



**Lichfield BID**

February 2018

29/01/2018 to 25/02/2018



REGION - West Midlands

Monday to Sunday

COUNT TYPE: Footfall Counts

**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	
	2018	2017	2018	2017	2018	2017
Lichfield BID	▼ -7.7 %		▼ -4.5 %		▲ 9.3 %	▲ 7.9 %
Three Spires Shopping Centre, Lichfield	▼ -1.2 %		▼ -1.1 %		▲ 3.4 %	▲ 3.2 %
West Midlands	▼ -1.1 %	▼ -4.3 %	▼ -0.2 %	▼ -4.6 %	▲ 7.6 %	▲ 5.3 %
UK	▼ -2.4 %	▼ -1.2 %	▼ -1.4 %	▼ 0.0 %	▲ 9.0 %	▲ 6.3 %

**Headlines**

Footfall for the year to date is 7.7% down on the previous year.

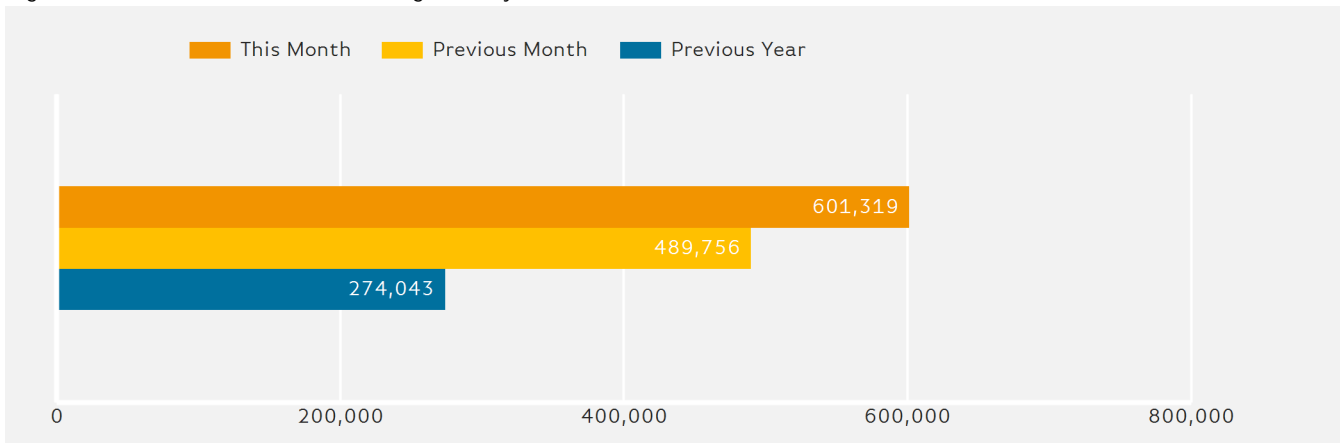
The number of visitors counted for month commencing 29 January 2018 was 535,060.

The busiest day in month commencing 29 January 2018 was Saturday 24 February with 38,519 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 5,070

**Footfall by Month**

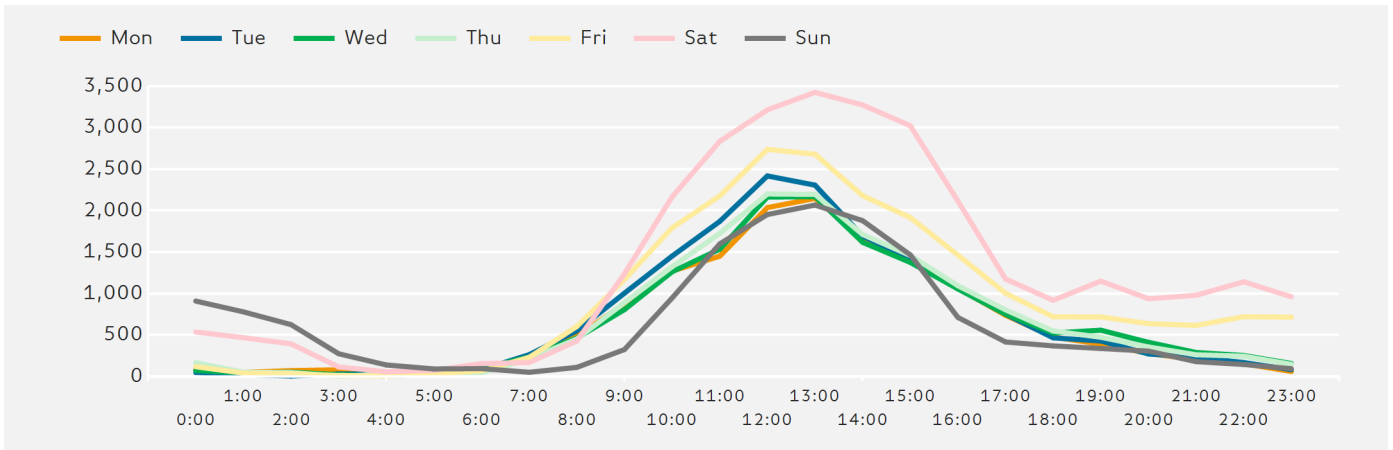
Figures shown below are calculated using monthly totals.



