



# Footfall Report for: Lichfield BID

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Lichfield BID	14.5 %	-10.0 %	16.2 %	-13.5 %	-0.4 %	10.4 %
Three Spires Shopping Centre, Lichfield	-0.2 %	-4.1 %	0.8 %	-8.6 %	1.9 %	-3.0 %
West Midlands	4.7 %	-4.5 %	3.4 %	-10.1 %	-0.1 %	-4.0 %
High Street Index - BDSU(BDSU - Speciality)	0.4 %		2.7 %		5.1 %	
UK	0.8 %	-5.1 %	2.7 %	-9.3 %	2.5 %	-3.6 %

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

## Headlines

Footfall for the year to date is 14.5% up on the previous year.

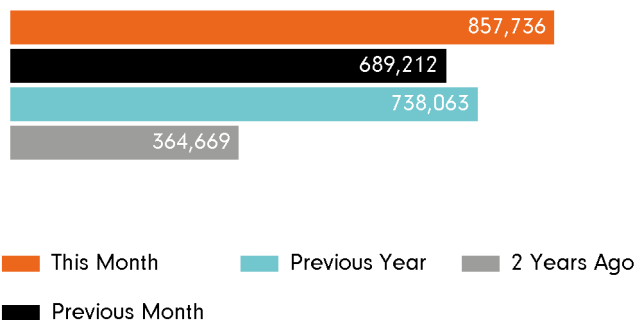
The number of visitors counted for month commencing 25 February 2019 was 857,736.

The busiest day in month commencing 25 February 2019 was Saturday 30 March with 49,088 visitors.

The peak hour of the month was 14:00 on Saturday 30 March 2019 with footfall of 5,842

## Footfall by month

Figures shown below are calculated using monthly totals.



## Weather



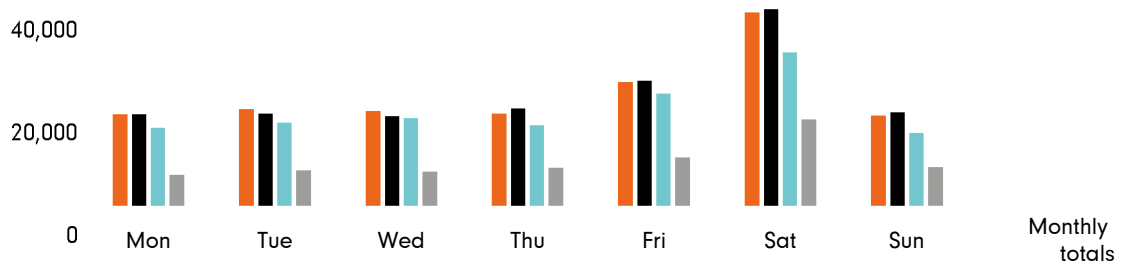
	Sun	Cloud	Rain	Snow	Wind
Number of days this month	11	8	16		
Number of days same month last year	7	6	15	6	1

## Average temperature

	Maximum temperature	Minimum temperature
2019	12°	4°
2018	7°	1°

## Footfall by day

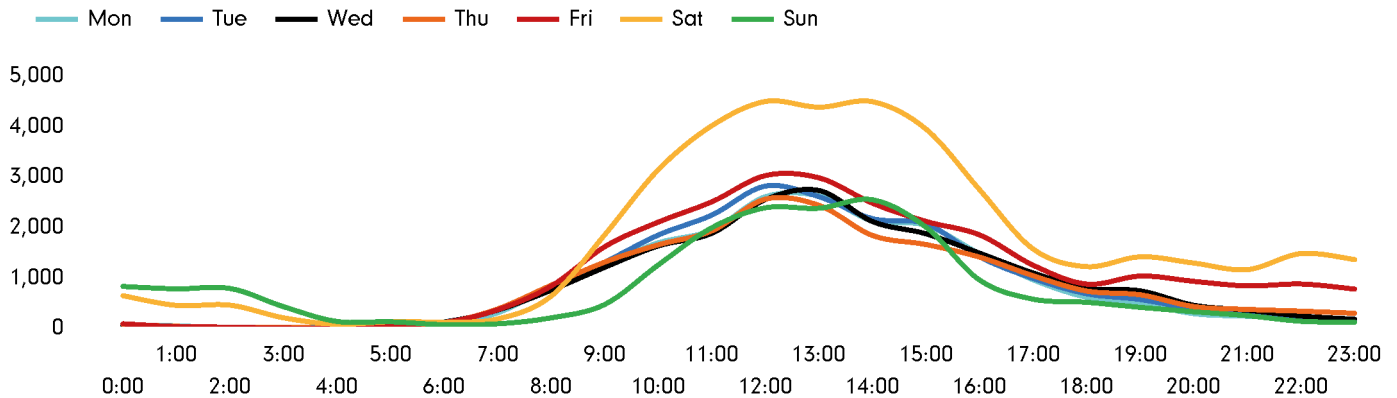
The figures shown below are calculated using weekly averages.



