University of Suffolk

BABERGH PARKING STUDY 2025

A report on the impact of parking charges in Hadleigh, Lavenham and Sudbury

December 2025

Authors:

David James

Liz Cobbold

Muhammed Mahmoud

Rasem Qudiah

Contents

Figures

Tables

About this report

Babergh District Council requested an independent analysis of the impact of parking charges on footfall, dwell time and spend in the towns of Hadleigh, Lavenham and Sudbury along with the key factors that influence footfall and dwell time from a review of existing studies. Modest car parking charges and increases to existing charges were introduced in January 2025 in off street council run town centre car parks all three towns, alongside improvements to the short and long-stay car parks. The review of these charges aligns with the cabinet approved 2022-2042 long term parking strategy by Babergh District Council.

Executive summary

Statistical analysis of footfall, dwell time and spend between 2024 and 2025

- Overall, we did not detect significant differences between footwall, dwell time and spend between 2024 and 2025 in Hadleigh, Lavenham and Sudbury with the changes to car parking charges that were made.
- There were significant differences showing a reduction in car park use in Hadleigh and Sudbury with the changes to charges, but some of this is related to the availability and nature of data from 2024. We must be careful about interpreting the 2024 data on car park use due to the way the car parks were being used. Many people were obtaining consecutive free three-hour tickets thus overestimating the total number of cars previously parked.
- There was a statistically significant difference showing a reduction in spending in Lavenham, probably due to hospitality closures and an average nine-minute reduction in dwell time in Sudbury . Footfall and spend was not significantly different in Sudbury.

Key factors in existing studies that shape footfall, dwell time and spend

- There are relatively few studies exploring the relationship between parking charges, footfall, dwell time and spend in the UK.
- There is no robust evidence to support parking cost as being a decisive factor in high street footfall or dwell time. Instead, hotels, pedestrianisation, overall diversity and quality of the high street offer are important.
- There is some evidence that free parking can be detrimental to footfall in terms of reducing availability of spaces and being mainly used by commuters, thus crowding out shorter visits to towns.
- There is a degree of price inelasticity to parking charges. and studies have shown that increasing charges does not directly impact on behaviour.
- Qualitative or claimed behaviour from consumers indicates charges are important, however, this is not reflected in quantitative studies of actual behavioural data such as this one.

Research objectives

The research objectives were to:

1) Examine the statistical relationship between the introduction of parking charges and footfall and dwell time in Sudbury, Hadleigh and Lavenham.

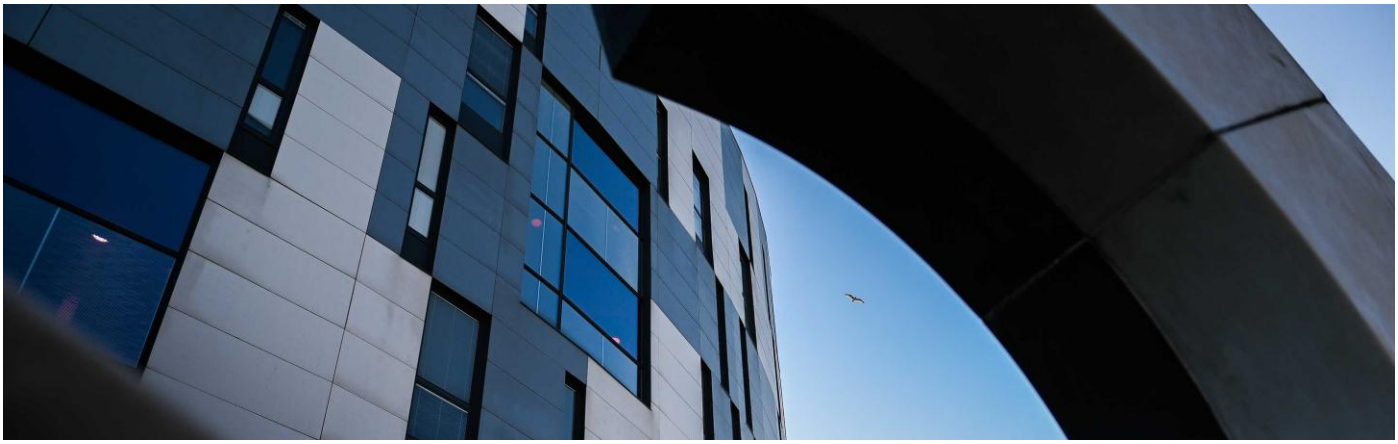
a) Review footfall and dwell time data in at least the first six months of 2024 and 2025 and look to explore statistical relationships between the available data
b) Analyse parking charge information and parking data
c) Examine the statistical relationship between parking charges and footfall and dwell time using appropriate tests if they meet the statistical assumption requirements for their valid use

2) Provide a review of the key factors that shape footfall and dwell time based on existing studies.

a) Identify existing studies that examine factors that shape footfall and dwell time in small and medium sized market towns over the last 15 years
b) Review the identified high quality studies relating to parking, footfall, dwell time and the changing high street in towns across England in the last 15 years.
c) Analyse the relevant key factors that shape footfall and dwell time and the overall prosperity of the high street from these studies

Data

The main data sources used in this report are for footfall and dwell time, spend and car park use. The footfall and dwell time data has come from Terrain Analytics and covers January to September 2024 and January to September 2025. The spend data for the Sudbury, Hadleigh and Lavenham town centre postcodes are from Lloyds Banking Group and include credit and debit transactions for the same months of 2024 and 2025. Further to this, we have data on car park use and EV charging from Babergh Council and data on parking charge notices (PCNs) supplied through West Suffolk and Ipswich Borough Council, who collect this data and operate parking services in Babergh.



Introduction and context

As 88% of households have at least one car in the Babergh District Council area (ONS, 2023), car parking will be a key concern to all who use cars to enter the main towns of Sudbury, Hadleigh and Lavenham. Management, control and changes to the organisation of parking are therefore vital local social and economic issues and this is shown in the long term 2022-2042 parking plan for Babergh that was approved by Cabinet on 3rd October 2022. Fundamentally parking is a land use question and there are a range of ways that parking can be shaped given the range of decisions about planning, land and car use that have already been made. Another way to think about car parking is as a problem of dormant vehicles that most of the time are not being used. This is particularly the case in smaller market towns with very high car ownership levels. The choice to primarily use cars to get to towns has already been made and given lower population densities and without substantial infrastructure investment it is difficult to see this changing in the lifetime of the current 2022-2042 parking policy. This report is specifically related to the changes to parking charges introduced in January 2025 in the short-stay and long-stay car parks in Hadleigh, Lavenham and Sudbury. It is not exploring on street parking or the parking available at supermarkets and other retailers in the three towns.

There are always other factors which impact on the footfall, dwell time and spend in a town. These are macro-economic factors such as consumer sentiment, inflation and to a lesser extent seasonal variations in weather. There will also be a possible impact related to the difference in the Easter weekend in 2024 and 2025.

The context to the study is the change in parking charges in January 2025. Please see a summary below of parking charges.

Table 1 Parking charges structure 2024 and 2025

	2024		2025	
Town	**SHORT STAY**	**LONG STAY**	**SHORT STAY**	**LONG STAY**
Hadleigh	Up to 3 hours FREE (ticket required)	Over 3 hours = £3.00	Up to 1 hour = £1.00 Up to 2 hours = £1.50 Up to 3 hours = £2.00 Up to 4 hours = £2.50	Up to 2 hours = £1.00 Up to 3 hours = £1.50 Up to 4 hours = £2.00 All day = £2.50
Sudbury	Up to 3 hours FREE (ticket required)	Over 3 hours = £3.00	Up to 1 hour = £1.00 Up to 2 hours = £1.50 Up to 3 hours = £2.00 Up to 4 hours = £2.50	Up to 2 hours = £1.00 Up to 3 hours = £1.50 Up to 4 hours = £2.00 All day = £2.50
Lavenham	FREE (no ticket required)	FREE (no ticket required)	n/a – both car parks have been designated as 'Long Stay'	Up to 2 hours = £1.00 Up to 3 hours = £1.50 Up to 4 hours = £2.00 All day = £2.50

Note. Parking charges introduced in January 2025.

Parking charges, footfall, dwell time and spend in Hadleigh, Lavenham and Sudbury

Method

We compared data on footfall, dwell time and spend for the periods January to September 2024 and January to September 2025. The data for each month were compared using statistical tests to see if there was a statistically significant difference between footfall, dwell time and spend for the two periods of time. The data were assumption checked using a Shapiro-Wilk[1] and a Levene's[2] test to ensure a paired directional t-test[3] was suitable. We analysed the data for each town separately and use a paired t-test to check for these differences. For the analysis we used the Stata and R data packages independently to triangulate results within the team.

The availability of data for the first nine months of 2024 and 2025 with a condition change through the increase in parking charges means this is what is termed a natural experiment or a quasi-experiment. This allows for the data to show if there are statistically significant differences because of the introduction of parking charges.

