



Lichfield BID

March 2018

26/02/2018 to 01/04/2018



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	▼ -10.0 %		▼ -13.5 %		▲ 10.4 %	▲ 6.5 %
Three Spires Shopping Centre, Lichfield	▼ -4.1 %		▼ -8.6 %		▼ -3.0 %	▲ 5.0 %
West Midlands	▼ -4.5 %	▼ -3.6 %	▼ -10.1 %	▼ -2.0 %	▼ -4.0 %	▲ 3.8 %
UK	▼ -5.1 %	▼ -0.1 %	▼ -9.3 %	▲ 2.2 %	▼ -3.6 %	▲ 6.1 %

Headlines

Footfall for the year to date is 10% down on the previous year.

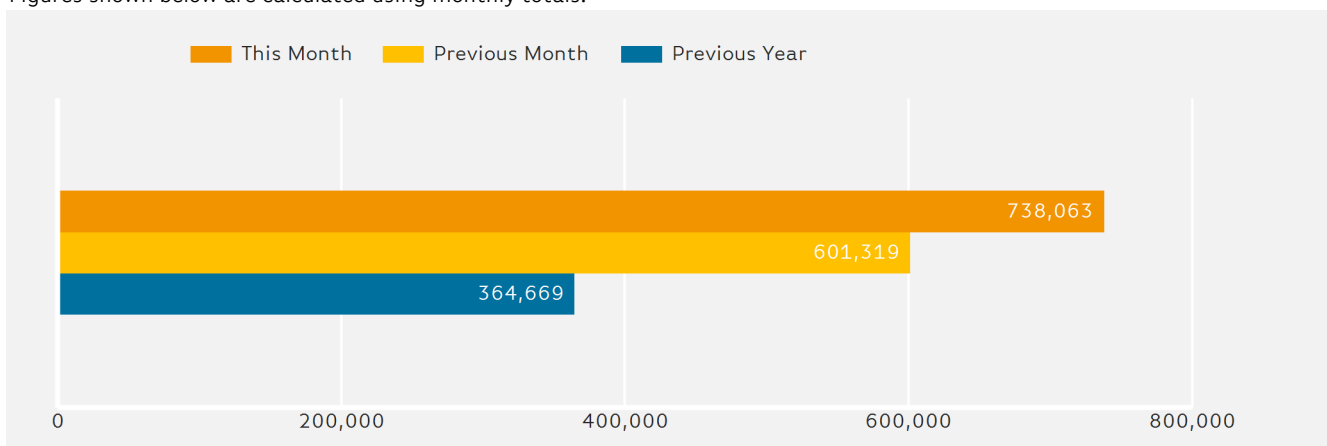
The number of visitors counted for month commencing 26 February 2018 was 738,063.

The busiest day in month commencing 26 February 2018 was Saturday 10 March with 39,303 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 4,517

Footfall by Month

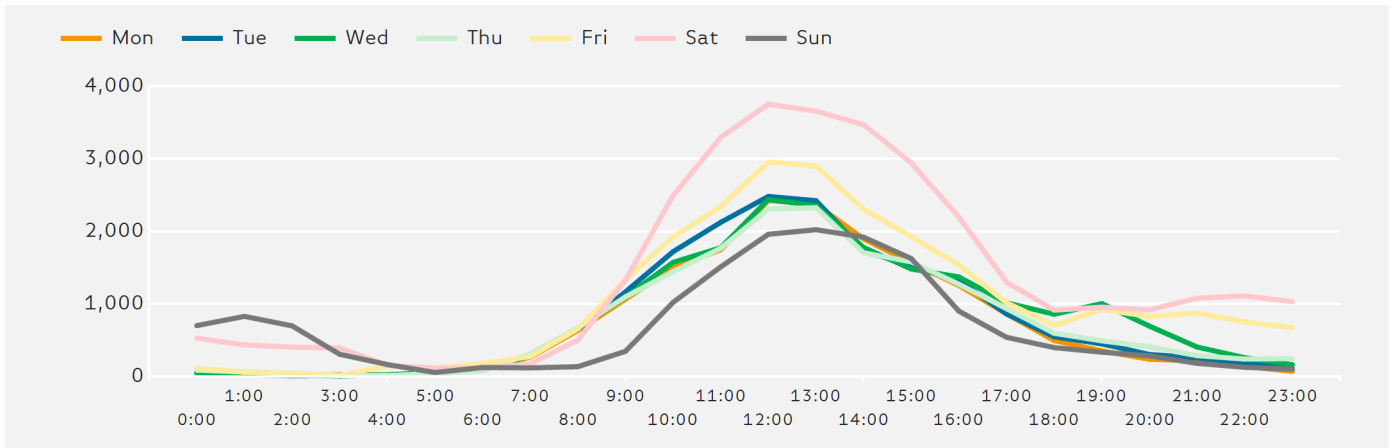
Figures shown below are calculated using monthly totals.



