

LBIG City Performance Indicator

Lincoln BIG works with trusted data suppliers to provide intelligence on footfall and customer spend within the Lincoln BIG BID area. These insights allow us to understand city’s performance, compare trends and make more informed decisions. They are shared with members and key stakeholder to facilitate dialogue and to provide a wider measurement of value for the activities that are undertaken within the city.

Footfall Data

Footfall data provided by Proximity Future’s GDPR compliant GEO-Sense application is a people counting footfall system specifically designed for use on the High Street and retail environment. GEO-Sense provides anonymous information based on unique visitor numbers requiring no end user interaction.

Dedicated sensors gather anonymised data providing information on unique visitor counts which unlike traditional systems allows GEO-Sense to provide enhanced reports such accurate visitor numbers, dwell time, visitor movements and frequency of visits.

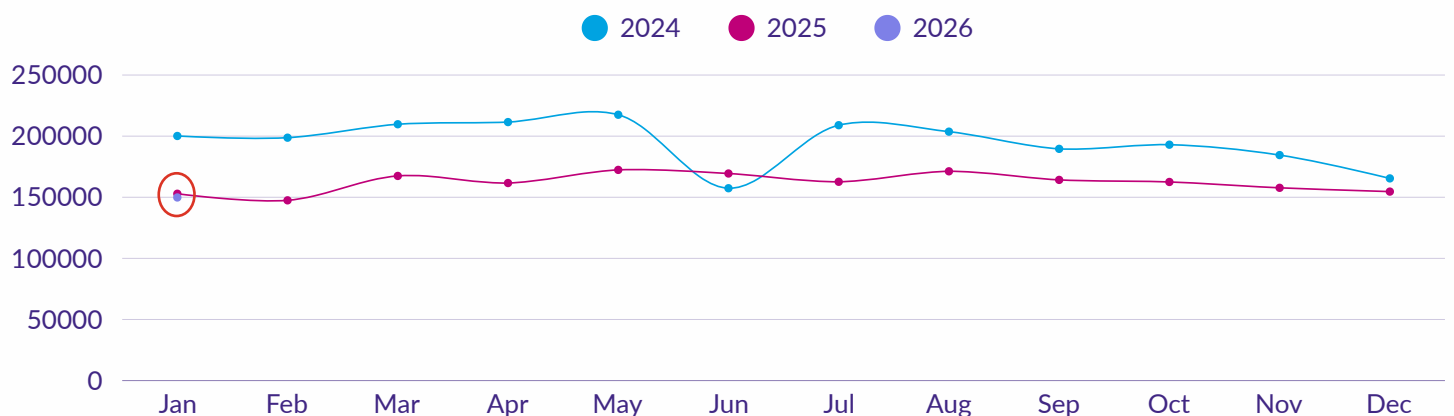
- See p7 & p8 for glossary/references

Headlines

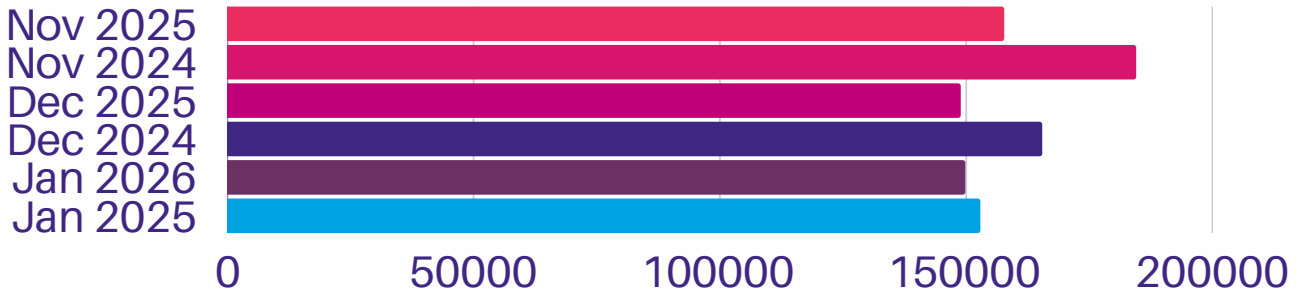
JANUARY 2026

- The change in footfall compared to the previous month is a 1 % increase
- The total number of visitors was 149,824 of which 126,508 (84%) have visited previously and 23,316 (16 %) were new
- This months average visitors per day is down by -3% based on the year to date average visitors per day
- Total footfall for the year to date has decreased by -2% (-3,722) based on the same period last year
- The busiest zone during January was High Street - North with 62,342 visitors 42% of the total venue visitors
- The months busiest time of day was between 09:00 and 10:00

