



**Lichfield BID**

April 2018

02/04/2018 to 29/04/2018



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	▼ -7.7 %		▼ -0.9 %		▲ 17.0 %	▲ 7.1 %
Three Spires Shopping Centre, Lichfield	▼ -3.1 %		▼ -0.2 %		▲ 14.4 %	▲ 4.8 %
West Midlands	▼ -4.4 %	▼ -3.0 %	▼ -4.5 %	▼ -2.0 %	▲ 10.4 %	▼ -1.0 %
UK	▼ -4.9 %	▲ 0.3 %	▼ -4.0 %	▲ 1.8 %	▲ 10.4 %	▲ 4.0 %

**Headlines**

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

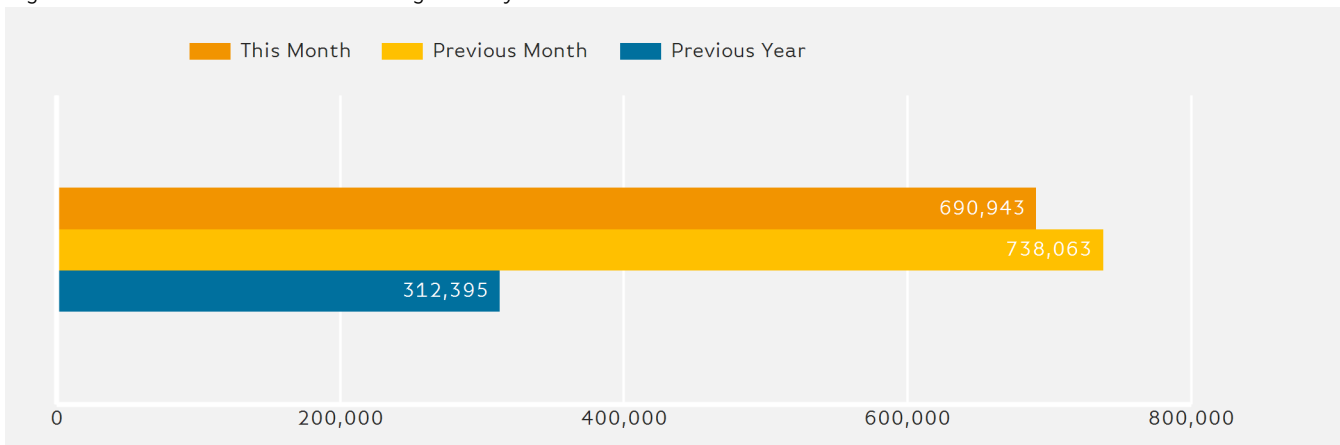
The number of visitors counted for month commencing 2 April 2018 was 690,943.

The busiest day in month commencing 2 April 2018 was Saturday 14 April with 46,552 visitors.

The peak hour of the month was 14:00 on Saturday 14 April 2018 with footfall of 5,297

**Footfall by Month**

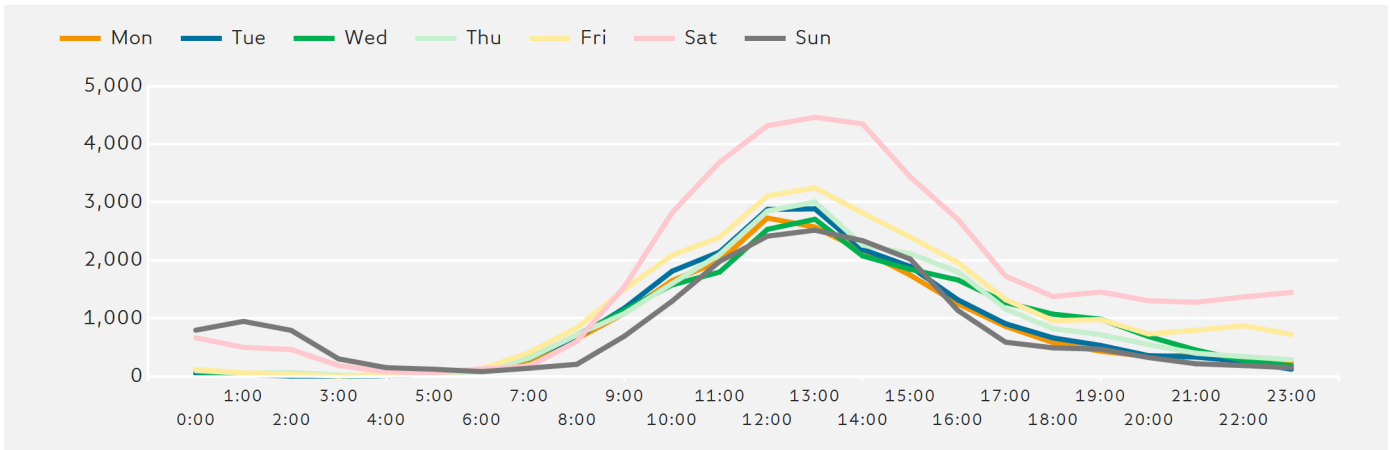
Figures shown below are calculated using monthly totals.