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



FOG

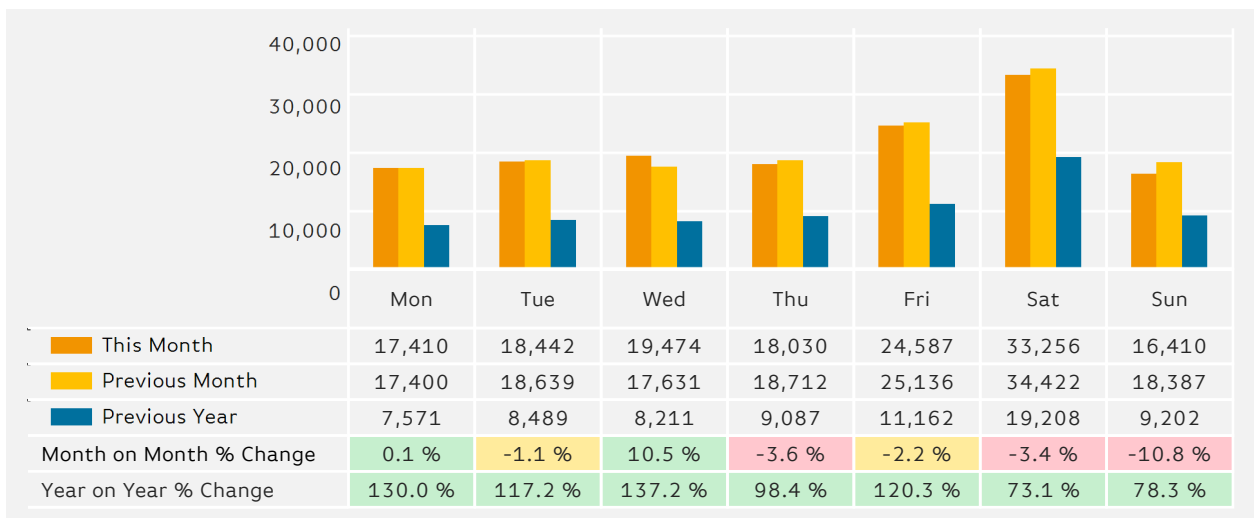
Number of days this month	7	6	15	6	1
Number of days same month last year	13	18	4		