For the statistical tests we assumed the following hypotheses

> *H1: The introduction of parking charges (explanatory variable, independent variable) will reduce the footfall, dwell time, spending and car park use (response variables or dependent variables) in the town centres.*
>
> *H0: The introduction of parking charges (explanatory variable, independent variable) will not change the footfall, dwell time, spending and car park use (response variables or dependent variables) in the town centre.*

Results from statistical tests

In table 2 we can see that along most dimensions we did not see significant differences between footwall and dwell time and spend between 2024 and 2025. There are, however, some significant differences in car park use in Hadleigh and Sudbury as might be expected. We must be careful about interpreting the 2024 data on car park use due to the way the car parks were being used. Many people were obtaining consecutive free three-hour tickets thus overestimating the total number of cars parked. Please note that the Great Eastern Road Car Park in Sudbury was short stay in 2024 but was changed to long stay in 2025.

There was also a statistically significant difference in spending in Lavenham and dwell time in Sudbury. The reduction in spending in Lavenham seems to be related to hospitality closures related to February and March 2024 and 2025, where there were larger differences in spend. In Sudbury, the reduction in dwell time by an average of nine minutes year on year (6.2%) is possibly related to the car park pricing structure which may initially drive shorter visits to the

[1] The Shapiro–Wilk test checks if data is distributed symmetrically around the average to help confirm if using statistical methods like the t-test that assume a certain amount of symmetry or normality is appropriate.
[2] Levene's test checks if the variation in each group of data is roughly the same.
[3] A paired directional t-test compares the average scores of two related measurements (such as before and after) to check if the second is higher (or lower) than the first in a specific direction. In this case, each month is paired, and there are nine pairs (January to September) being compared. Results are statistically significant at the 95% level if the chance of seeing this difference when there is no real difference is less than 5%

town. However, footfall and spend did not show statistically significant differences in Sudbury, indicating that car parking is not the only factor at play here.

An overall Hotelling's[4] t^2 multivariate analysis was also conducted to test the combined effect on footfall, dwell time, and spend in each town. The outcome was that there was insufficient evidence of overall profile change and was not significant even though some variables within each town did show significant year on year difference. These significant differences are noted above and in table 2.

[4] Hotelling's T^2 is like an extension of the t-test used above but for comparing two groups across several related measurements at the same time. Instead of testing one variable, it looks at a set of variables together to see if the overall pattern differs between the groups.

Table 2 Impact of parking charges on footfall, dwell time and spend in Hadleigh, Lavenham and Sudbury

Town	Variable	n	M (2024)	M (2025)	ΔM	% Change	SD_Diff	t	df	p	CI_Lower	CI_Upper	d	Significant
Hadleigh	footfall	9	303,118.67	303,737.33	-618.67	-0.20	38,677.48	-0.048	8	0.5185	-30,348.81	29,111.48	-0.016	No
Hadleigh	dwell_time	9	190.92	184.16	6.76	3.54	14.48	1.401	8	0.0994	-4.37	17.89	0.467	Marginal†
Hadleigh	spend	9	346,948.24	361,898.87	-14,950.63	-4.31	15,224.74	-2.946	8	0.9907	-26,653.40	-3,247.86	-0.982	No
Hadleigh	**car_park_use**	**9**	**22,529.22**	**13,601.89**	**8,927.33**	**39.63**	**3,228.78**	**8.295**	**8**	**0.0000**	**6,445.47**	**11,409.20**	**2.765**	**Yes***
Lavenham	footfall	9	144,123.89	140,899.00	3,224.89	2.24	16,383.86	0.590	8	0.2856	-9,368.86	15,818.64	0.197	No
Lavenham	dwell_time	9	185.33	180.87	4.46	2.41	8.32	1.608	8	0.0732	-1.93	10.85	0.536	Marginal†
Lavenham	**spend**	**9**	**182,561.15**	**166,481.59**	**16,079.56**	**8.81**	**15,894.43**	**3.035**	**8**	**0.0081**	**3,862.02**	**28,297.10**	**1.012**	**Yes***
Sudbury	footfall	9	944,202.67	933,009.11	11,193.56	1.19	83,918.07	0.400	8	0.3498	-53,311.58	75,698.69	0.133	No
Sudbury	**dwell_time**	**9**	**139.89**	**131.18**	**8.71**	**6.23**	**8.01**	**3.262**	**8**	**0.0057**	**2.55**	**14.87**	**1.087**	**Yes***
Sudbury	spend	9	1,565,669.76	1,579,812.12	-14,142.36	-0.90	57,820.19	-0.734	8	0.7580	-58,586.90	30,302.18	-0.245	No
Sudbury	**car_park_use**	**9**	**73,234.56**	**51,992.11**	**21,242.44**	**29.01**	**5,337.41**	**11.940**	**8**	**0.0000**	**17,139.75**	**25,345.14**	**3.980**	**Yes***

Note. M = mean; ΔM = mean difference (2024 - 2025); d = Cohen's d (effect size). Paired samples t-tests (one-tailed). Significant results ($p < .05$) are bolded.

Trends in Hadleigh

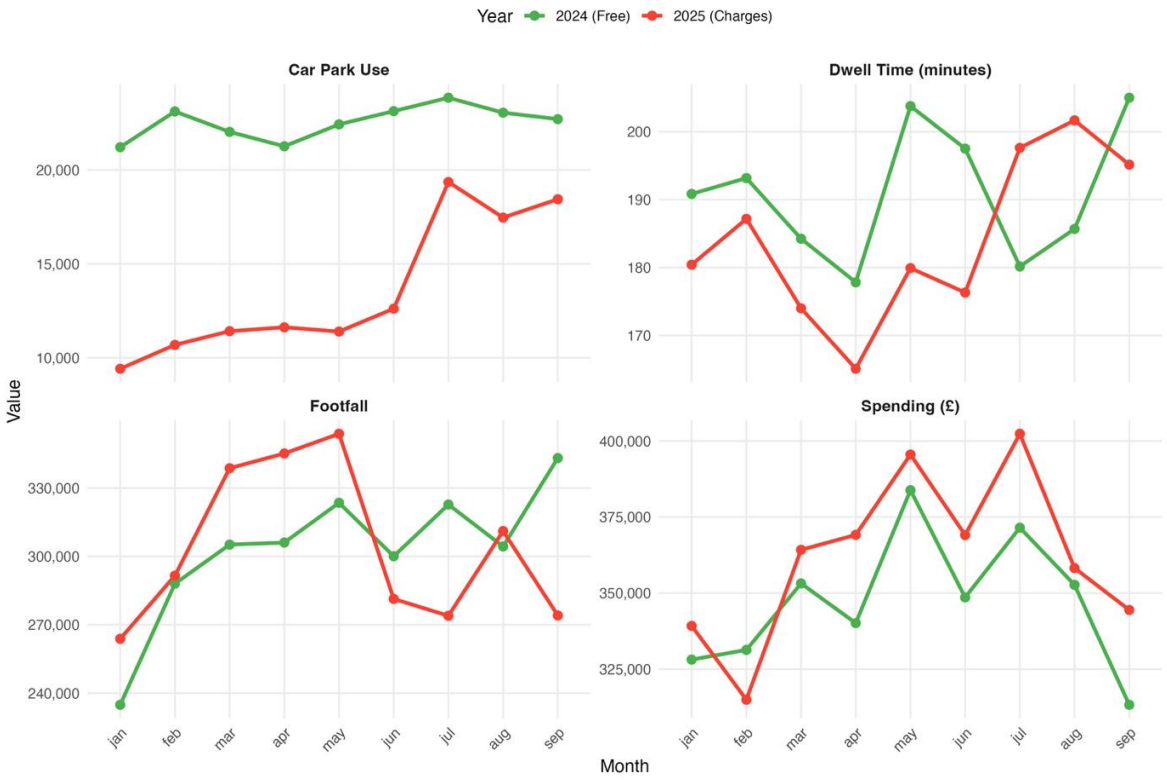


Figure 1 Hadleigh monthly trends for car park use, footfall, dwell time and spend 2024 and 2025