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



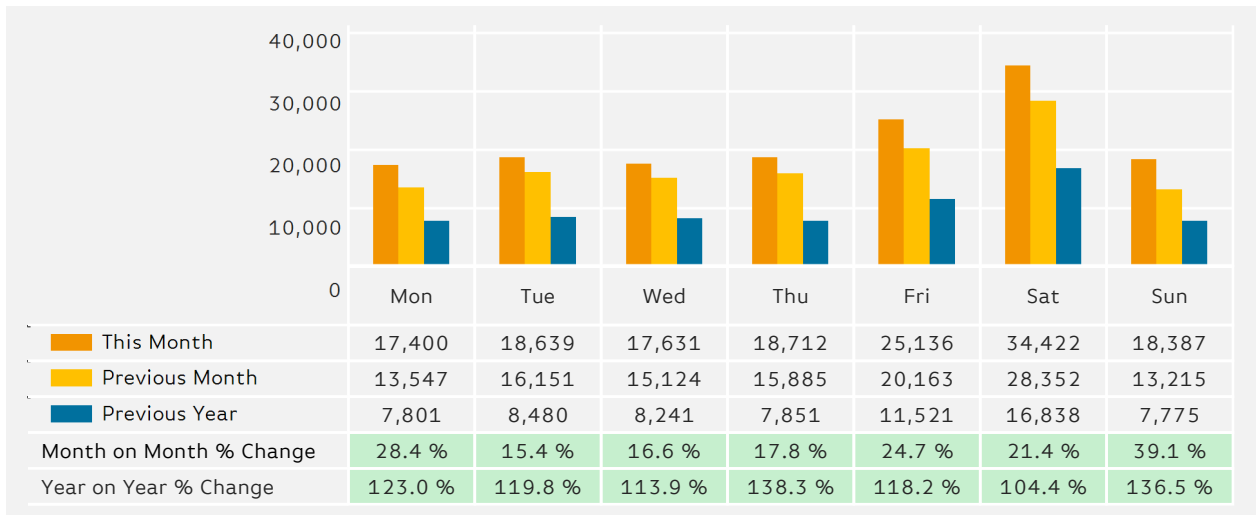
	Sun	Rain	Cloud	Snow
Number of days this month	12	3	10	3
Number of days same month last year	4	22	2	