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	6.9	1.0
2017	11.9	5.1

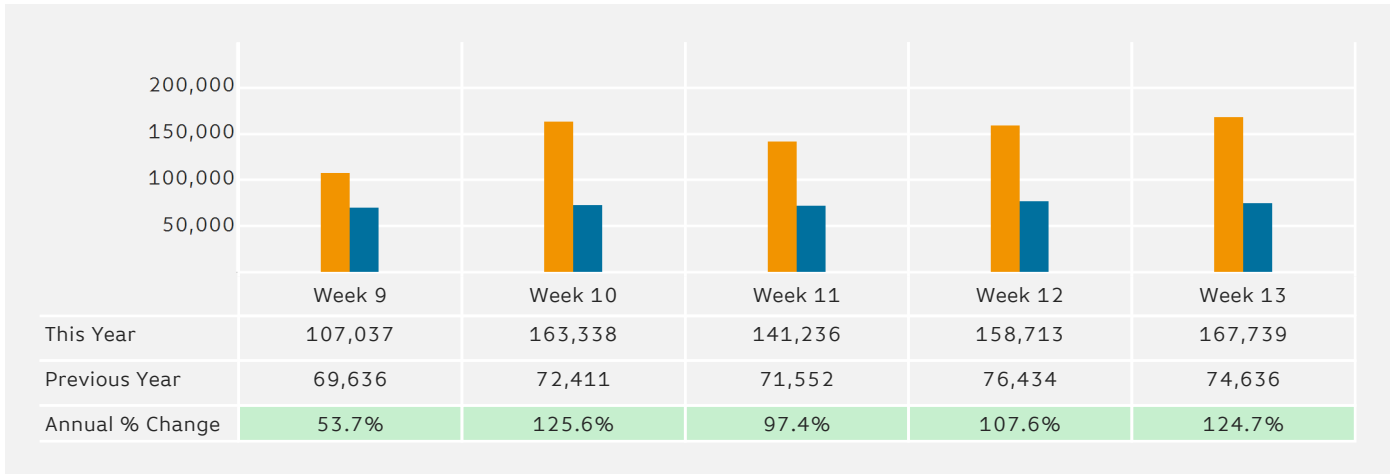
Footfall by Day

The figures shown below are calculated using weekly averages.



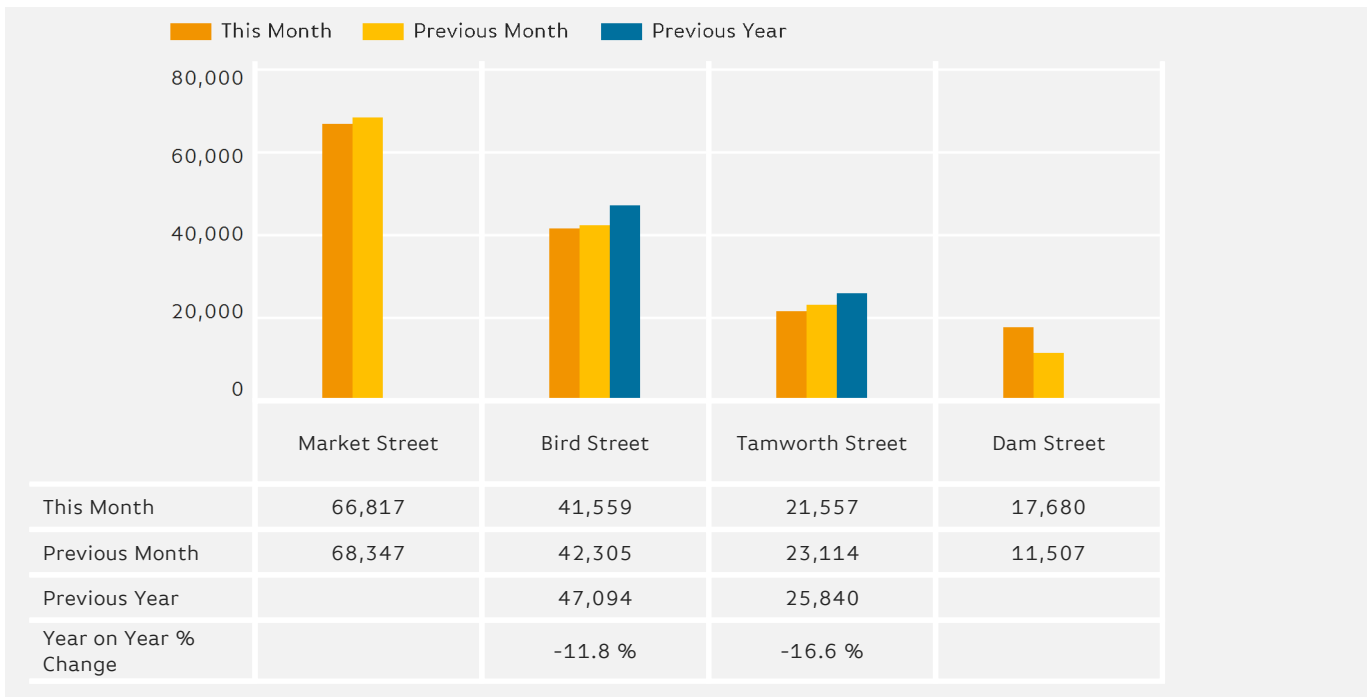
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