This Month	20,300	21,312	20,944	20,409	26,975	41,647	19,957	171,544
Previous Month	20,318	20,366	19,862	21,505	27,279	42,332	20,639	172,301
Previous Year	17,410	18,442	19,474	18,030	24,587	33,256	16,410	147,609
2 Years Ago	7,571	8,489	8,211	9,087	11,162	19,208	9,202	72,930
Month on month %	-0.1 %	4.6 %	5.4 %	-5.1 %	-1.1 %	-1.6 %	-3.3 %	
Year on year %	16.6 %	15.6 %	7.5 %	13.2 %	9.7 %	25.2 %	21.6 %	

## Footfall by hour

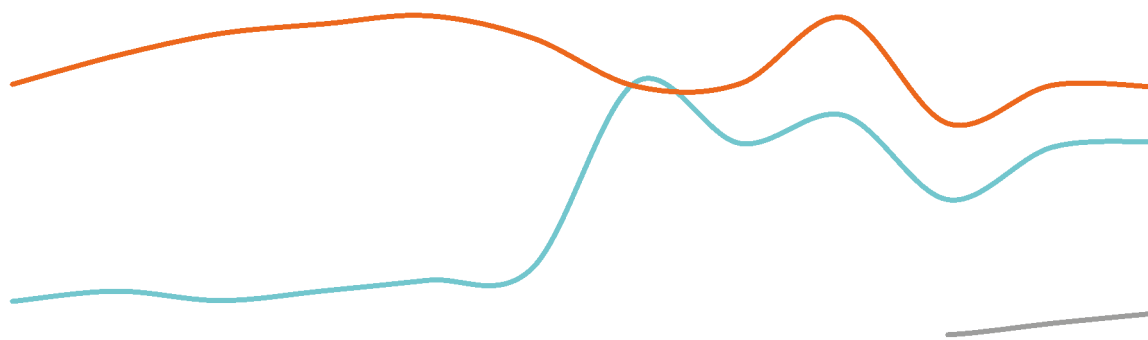
The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

— 2017-2016 — 2018-2017 — 2019-2018



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2019-2018	172,735	185,251	194,869	199,080	202,636	192,968	171,837	172,996	201,809	155,638	172,303	171,547
2018-2017	78,098	82,572	78,446	82,725	87,308	92,529	173,782	146,983	159,191	122,439	145,272	147,612
2017-2016	0	0	0	0	0	0	0	0	0	63,511	68,510	72,933
Year on Year %	121.2%	124.4%	148.4%	140.7%	132.1%	108.5%	-1.1%	17.7%	26.8%	27.1%	18.6%	16.2%

## Footfall by week of month

The figures shown below are calculated using weekly totals.

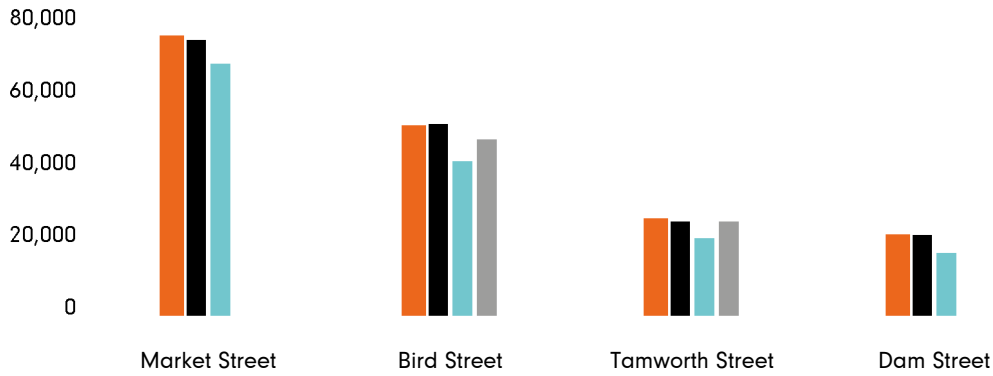
250,000  
200,000  
150,000  
100,000  
50,000

	Week 9	Week 10	Week 11	Week 12	Week 13
This year	175,219	157,207	157,118	175,219	192,973
Previous year	107,037	163,338	141,236	158,713	167,739
Year on Year %	63.7%	-3.8%	11.2%	10.4%	15.0%

## Footfall by location

The figures shown below are calculated using weekly averages.

■ This month   
 ■ Previous month   
 ■ Previous year   
 ■ 2 Years ago



This month	<b>73,488</b>	<b>50,164</b>	<b>26,020</b>	<b>21,875</b>
Previous month	<b>73,009</b>	<b>51,177</b>	<b>25,782</b>	<b>22,336</b>
Previous year	<b>66,817</b>	<b>41,559</b>	<b>21,557</b>	<b>17,680</b>
2 Years ago		<b>47,094</b>	<b>25,840</b>	
Year on year %	<b>10.0 %</b>	<b>20.7 %</b>	<b>20.7 %</b>	<b>23.7 %</b>

## Footfall by location



### 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 March, 2019 Vs January, 2018 to March, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2019 Vs 2 2019