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	6.6	0.8
2017	8.3	3.9

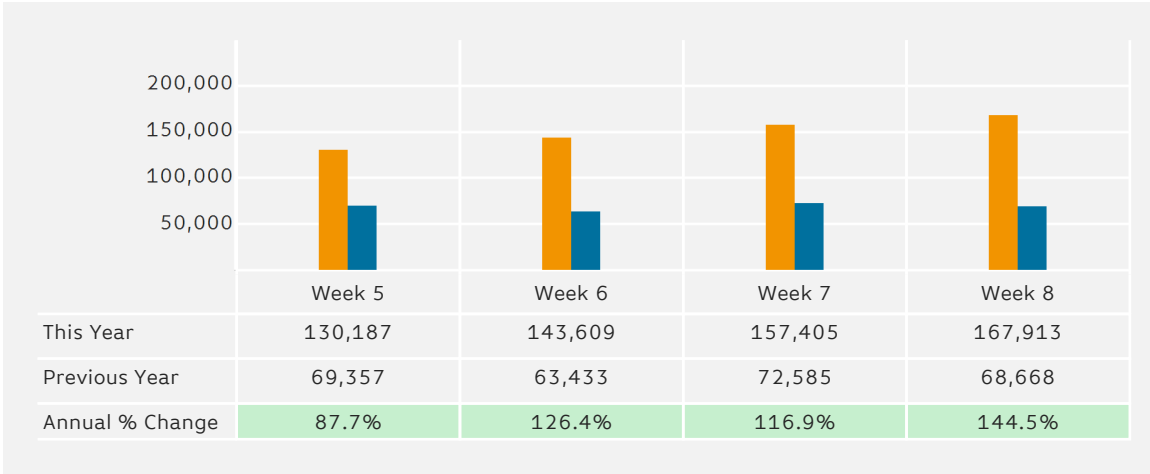
### Footfall by Day

The figures shown below are calculated using weekly averages.



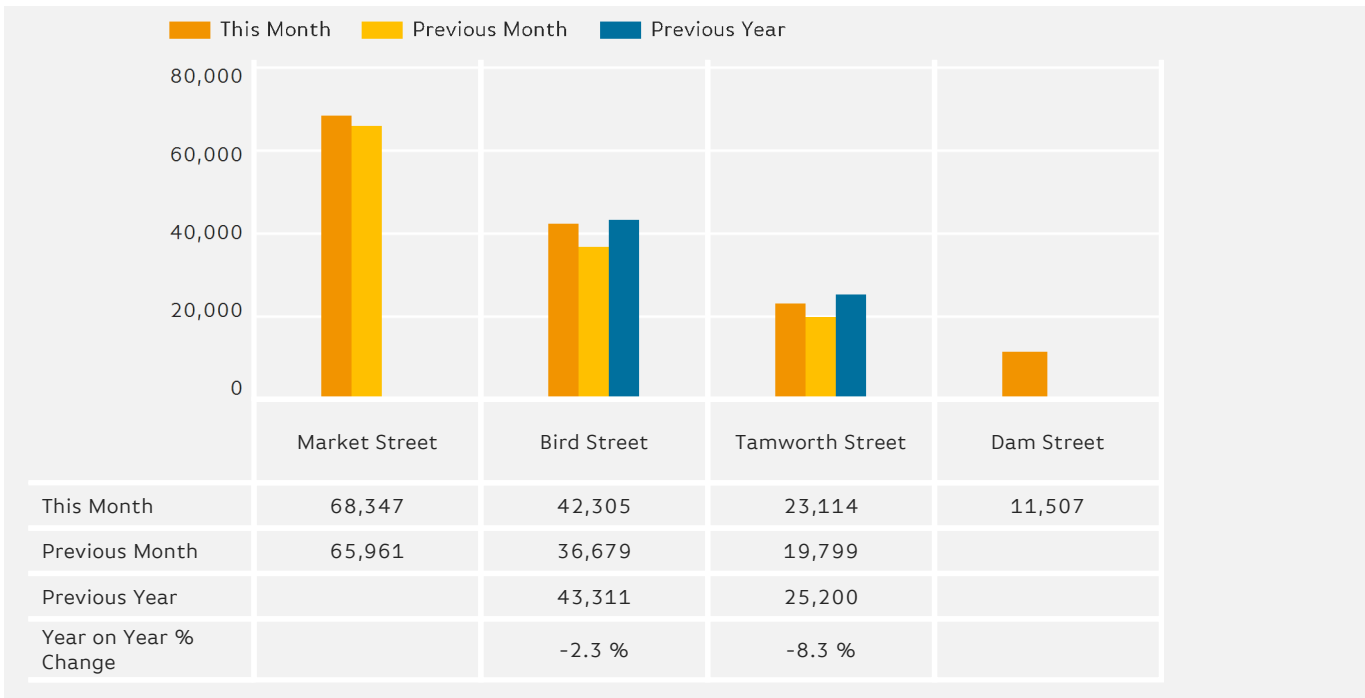
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