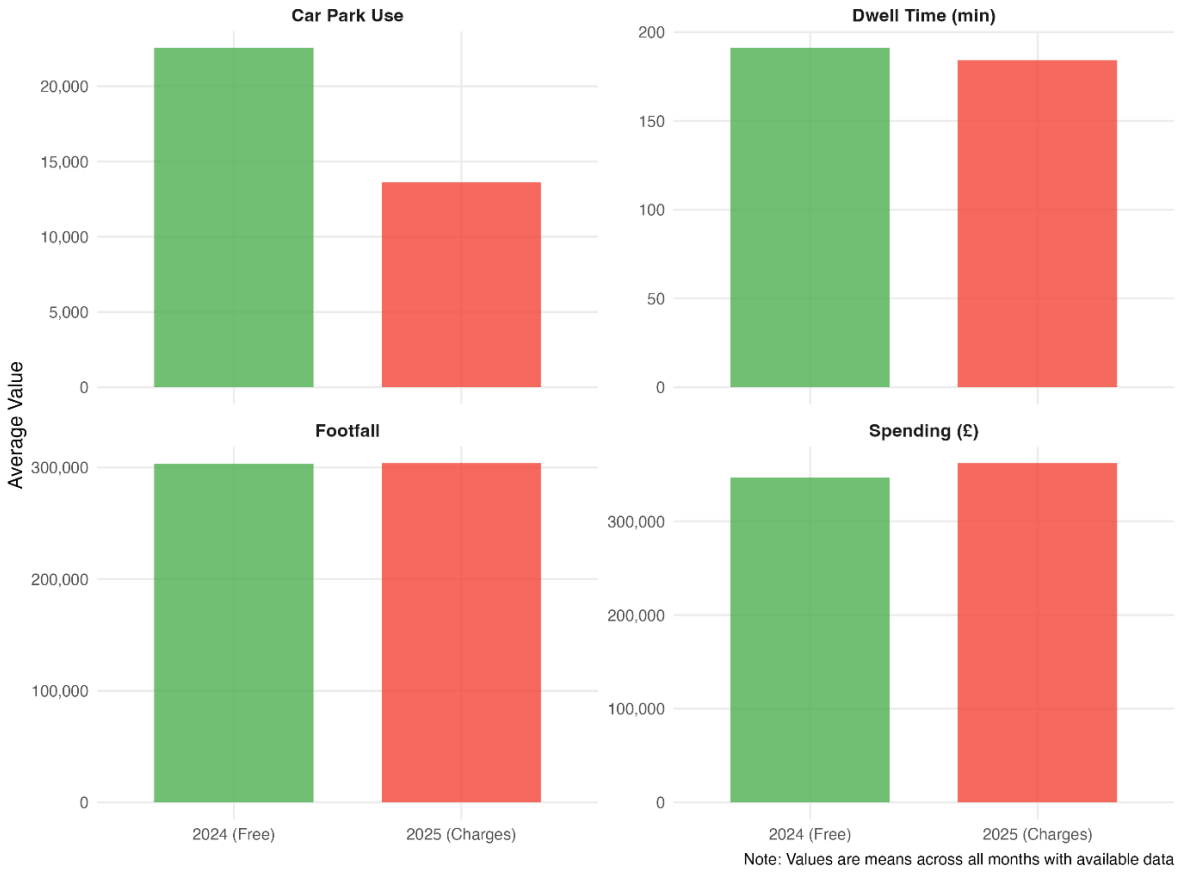


Figure 2 Hadleigh average monthly values for car park use, footfall, dwell time and spend

In figures 1 and 2, we can see the monthly and average (mean) trends for the four measures used. Three of the four measures show stability between 2024 and 2025. There is a slight increase in overall spend in Hadleigh and a slight decrease in dwell time. Car park use is statistically significantly lower in Hadleigh, and this was revealed in the statistical analysis. However, it must be noted that around 24% of the car parking comprises free stays registered at Hadleigh Leisure Centre in 2025. There was no data for this car park in 2024. The Magdalen Road Car Park in Hadleigh used to be split into two; short-stay at the front and long-stay at the back. In 2025 the whole car park changed to long stay. Between 2024 and 2025 there seems to have been a 35% drop in the use of this car park.

Trends in Lavenham

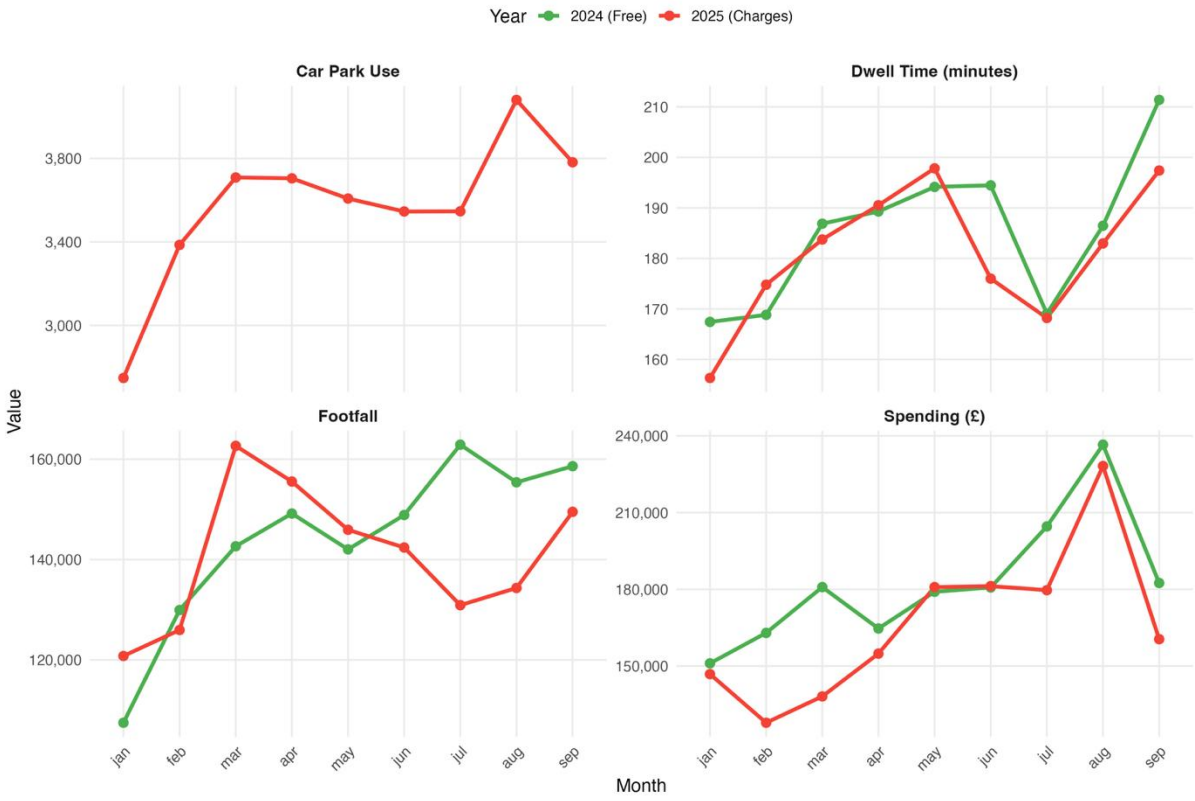


Figure 3 Lavenham monthly trends for car park use, footfall, dwell time and spend 2024 and 2025

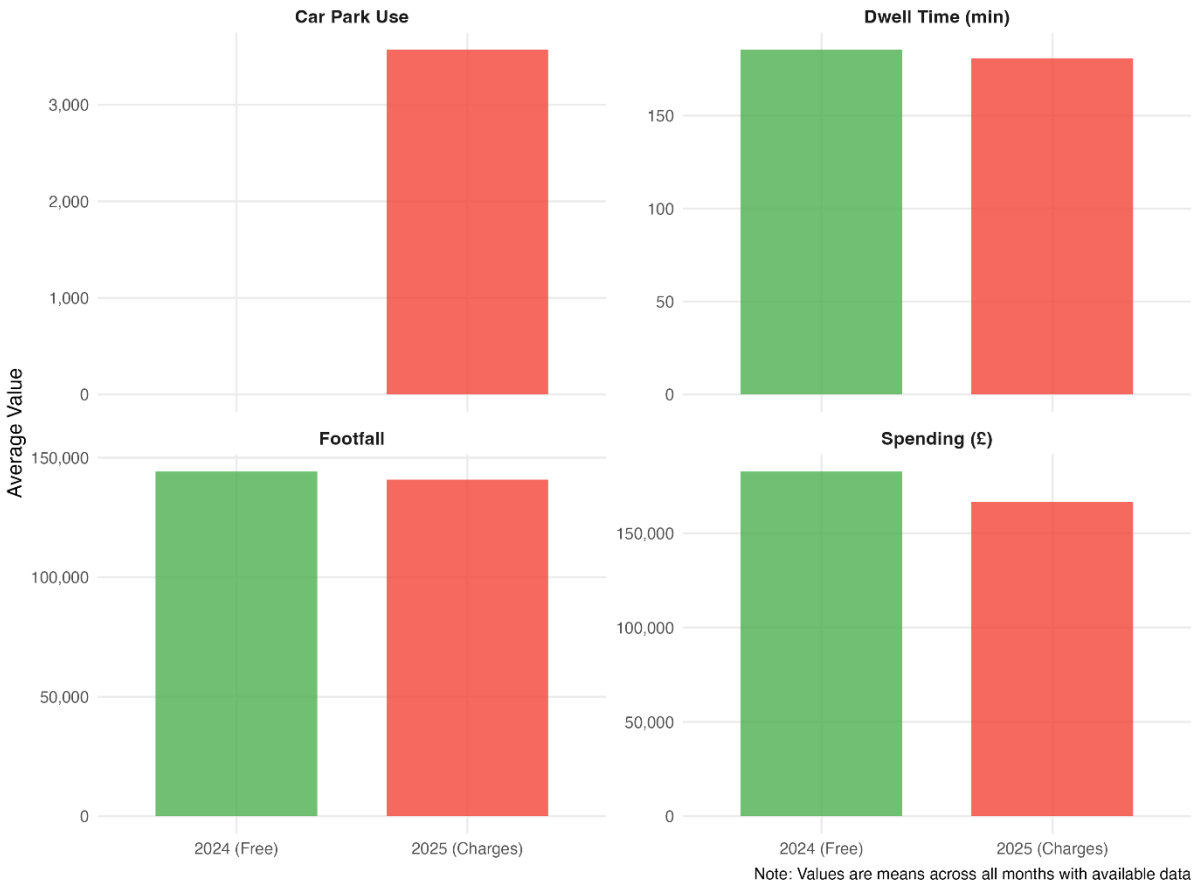


Figure 4 Lavenham average monthly values for car park use, footfall, dwell time and spend

Lavenham has consistent year on year footfall and dwell time but there was a statistically significant drop in spending in 2025. Spending was particularly higher in February and March 2024 compared to 2025. We think this is hotel and restaurant closure related. Overall, for the rest of the comparable months between 2024 and 2025 there are considerable similarities in spend. There is no car parking data available for 2024 as parking was free.

