



Lichfield BID

February 2019

28/01/2019 to 24/02/2019



REGION - West Midlands

Monday to Sunday

COUNT TYPE: Footfall Counts

Weeks This Month: 4

Weeks Last Month: 4

Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2019	2018	2019	2018	2019	2018
Lichfield BID	▲ 13.3 %	▼ -7.7 %	▲ 12.1 %	▼ -4.5 %	▲ 10.7 %	▲ 9.3 %
Three Spires Shopping Centre, Lichfield	▼ -0.8 %	▼ -1.2 %	▼ -4.0 %	▼ -1.1 %	▼ -3.2 %	▲ 3.4 %
West Midlands	▲ 2.3 %	▼ -1.1 %	▲ 3.1 %	▼ -0.2 %	▲ 8.3 %	▲ 7.6 %
High Street Index - BDSU (BDSU - Speciality)	▼ -2.4 %		▼ -1.4 %		▲ 8.4 %	
UK	▼ -1.4 %	▼ -2.4 %	▼ -1.5 %	▼ -1.4 %	▲ 7.9 %	▲ 9.0 %

Headlines

Footfall for the year to date is 13.3% up on the previous year.

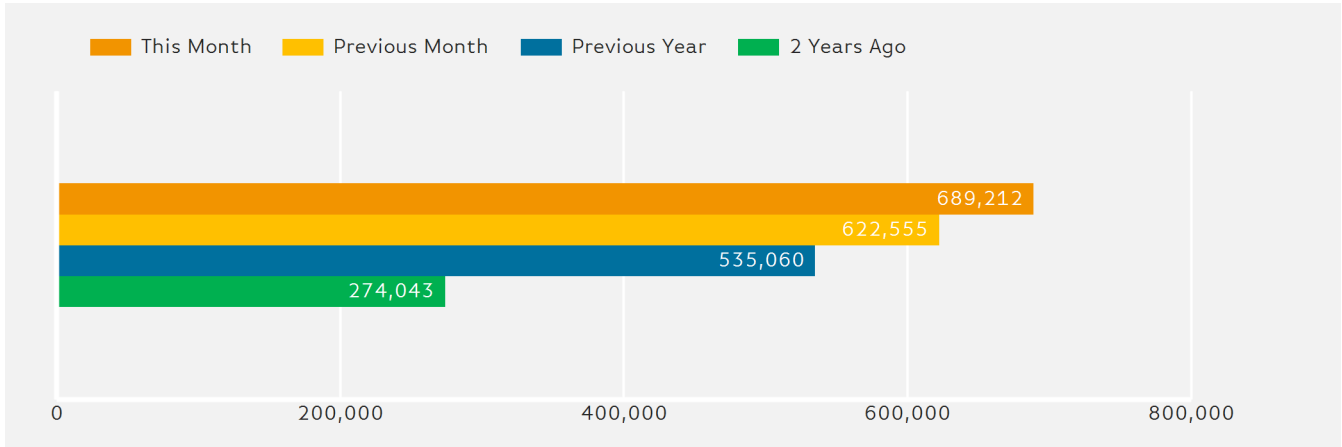
The number of visitors counted for month commencing 28 January 2019 was 689,212.

The busiest day in month commencing 28 January 2019 was Saturday 23 February with 46,190 visitors.

The peak hour of the month was 14:00 on Saturday 23 February 2019 with footfall of 6,463

Footfall by Month

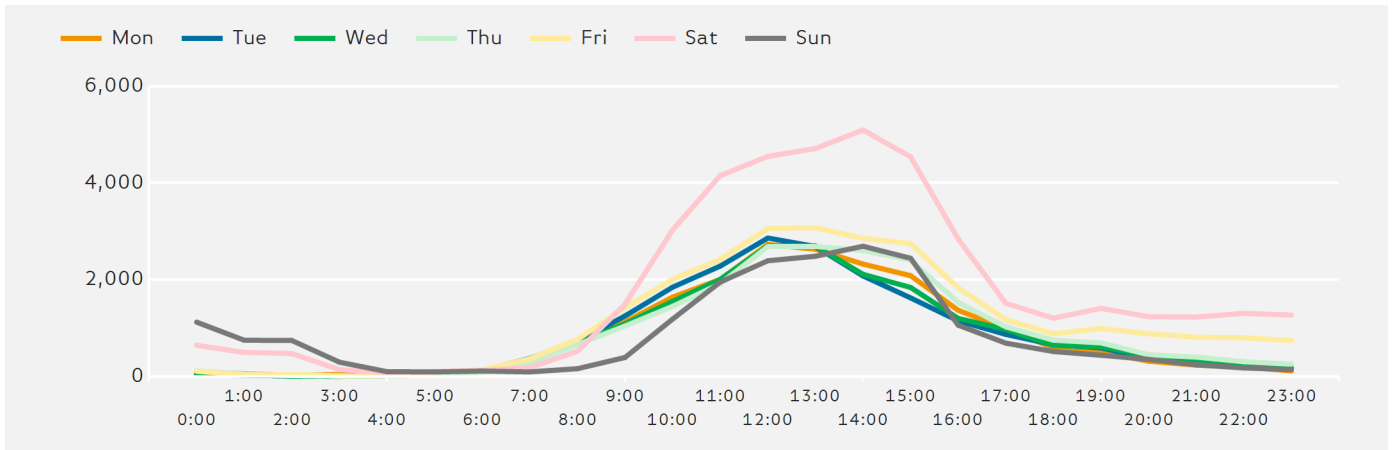
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