Footfall by Location

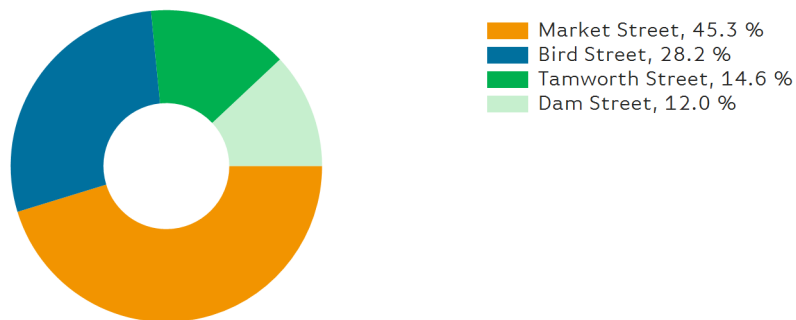
The figures shown below are calculated using weekly averages.



Footfall by location

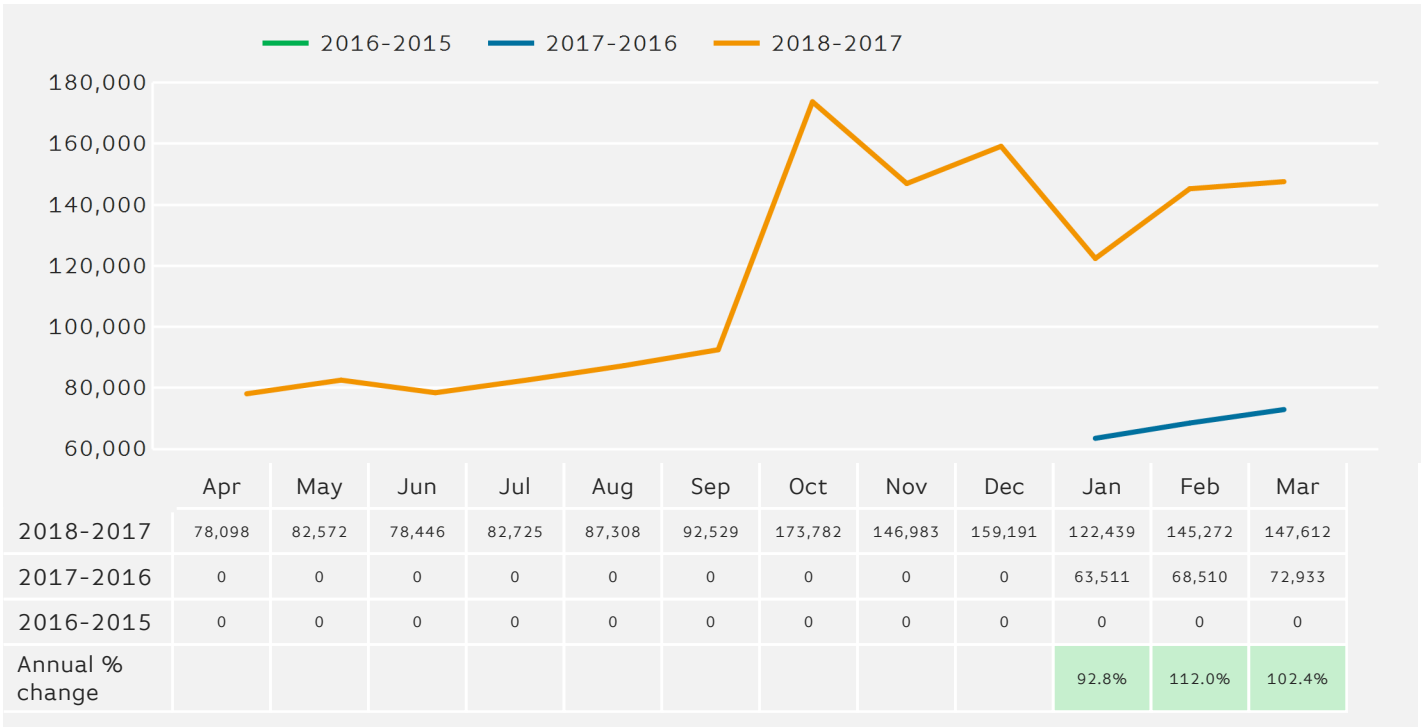
Counting By Location - Main Locations Only

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 March, 2018 Vs January, 2017 to March, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2018 Vs 2 2018