Trends in Sudbury

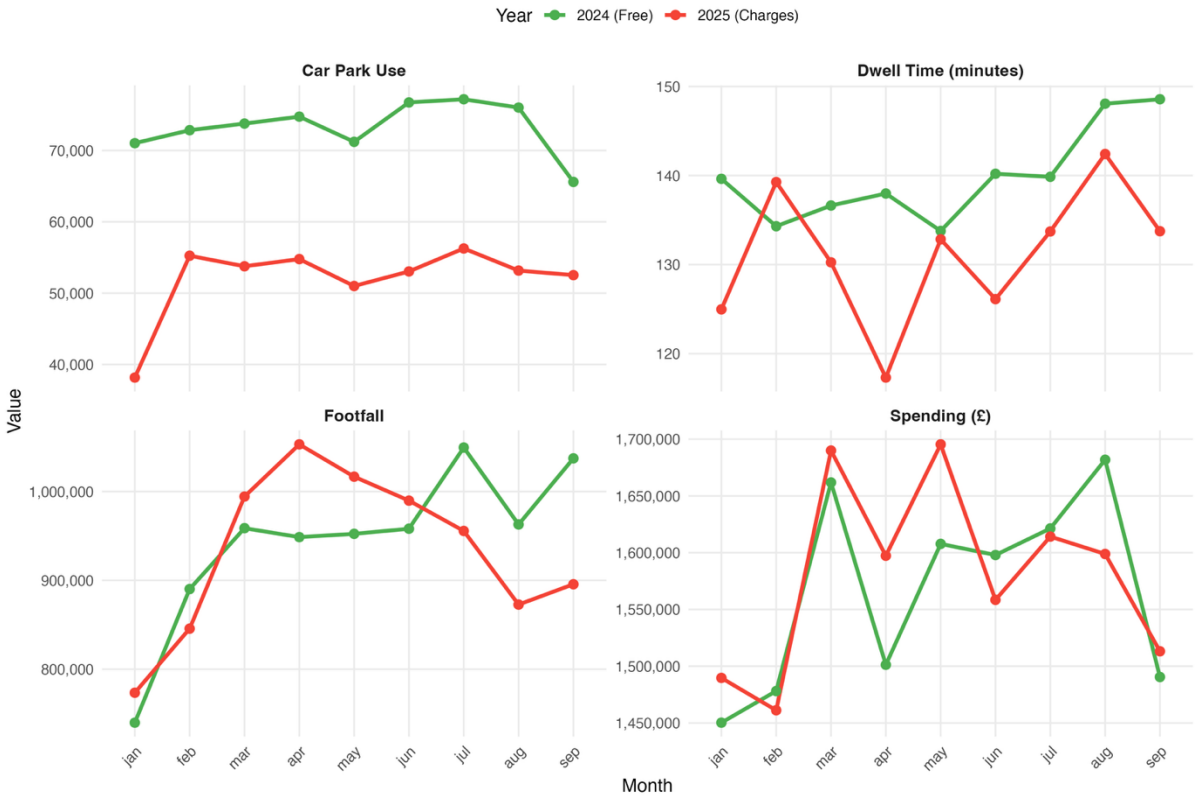


Figure 5 Sudbury monthly trends for car park use, footfall, dwell time and spend

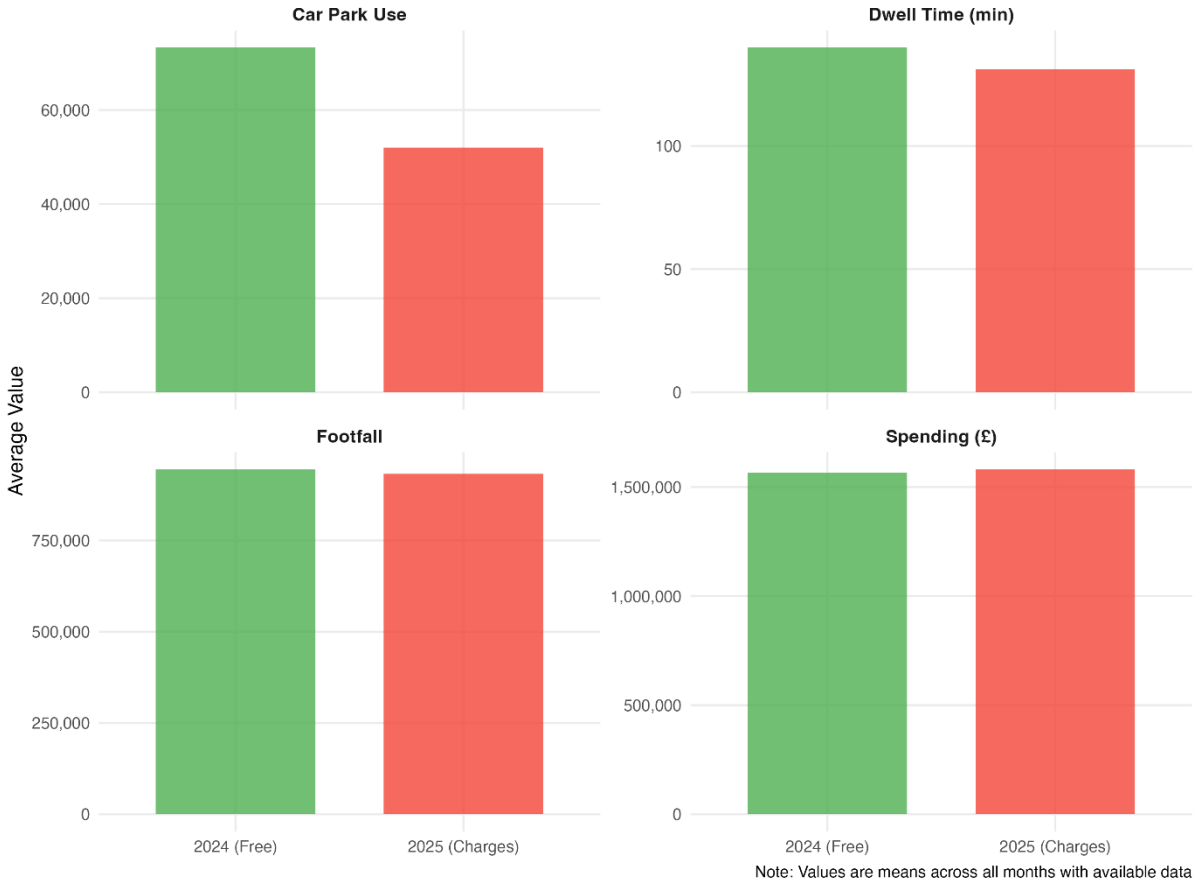


Figure 6 Sudbury average monthly values for car park use, footfall, dwell time and spend 2024 and 2025

In Sudbury footfall and spend were stable but dwell time did reduce between 2024 and 2025. Looking at the data overall dwell time did reduce by nine minutes year on year, and this was as noted before statistically significant. The dwell time in April 2025 also seems to have had an important dip and it is unclear if there was something particular about this month. It is also worth noting that Lavenham and Hadleigh have much higher dwell times than Sudbury. Dwell time was over 50 minutes longer on average in Hadleigh and Lavenham. Sudbury averages 131 minutes compared to 181 and 184 minutes for Lavenham and Hadleigh, respectively.