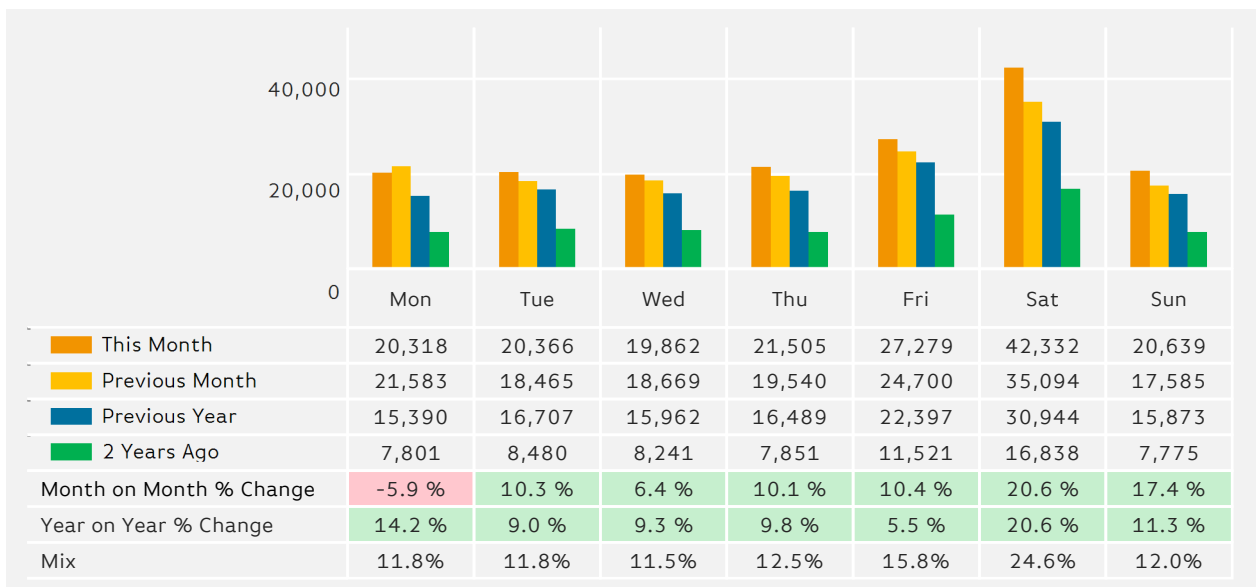
Number of days this month	9	7	9	3
Number of days same month last year	12	3	10	3

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2019	9.0	2.8
2018	6.6	0.8

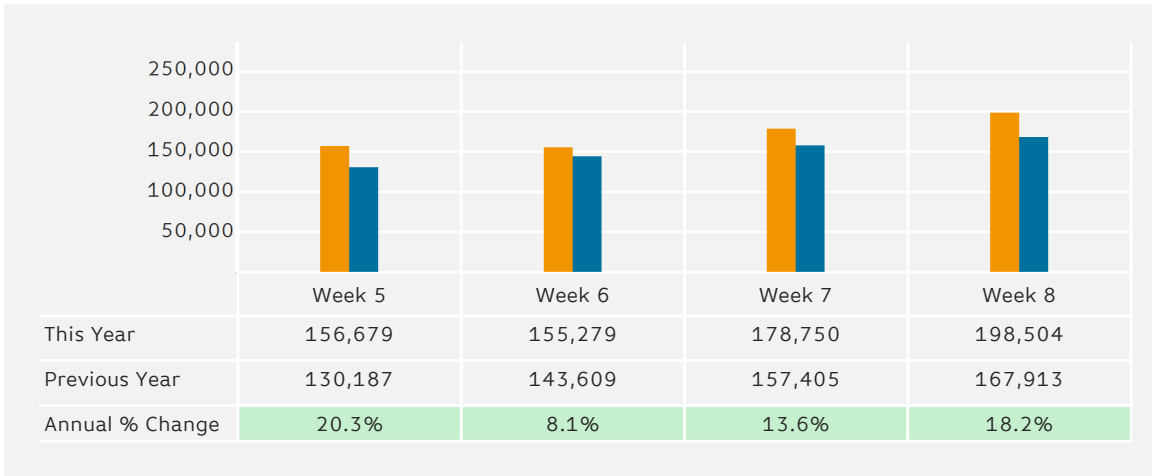
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.