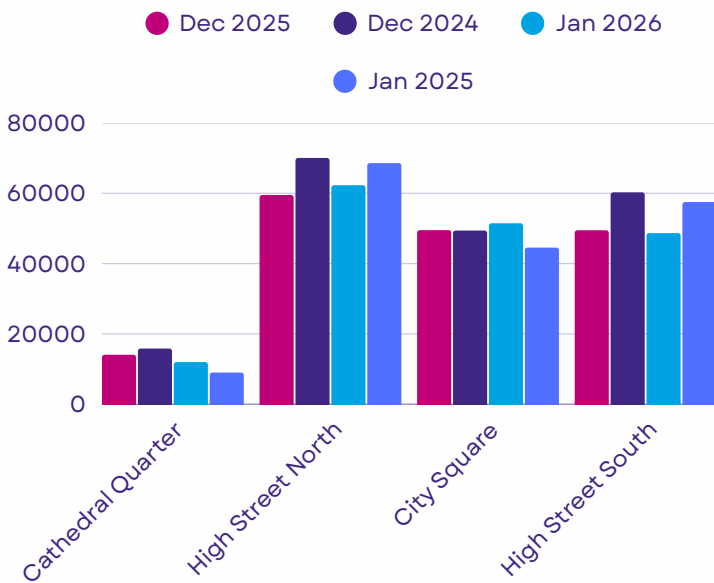
Yearly Footfall



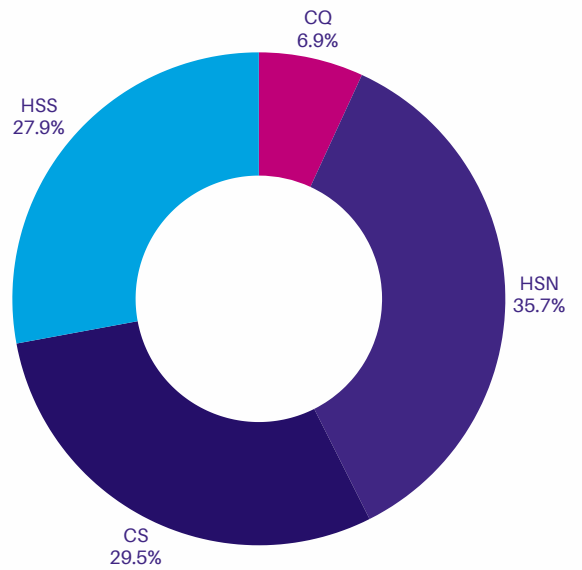
Monthly Footfall



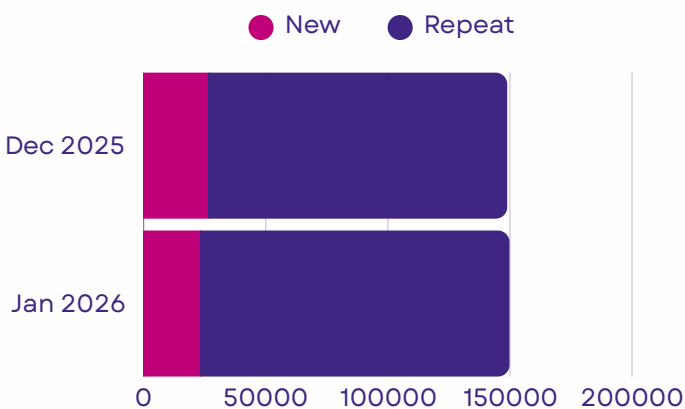
Footfall by Location



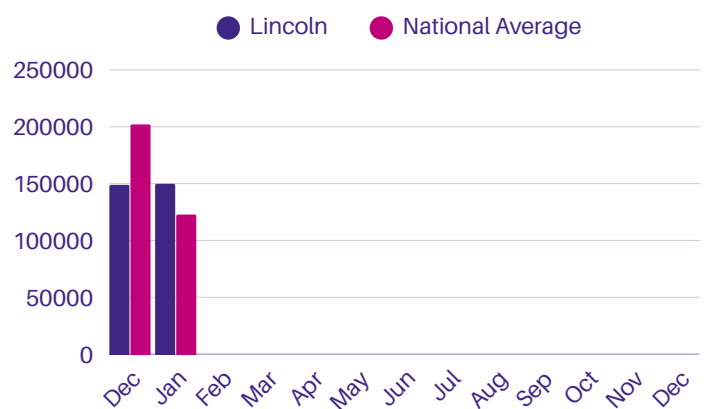
Footfall by Location - Jan 2026



New vs Repeat Visitors Dec & Jan 26



National Comparison Footfall per Month



LBIG City Performance Indicator

Spend Data

Customer spend analysis provided by Beauclair, data is collected by Beauclair from a National data set of offline transactions from over 11 million debit card accounts. Each transaction is geo-tagged to track merchant location, retail sector and online vs offline transaction. All merchant and customer data is strictly anonymised and aggregated to comply with GDPR and data protection requirements.

Through Beauclair data we are able to compare the city data versus other towns and cities across the UK, such as Norwich, York, Chester and Nottingham

Headlines

Lincoln Headline Metrics

- In Dec 2025, monthly retail sales in Lincoln were £20.5m. Year-to-Date (YTD) sales were £173m.
- Compared to Dec 2024, monthly sales decreased by -6.0% while YTD sales decreased by -1.8%.
- The decrease in monthly sales was due to a decrease of -4.8% in customer numbers and a decrease of -1.2% in average revenue per customer (ARPC).

Lincoln vs Comparator Areas

- Monthly sales change between Dec 2024 and Dec 2025 in Lincoln (-6.0%) is higher than Nottingham (-10.4%) and Lincoln South/Brayford (-19.2%); similar to Norwich (-6.9%) and lower than Chester (0.0%), Lincoln City Centre (-3.1%), York (-3.4%) and Lincoln North (-3.8%).
- YTD sales change between Dec 2024 and Dec 2025 in Lincoln (-1.8%) is higher than Nottingham (-6.7%) and Lincoln South/Brayford (-7.1%); similar to Lincoln North (-0.9%) and Norwich (-1.3%) and lower than Chester (+2.5%), York (+0.7%) and Lincoln City Centre (-0.3%).

Lincoln Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£6.27m), Fashion (£4.45m), Health & Beauty (£2.63m), Grocery (£2.53m), and Tourism (£1.80m).
- The five sectors with the highest YTD sales are Food & Drink (£58.5m), Fashion (£36.4m), Health & Beauty (£21.8m), Grocery (£21.2m), and General Retail (£15.0m).
- The five sectors showing the largest change in sales between Dec 2024 and Dec 2025 are General Retail (-£807k), Food & Drink (-£684k), Tourism (+£671k), Fashion (-£532k) and Health & Beauty (+£167k).

