# Reading BID — Night-Time Activity & Visits

The report produced by Fetch Analytics provided data for Q1 2025 and compared it against the same period a year prior, Q1 2024 — demonstrating that Reading has a strong and healthy night-time economy. Visualising visits between 6pm and 7am the following morning, it showed an overall trend of night-time visitation, with an overall drop in Q1 2025 versus Q1 2024. As expected, Friday and Saturday nights remained the busiest, and the catchment maps illustrated how far visitors travel into Reading for a night out.

AVERAGE VISITS 6PM-7AM BY DAY OF WEEK · Q1 2024 VS Q1 2025



The Fetch Analytics data produced for our night-time economy is useful for our venues as well as our stakeholders. Reading's night-time economy is vibrant and has a wide range of offerings. Visitors come from far and wide, and understanding where they come from and the numbers involved is important to ensure appropriate management and resourcing. It also helps our Police colleagues, Street Pastors and paramedic services in resourcing and understanding where the need would be across the week. Having access to this kind of information also informs our annual Purple Flag accreditation — something we have proudly held for four years.

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