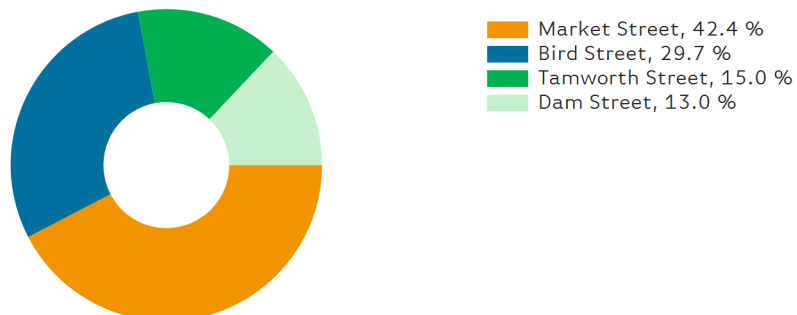
Footfall by Location

The figures shown below are calculated using weekly averages.



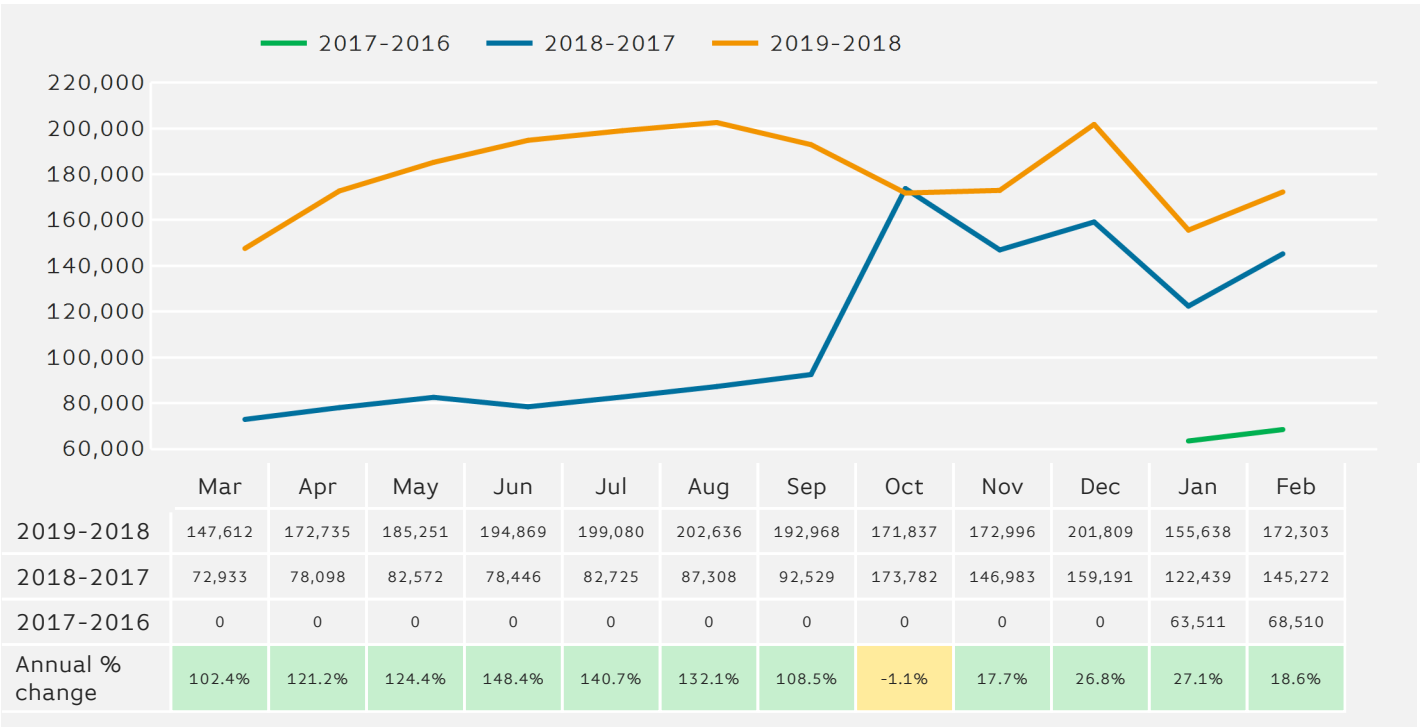
Footfall by location

Counting By Location - Main Locations Only



Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to February, 2019 Vs January, 2018 to February, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2019 Vs February, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2019 Vs 1 2019