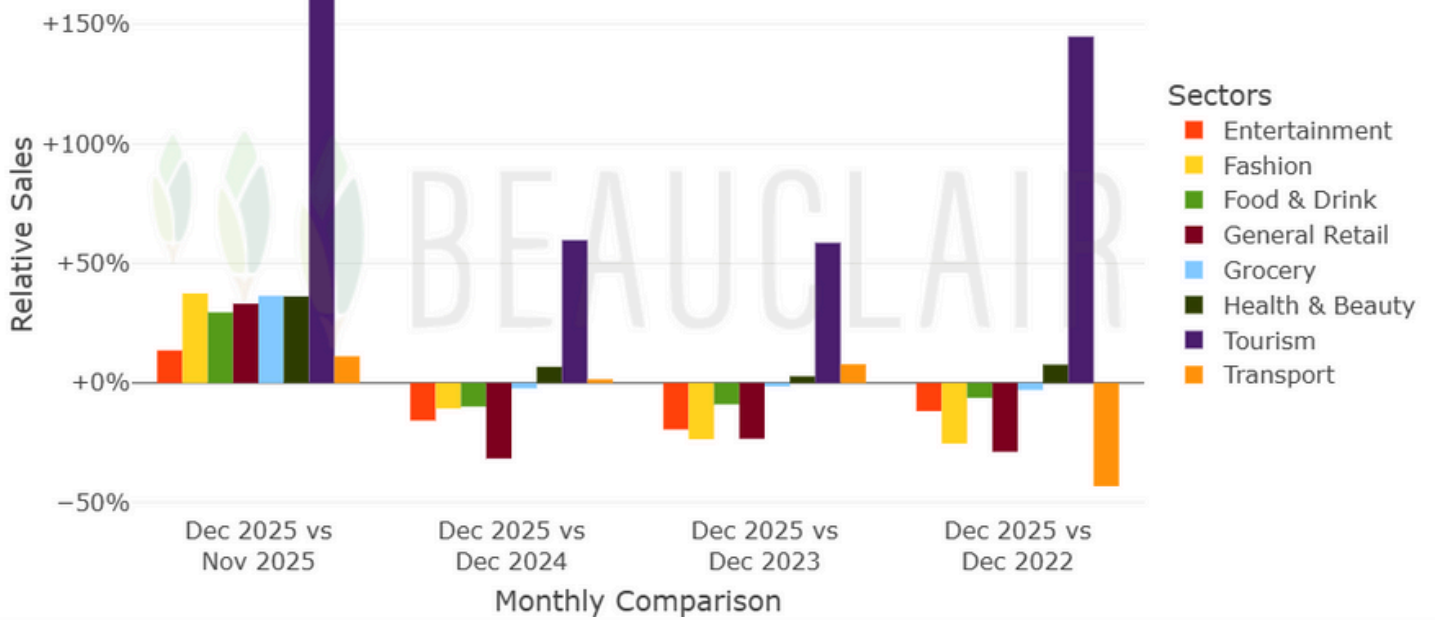
| Metric | Dec 25 | Dec 25 vs Dec 24 | YTD Dec 25 | YTD Dec 25 vs YTD Dec 24 |
|--------------|---------|------------------|------------|--------------------------|
| Sales | £20.5m | -6.0% | £173m | -1.8% |
| Transactions | 935k | -6.8% | 8.78m | -2.8% |
| Customers | 204k | -4.8% | 2.06m | -1.3% |
| ATV | £21.94 | +0.9% | £19.72 | +1.1% |
| ARPC | £100.67 | -1.2% | £84.02 | -0.5% |