Dwell time and footfall trends

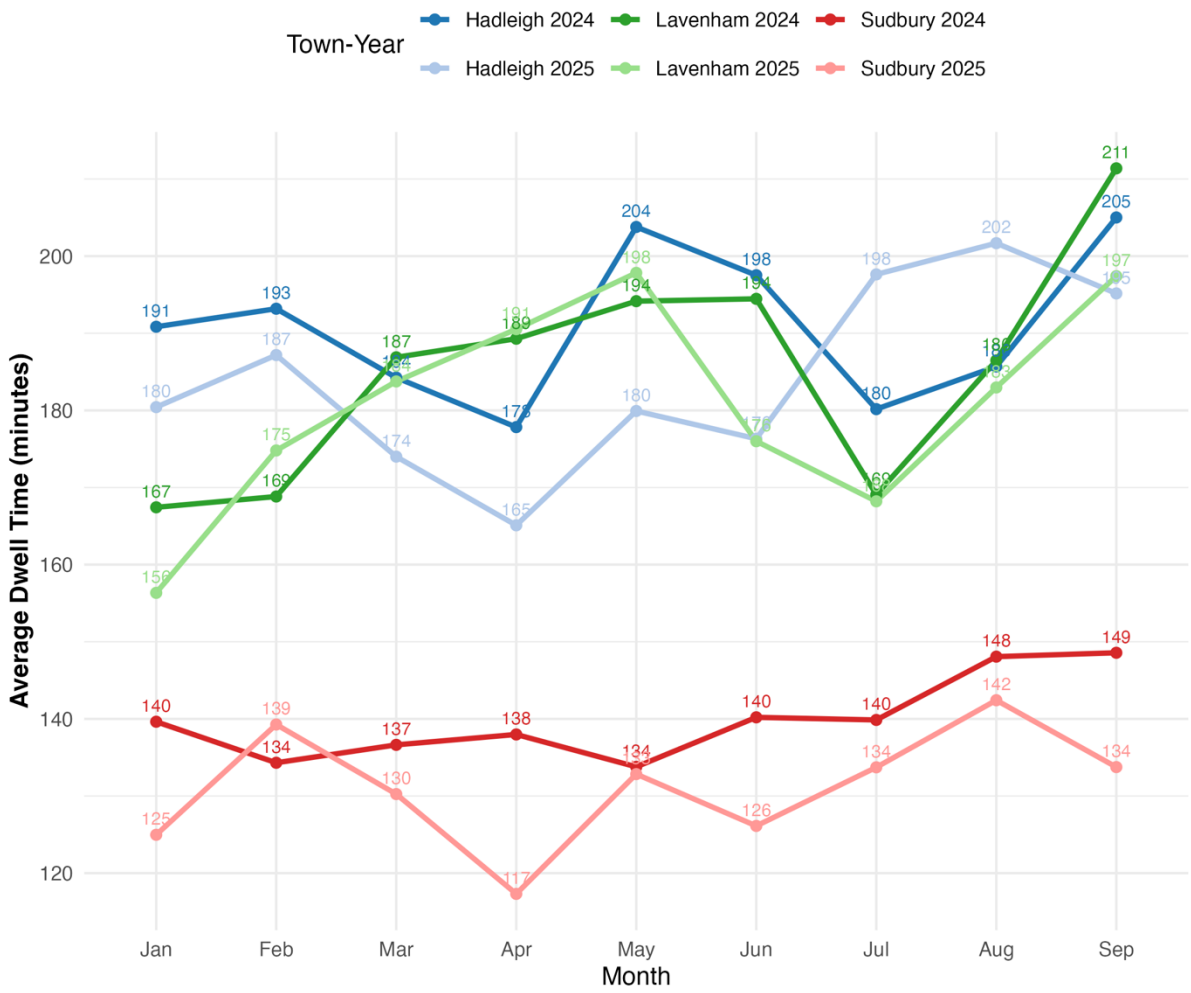


Figure 7 Monthly dwell time for Lavenham, Hadleigh and Sudbury 2024 and 2025

Overall, we can see dwell time as consistent between the towns and some of the highest dwell times being in September for all three towns. The drop-in dwell time in April 2025 in Sudbury seems to need further exploration.

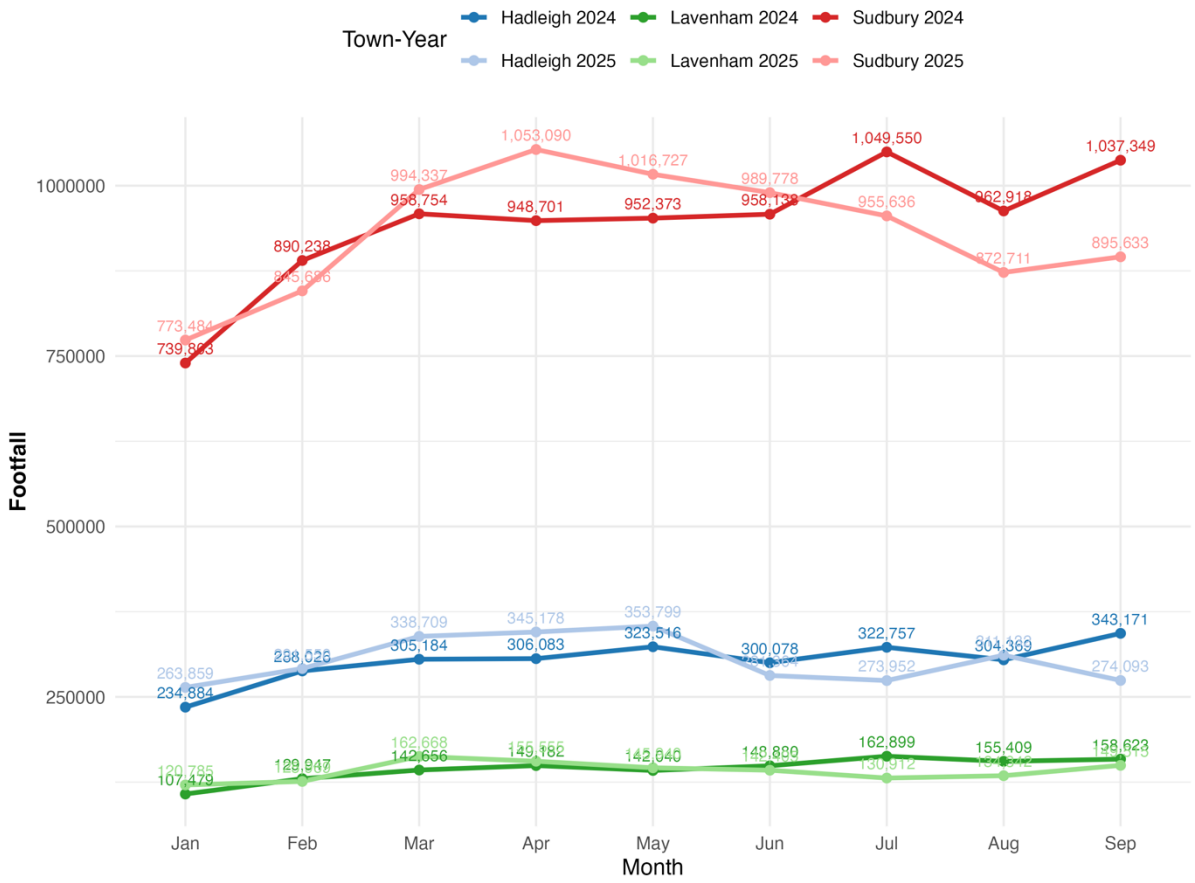


Figure 8 Monthly footfall for Hadleigh, Lavenham and Sudbury 2024 and 2025

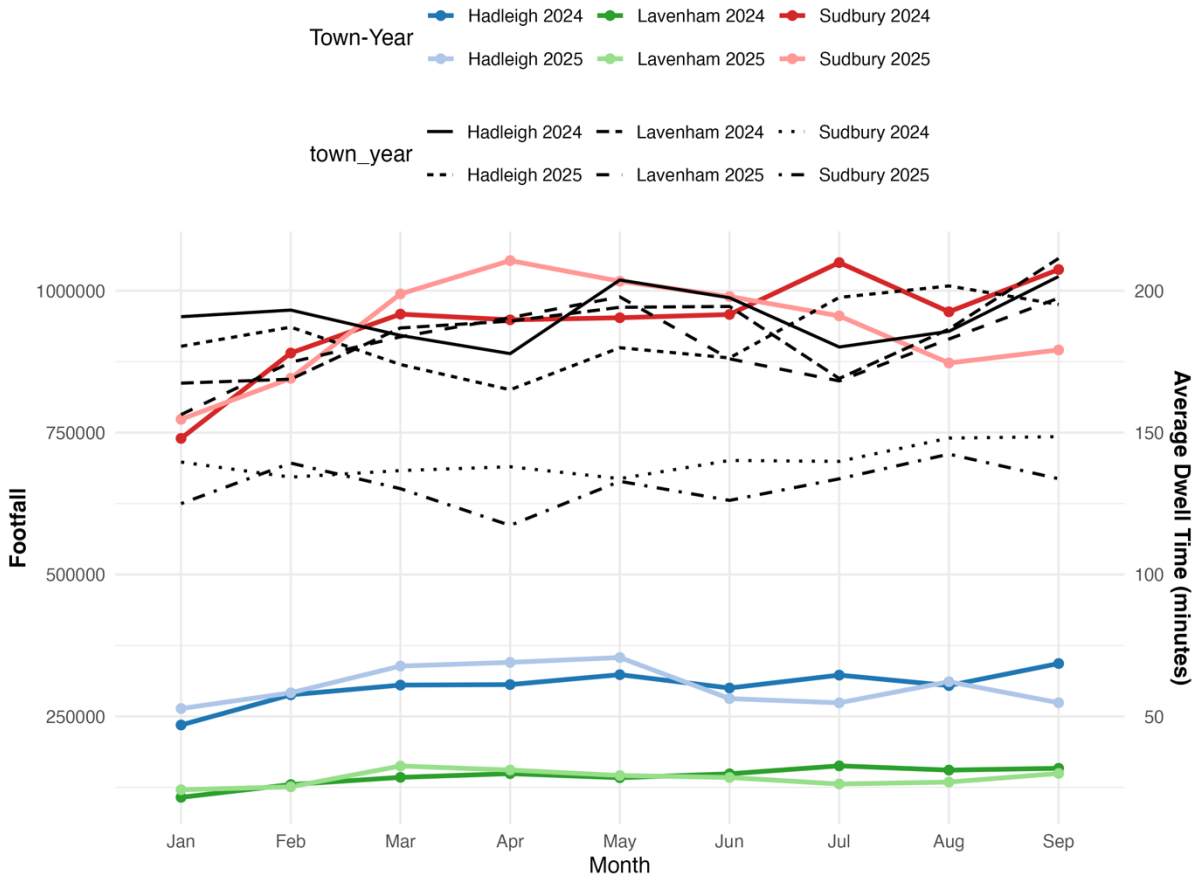


Figure 9 Monthly footfall and dwell time for Hadleigh, Lavenham and Sudbury 2024 and 2025

Footfall across the three towns is very consistent. Of note is the high footfall but lower dwell time in Sudbury in 2025. It is unclear if there might be specific possibly traffic or roadwork related factors that would account for this.