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



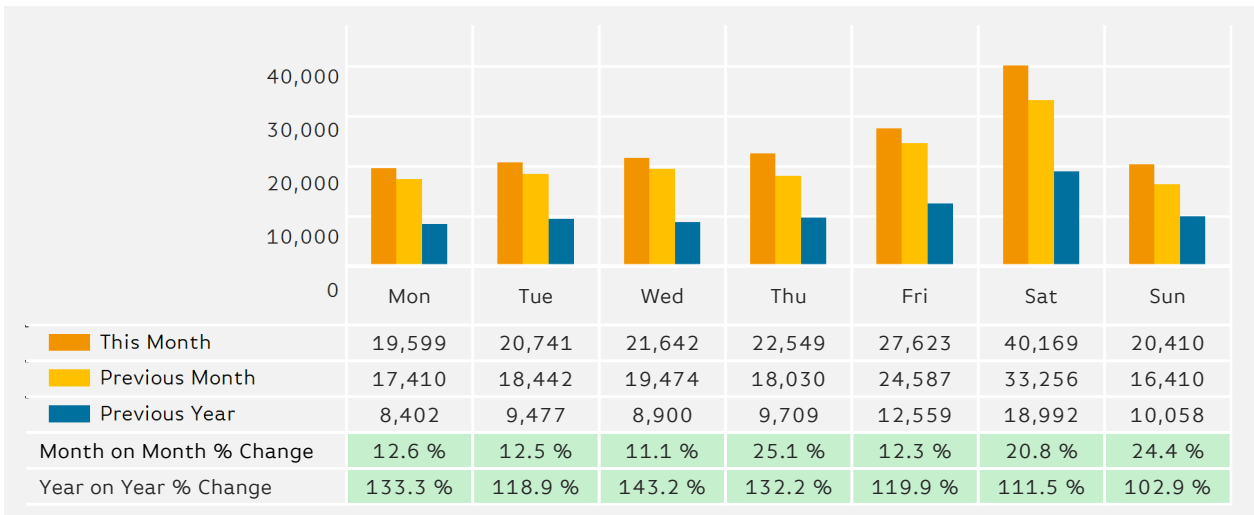
Number of days this month	8	3	17
Number of days same month last year	14	14	