### Footfall by Location

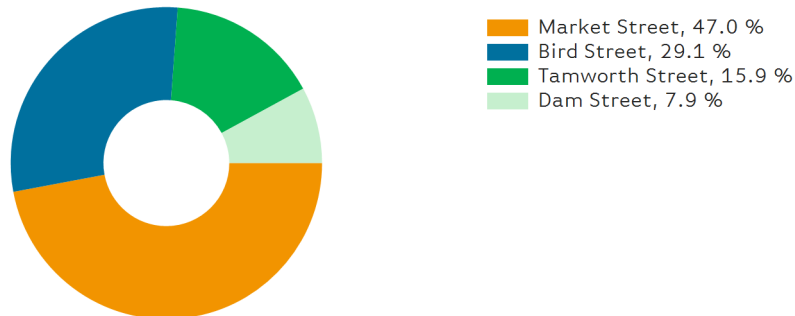
The figures shown below are calculated using weekly averages.



### Footfall by location

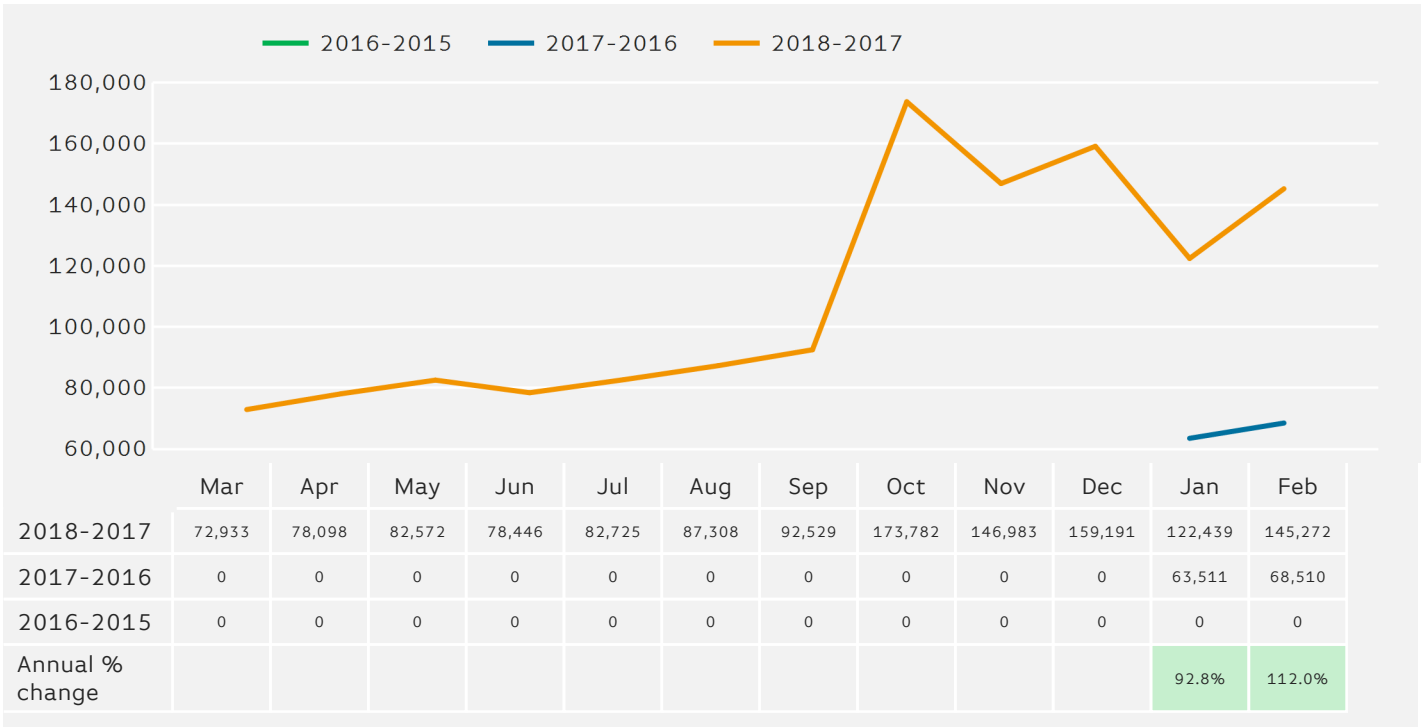
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



**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, 2018 to February, 2018 Vs January, 2017 to February, 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2018 Vs February, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2018 Vs 1 2018