Spending and footfall

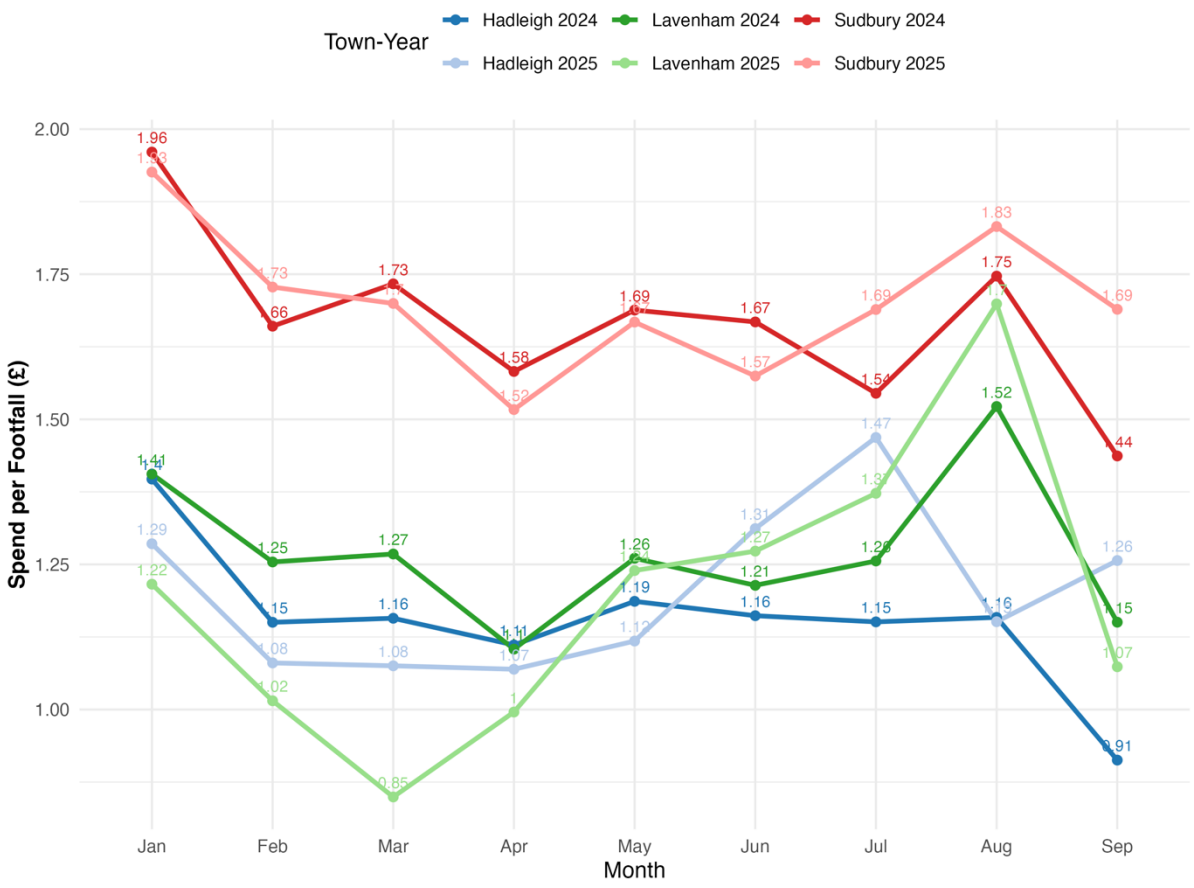


Figure 10 Spend per footfall for Hadleigh, Lavenham and Sudbury 2024 and 2025

Above is a simple measure of how much spend is associated with each footfall in the town centre. We can see that Sudbury has the highest spend per footfall. There is an interesting increase in Hadleigh in July 2025 which might be related to a specific event. It must be remembered that the spend data relates to that captured by Lloyds Banking Group, the third largest set of overall spend data in the UK for the three town centre postcodes. Most spending in Sudbury is related to retail, with supermarkets and restaurants being the highest spend categories in Sudbury. This might also have a clear link to the overall dwell times that are lower in Sudbury than in Hadleigh or Lavenham.

Parking charge notices

Table 3 PCN comparison in Hadleigh, Lavenham and Sudbury Feb 2024–July 2024 and Feb 2024–July 2025

Town	Off or on street	1st Feb 2024-31 Jul 2024	1 Feb 2025-31 Jul 2025	Difference 24 to 25	% change
Hadleigh	Off street	203	182	21	-10.34%
Hadleigh	On Street	233	146	87	-37.34%
Lavenham	Off street	23	160	-137	595.65%
Lavenham	On Street	28	31	-3	10.71%
Sudbury	Off street	1,390	1,449	-59	4.24%
Sudbury	On Street	1,535	1,094	441	-28.73%
Total	Off street	1,616	1,791	-175	10.83%
Total	On street	1,796	1,271	525	-29.23%
Total	On and off street	3,412	3,062	350	-10.26%

There has been a small decrease in parking charge notices across the three towns. Of note is one car park in Lavenham with a high number of PCNs in 2025 compared to 2024, but this is related to inadequate signage in 2024 for parking compliance purposes. There has been a larger reduction in PCNs for on street parking. This would suggest that either there is broadly similar or slightly less parking infringement and hence fewer on street parking problems in 2024 than in 2025. It might also relate to the way the parking charge notices service is run and the frequency of visits.

Electric vehicle charging

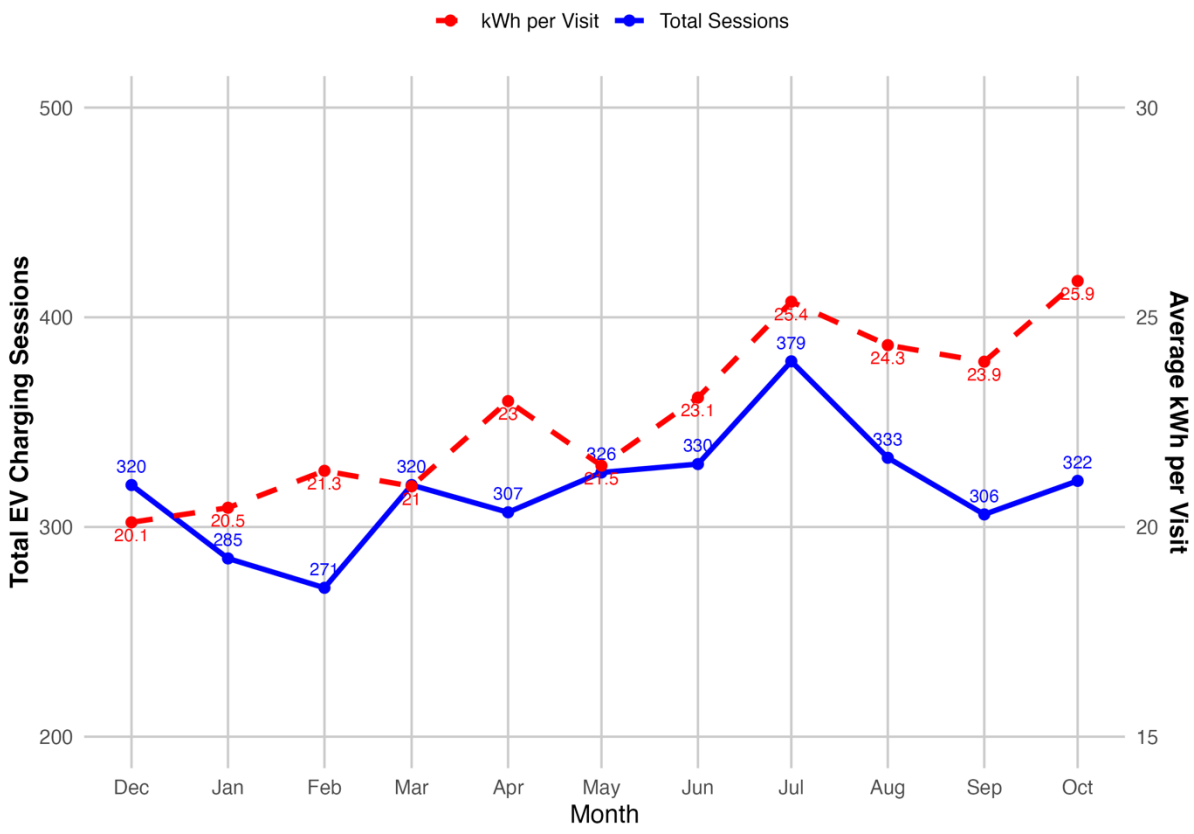


Figure 11 EV charging in Lavenham, Hadleigh and Sudbury Dec 2024 to Oct 2025

We can see a summer peak in EV charging with 379 sessions a month recorded in July and a gradual increase over the year in kWh per charge so there is now an average of around 26 kWh per charge visit compared to 20 kWh per visit in December 2024.