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	13.3	6.6
2017	13.2	4.3

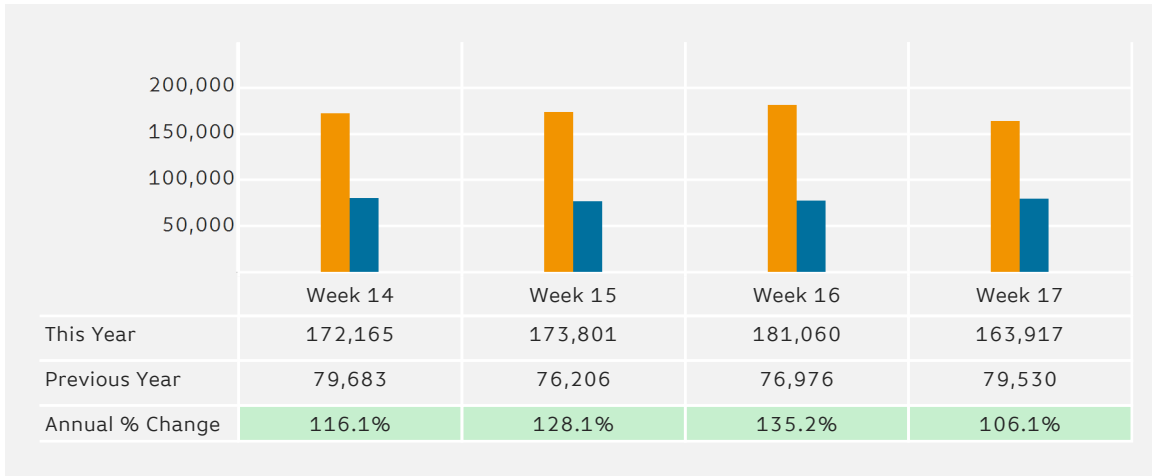
### Footfall by Day

The figures shown below are calculated using weekly averages.



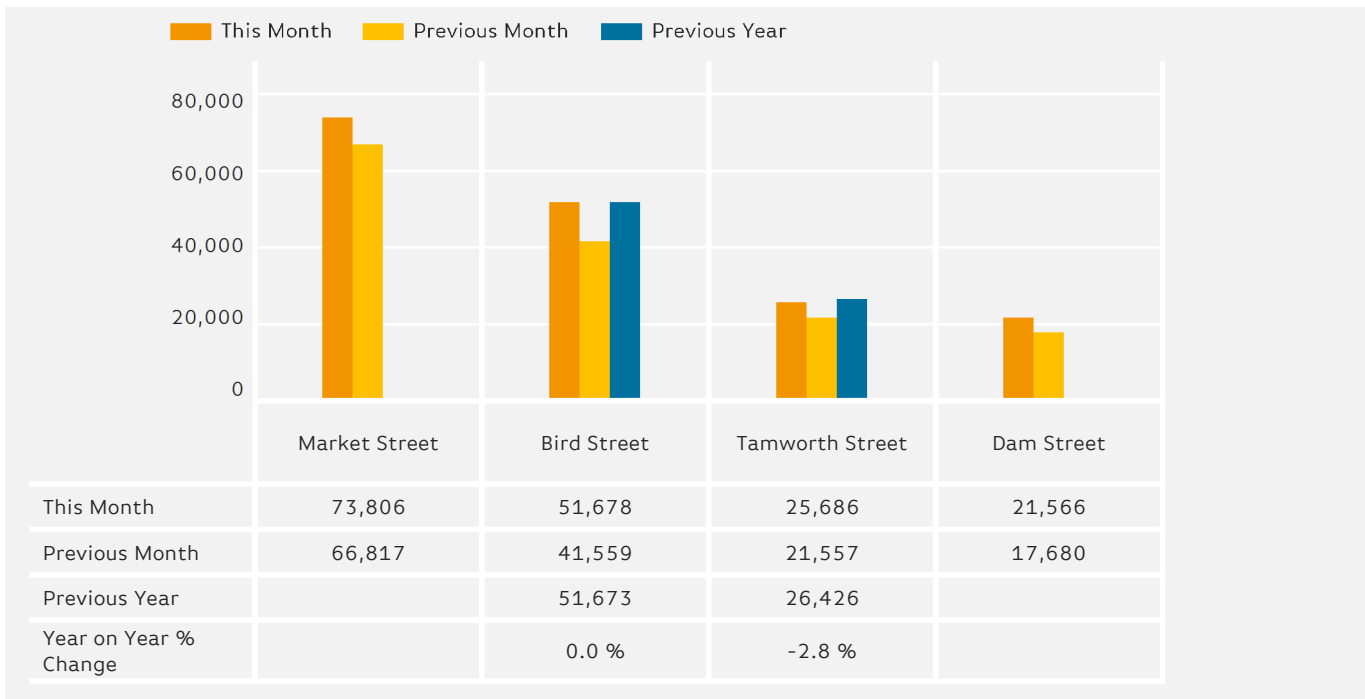
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