Key Retail Metrics for Lincoln

- See p7 & p8 for glossary/references

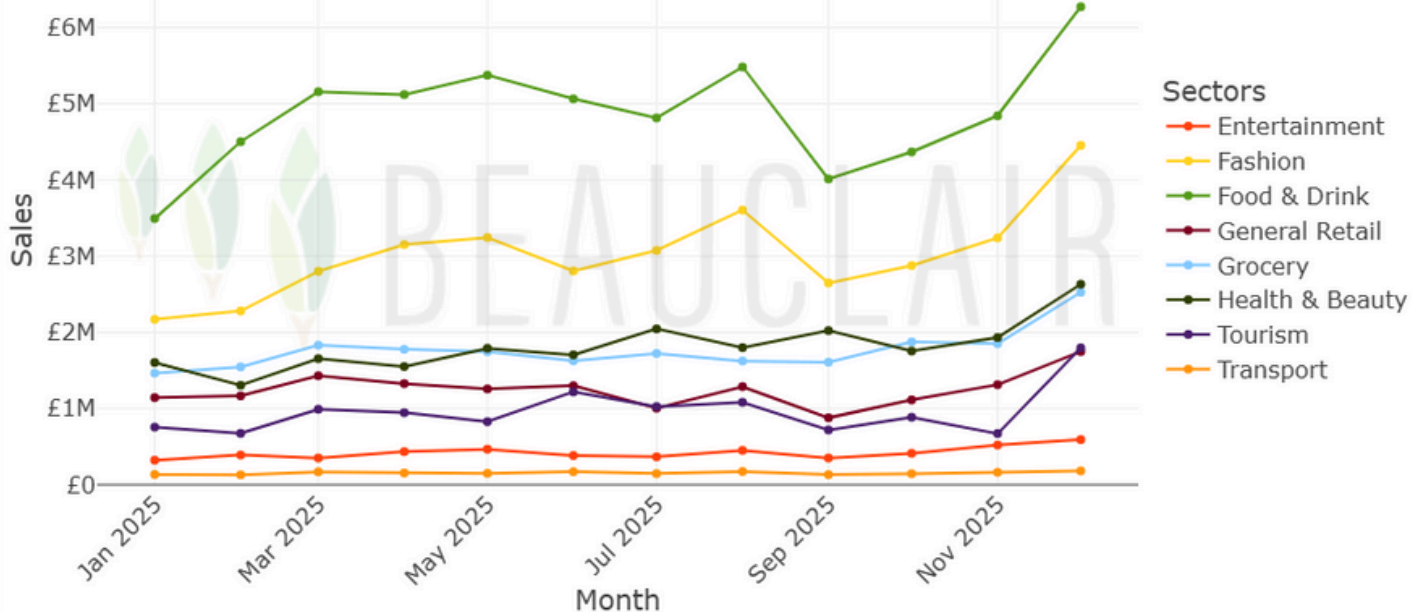
Sector Sales - Month