Weather and dwell time

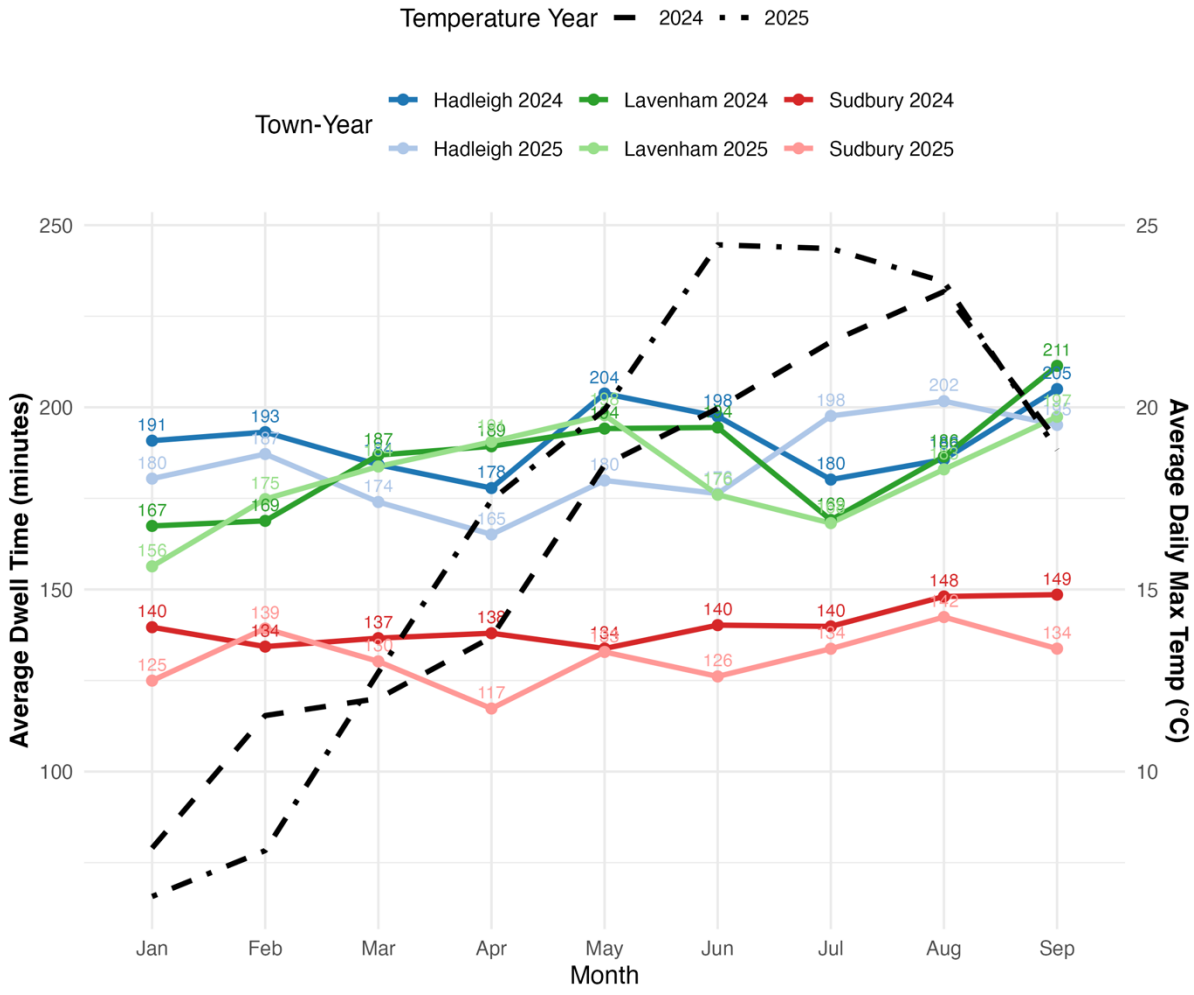


Figure 12 Dwell time and average daily maximum temperature 2024 and 2025

Based on a Pearson correlation[5] analysis, average daily maximum temperature was not significantly associated with monthly dwell time across Hadleigh, Lavenham, and Sudbury for January–September 2024 and 2025 (r values ranged from 0.2 in Hadleigh, 0.36 in Lavenham and 0.17 in Sudbury with much higher than *p>0.05.* The highest non-significant correlation was with Lavenham as might be expected given the importance of tourism to the town. This is one possibly important factor that would shape dwell time in these towns.

[5] Pearson correlation measures how strongly two things are related and whether they move in the same direction. A value close to +1 means they increase together, close to –1 means one goes up while the other goes down, and around 0 means no clear relationship.

Key factors that shape footfall and dwell time based on existing studies

Key findings

1) Changes in footfall are driven by a diverse range of factors in a town of which parking provision is only one.
2) There is no robust evidence to support parking **cost** as being a decisive factor in high street footfall or dwell time. Availability of parking is important but parking cost less so.
3) There is some evidence that **free** parking can be detrimental to footfall in terms of reducing availability of spaces.
4) A more important transport factor in the footfall in towns has been demonstrated in one recent study to be pedestrianisation. This links to public perception data that personal safety and location are more important than tariff in choosing where to park.
5) There is a degree of price inelasticity with parking charges and studies have shown that increasing charges does not directly impact on behaviour. There is however evidence that targeted reductions or site-specific parking prices has demonstrated some positive impact on footfall.
6) Qualitative or claimed behaviour from consumers indicates charges are important; however, this is not reflected in quantitative studies of actual behavioural data.
7) Diversity of amenities drives footfall. Hotels are key indicators of footfall but on their own they are not sufficient; hence the need for diversity of amenities
8) At busy periods with higher car park or parking space occupancy, it is important to factor in searching for parking time and its impact on traffic flows.

Table 4 Summary of existing studies

Study	Method/ Context	Key findings
Taecharungroj, V., & Ntounis, N. (2024). What amenities drive footfall in UK town centres? A machine learning approach using OpenStreetMap data.	Academic paper UK Towns Machine learning and modelling based on OpenStreet map data.	The results of this study demonstrate that footfall in urban areas is driven by the diversity of place features, rather than a single or a few features alone. Parking is not in the top ten most significant amenities to drive footfall.

British Parking Association (2013). Re-Think! Parking on the High Street: A comprehensive guide on parking provision in town centres.	Springboard footfall data. Not specific to market towns.	Car parking is only one of a number of factors that impact on town centre performance. Today's levels of car ownership are extremely problematic for town centres. Unrestricted parking will lead to congestion, obstructions, pollution and spaces being occupied by the wrong users at inappropriate times.
Zhao, P.M. and Jones, P., (2015). Does parking provision affect the vitality of high streets in London?.	Academic paper Modelled footfall data Outer London areas not market towns	A lack of evidence on the relationships between parking provision and high street vitality, despite increasing political, business and community concerns about these issues
Breckland District Council (2024) *Parking Matters: Feasibility Study.*	Commissioned report from consultants. Highly comparable market towns study in similar geographic and demographic area of East Anglia.	Availability of spaces (i.e., turnover) is more critical for footfall in town-centres than simply the existence of a charge: "charging for parking does not deter users … however, the availability of spaces does."
Leet, R. (2024). Do Parking Charges Drive Success? Evaluating the Impact of Parking Fees on Town Centres.	Local authority authored report. Summary of existing studies.	Challenges the common assumption that free or cheap parking is essential for town centre success. The research, drawing from multiple studies across Europe, demonstrates that the relationship between parking and retail performance is more complex than traditionally believed.
Marsden, G. (2006). The evidence base for parking policies—a review.	Academic paper Summary of studies.	The research base in many instances does not support, or provides evidence counter to, the assumption that parking restraint (charges or time limits) makes centres less attractive.