### Footfall by Location

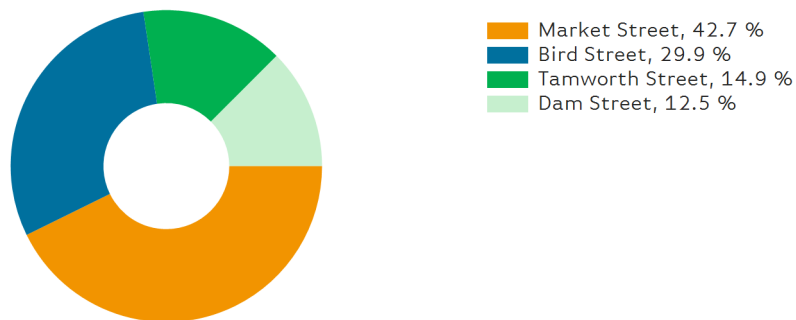
The figures shown below are calculated using weekly averages.



### Footfall by location

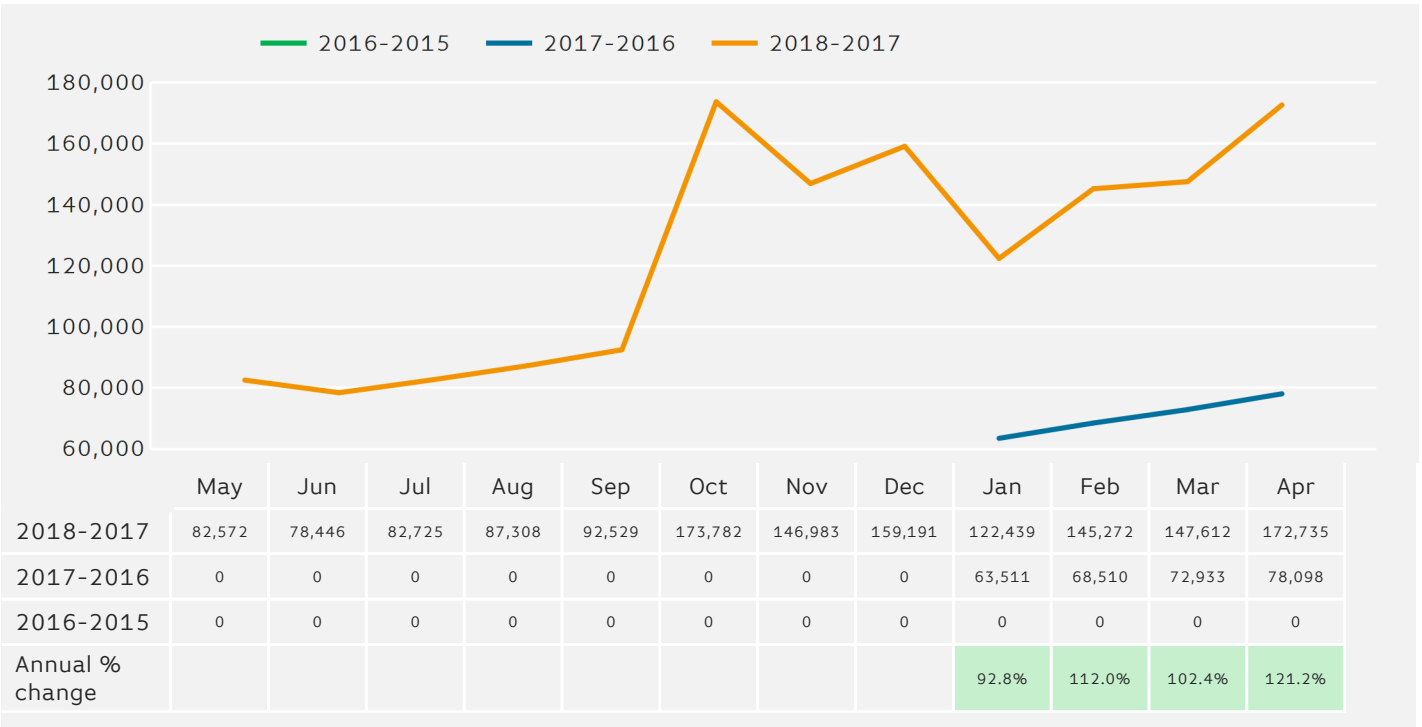
Counting By Location - Main Locations Only

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 April, 2018 Vs January, 2017 to April, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2018 Vs 3 2018