Lincoln - Sector Sales - Dec 2025 vs Reference Months



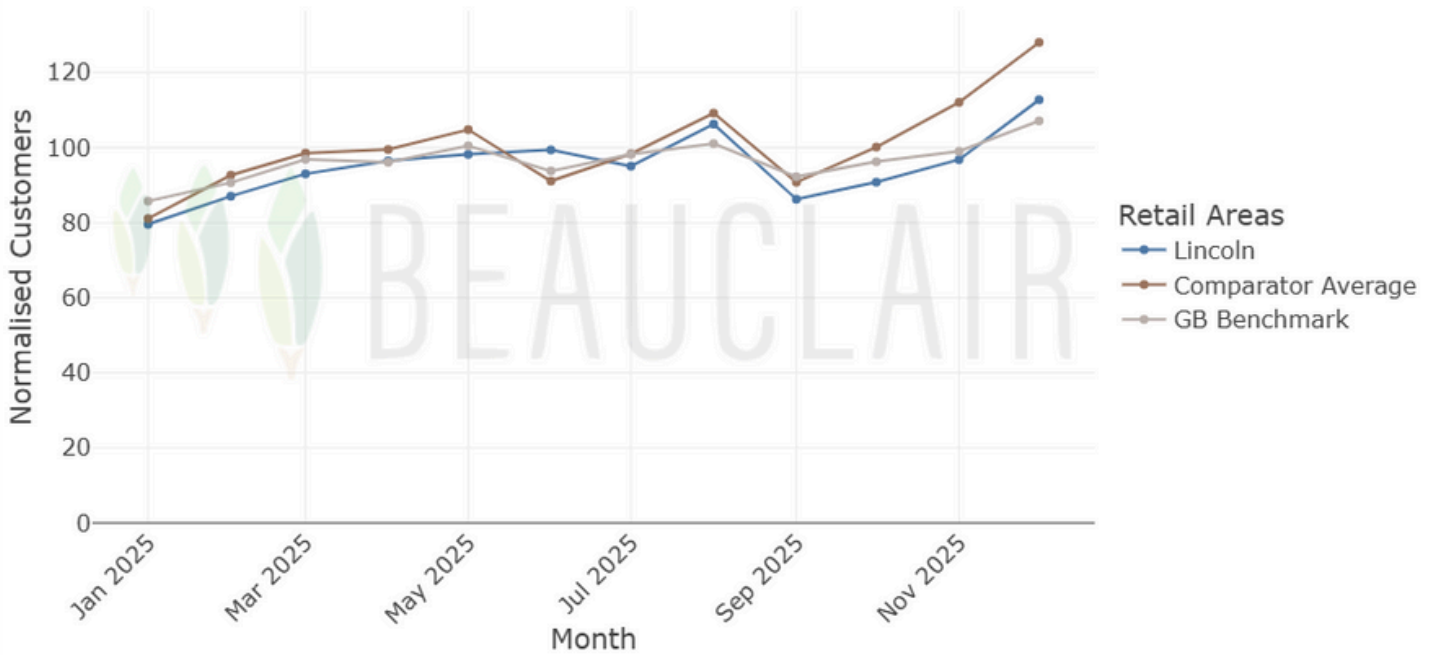
Sector Sales - Year to date

Lincoln - Sector Sales - Jan 2025 to Dec 2025



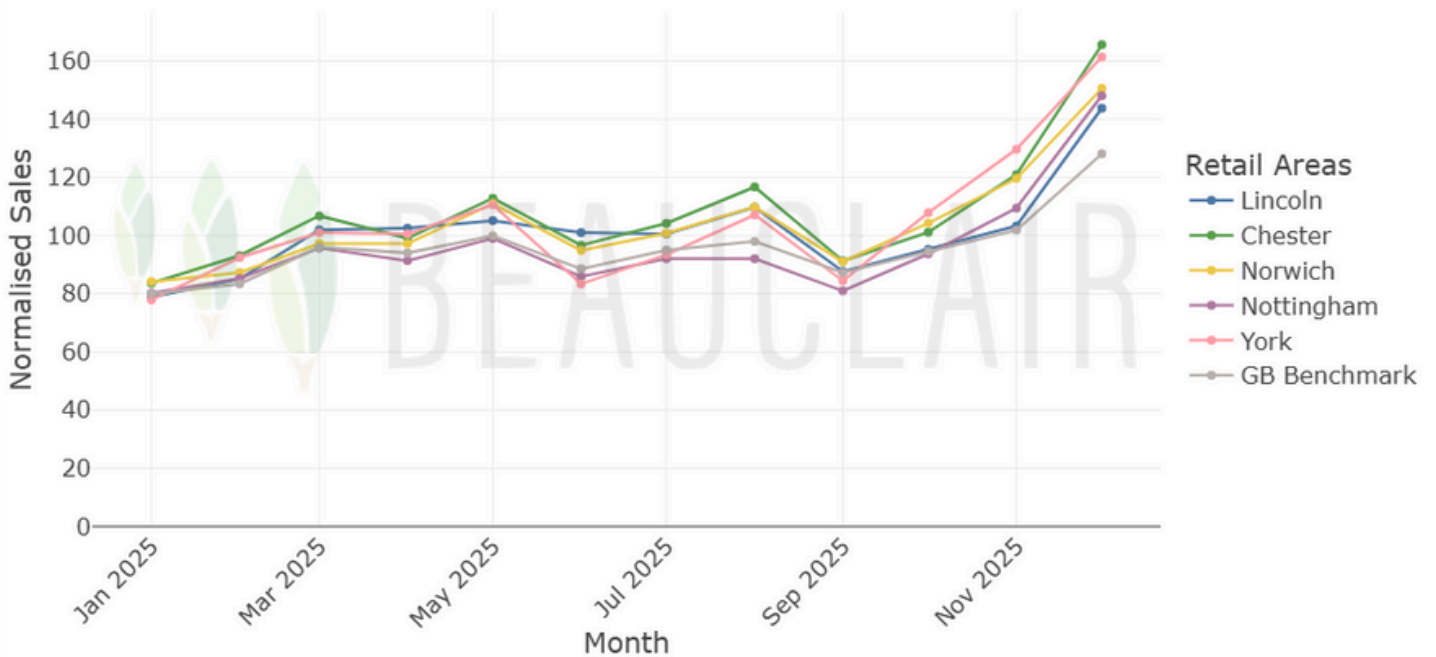
Lincoln Customers vs Comparators

Customers - Jan 2025 to Dec 2025