MRUK Research. (2015). *Assessing the impact of car parking charges on town centre footfall*.	Welsh Government commissioned report. Summary of previous studies and interviews with retailers and high street users (mixed methodology). Relates to Wales but does include smaller towns.	Charging for car parking is a complex issue. It is only one aspect of a complex interplay of factors influencing willingness to travel by car, time and money spent, and business activity in town centres. It is very difficult to separate the influence of car parking charges from other factors
Wokingham Council. (2024). *Off street car park charges – 6-month review post implementation of increased parking charges*	Local authority analysis of parking usage pre and post increase in charges.	Ticket sales data, excluding evenings and Sundays, does not indicate a reduction in car park usage following the changes to our car parks, and therefore is assumed that any perceived decline in footfall is not related to these changes.

Conclusions

Overall, there are very considerable continuities between people's measurable footfall, dwell time and spending behaviours in 2024 and 2025. This means that the introduction of parking charges has not had a significant overall impact on these towns if we assume other factors are broadly constant. We need to note that there is a reduction in the use of car parks, but that footfall and dwell time, apart from dwell time in Sudbury, have not shown any significant year on year differences. Data on spending shows considerable continuity and little impact from changes to parking charges.

References

Breckland District Council. (2024). *Parking matters: Feasibility study*. Breckland District Council.

Leet, R. (2024). *Do parking charges drive success? Evaluating the impact of parking fees on town centres*. Horsham District Council.

Marsden, G. (2006). The evidence base for parking policies—A review. *Transport Policy*, *13*(6), 447–457. https://doi.org/10.1016/j.tranpol.2006.05.009

McDonald, O. (2013). *Re-Think! Parking on the High Street: A comprehensive guide on parking provision in town centres*. Association of Town & City Management; British Parking Association; Parking Data & Research International; Springboard Research Ltd.

MRUK Research. (2015). *Assessing the impact of car parking charges on town centre footfall*. Welsh Government.

ONS (2023). Car or van availability. NOMIS. https://www.nomisweb.co.uk/datasets/c2021ts045

Taecharungroj, V., & Ntounis, N. (2024). What amenities drive footfall in UK town centres? A machine learning approach using OpenStreetMap data. *Environment and Planning B: Urban Analytics and City Science*, *52*(6), 1291–1305. https://doi.org/10.1177/23998083241290343

Wokingham Council. (2024). *Off street car park charges – 6-month review post implementation of increased parking charges*. Wokingham Council.

Zhao, P. M., & Jones, P. (2015). *Does parking provision affect the vitality of high streets in London?* PTRC Education and Research Services Limited.

Appendix Dwell time, footfall and spend overall then for each town

Summary tables all towns

Footfall

Town	Footfall 2024	Footfall 2025	Difference	% Difference
Hadleigh	2,728,068	2,733,636	5,568	0.2
Lavenham	1,297,115	1,268,091	-29,024	-2.2
Sudbury	8,497,824	8,397,082	-100,742	-1.2
Grand Total	12,523,007	12,398,809	-124,198	-1.0

Dwell time

Town	Dwell Time (min) 2024	Dwell Time (min) 2025	Difference	% Difference
Hadleigh	1,718.26	1,657.40	-60.86	-3.5
Lavenham	1,667.97	1,627.83	-40.14	-2.4
Sudbury	1,259.03	1,180.65	-78.38	-6.2
Grand Total	4,645.26	4,465.88	-179.38	-3.9

Spend

Town	Spend (£) 2024	Spend (£) 2025	Difference	% Difference
Hadleigh	£3,122,534	£3,257,090	£134,556	4.3
Lavenham	£1,643,050	£1,498,334	-£144,716	-8.8
Sudbury	£14,091,028	£14,218,309	£127,281	0.9
Grand Total	£18,856,612	£18,973,733	£117,121	0.6

Lavenham Dwell Time

Month	Dwell Time (min) 2024	Dwell Time (min) 2025	Difference	% Difference
Jan	167.43	156.34	-11.09	-6.6
Feb	168.83	174.80	5.97	3.5
Mar	186.88	183.75	-3.13	-1.7
Apr	189.29	190.53	1.24	0.7
May	194.16	197.83	3.67	1.9
Jun	194.46	176.00	-18.46	-9.5
Jul	169.07	168.21	-0.86	-0.5
Aug	186.47	182.97	-3.50	-1.9
Sep	211.38	197.40	-13.98	-6.6

Hadleigh Dwell Time

Month	Dwell Time (min) 2024	Dwell Time (min) 2025	Difference	% Difference
Jan	190.84	180.42	-10.42	-5.5
Feb	193.18	187.17	-6.01	-3.1
Mar	184.25	174.00	-10.25	-5.6
Apr	177.83	165.10	-12.73	-7.2
May	203.78	179.92	-23.86	-11.7
Jun	197.52	176.32	-21.20	-10.7
Jul	180.16	197.63	17.47	9.7
Aug	185.69	201.68	15.99	8.6
Sep	205.01	195.16	-9.85	-4.8

Sudbury Dwell Time

Month	Dwell Time (min) 2024	Dwell Time (min) 2025	Difference	% Difference
Jan	139.63	124.97	-14.66	-10.5

Month	Dwell Time (min) 2024	Dwell Time (min) 2025	Difference	% Difference
Feb	134.31	139.27	4.96	3.7
Mar	136.63	130.25	-6.38	-4.7
Apr	137.98	117.31	-20.67	-15.0
May	133.78	132.84	-0.94	-0.7
Jun	140.20	126.12	-14.08	-10.0
Jul	139.86	133.72	-6.14	-4.4
Aug	148.07	142.42	-5.65	-3.8
Sep	148.57	133.75	-14.82	-10.0

Lavenham Footfall

Month	Footfall 2024	Footfall 2025	Difference	% Difference
Jan	107,479	120,785	13,306	12.4
Feb	129,947	125,969	-3,978	-3.1
Mar	142,656	162,668	20,012	14.0
Apr	149,182	155,555	6,373	4.3
May	142,040	145,940	3,900	2.7
Jun	148,880	142,405	-6,475	-4.3
Jul	162,899	130,912	-31,987	-19.6
Aug	155,409	134,342	-21,067	-13.6
Sep	158,623	149,515	-9,108	-5.7

Hadleigh Footfall

Month	Footfall 2024	Footfall 2025	Difference	% Difference
Jan	234,884	263,859	28,975	12.3
Feb	288,026	291,550	3,524	1.2

Month	Footfall 2024	Footfall 2025	Difference	% Difference
Mar	305,184	338,709	33,525	11.0
Apr	306,083	345,178	39,095	12.8
May	323,516	353,799	30,283	9.4
Jun	300,078	281,364	-18,714	-6.2
Jul	322,757	273,952	-48,805	-15.1
Aug	304,369	311,132	6,763	2.2
Sep	343,171	274,093	-69,078	-20.1

Sudbury Footfall

Month	Footfall 2024	Footfall 2025	Difference	% Difference
Jan	739,803	773,484	33,681	4.6
Feb	890,238	845,686	-44,552	-5.0
Mar	958,754	994,337	35,583	3.7
Apr	948,701	1,053,090	104,389	11.0
May	952,373	1,016,727	64,354	6.8
Jun	958,138	989,778	31,640	3.3
Jul	1,049,550	955,636	-93,914	-8.9
Aug	962,918	872,711	-90,207	-9.4
Sep	1,037,349	895,633	-141,716	-13.7

Lavenham Spend

Month	Spend (£) 2024	Spend (£) 2025	Difference	% Difference
Jan	£151,084	£146,864	-£4,221	-2.8
Feb	£162,982	£127,863	-£35,119	-21.5
Mar	£180,877	£138,162	-£42,715	-23.6
Apr	£164,711	£154,882	-£9,829	-6.0
May	£179,052	£180,874	£1,823	1.0
Jun	£180,730	£181,266	£536	0.3
Jul	£204,590	£179,674	-£24,916	-12.2
Aug	£236,540	£228,222	-£8,318	-3.5
Sep	£182,484	£160,527	-£21,957	-12.0

Hadleigh Spend

Month	Spend (£) 2024	Spend (£) 2025	Difference	% Difference
Jan	£328,127	£339,209	£11,081	3.4
Feb	£331,308	£314,952	-£16,356	-4.9
Mar	£353,162	£364,212	£11,050	3.1
Apr	£340,127	£369,130	£29,003	8.5
May	£383,808	£395,528	£11,720	3.1
Jun	£348,572	£369,069	£20,497	5.9
Jul	£371,489	£402,340	£30,852	8.3
Aug	£352,678	£358,198	£5,520	1.6
Sep	£313,264	£344,452	£31,188	10.0

Sudbury Spend

Month	Spend (£) 2024	Spend (£) 2025	Difference	% Difference
Jan	£1,450,294	£1,489,696	£39,402	2.7
Feb	£1,478,163	£1,461,203	-£16,959	-1.1
Mar	£1,661,868	£1,689,976	£28,107	1.7
Apr	£1,501,264	£1,597,309	£96,046	6.4
May	£1,607,774	£1,695,412	£87,638	5.5
Jun	£1,597,940	£1,558,450	-£39,490	-2.5
Jul	£1,621,342	£1,614,203	-£7,139	-0.4
Aug	£1,681,869	£1,598,886	-£82,983	-4.9
Sep	£1,490,515	£1,513,174	£22,659	1.5

Contact

David James d.james@uos.ac.uk