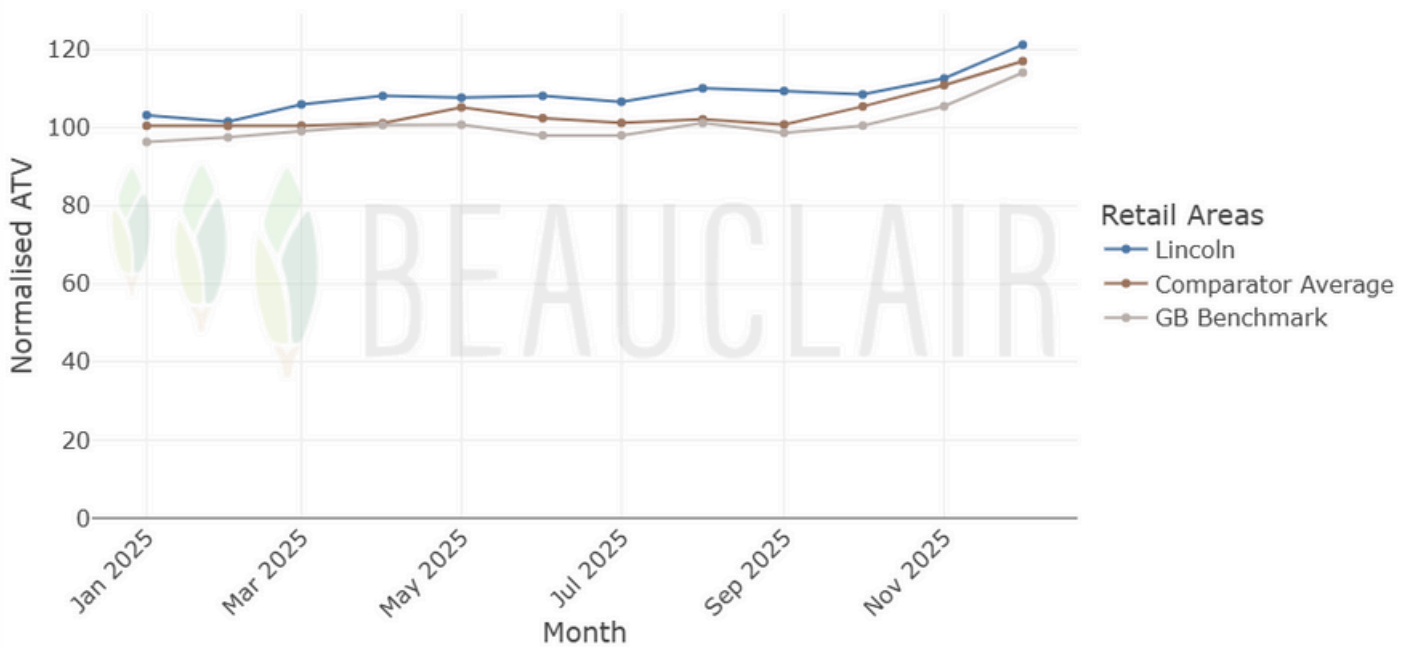
Lincoln Sales vs Comparators

Sales - Jan 2025 to Dec 2025



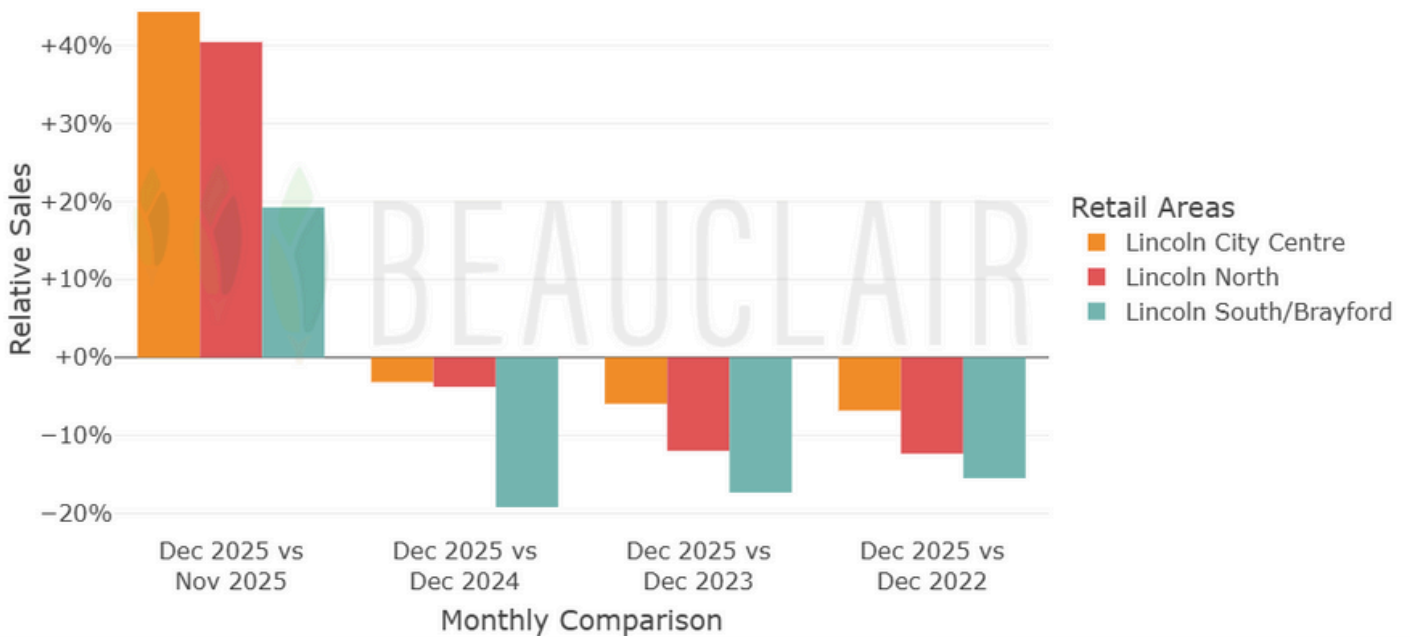
Lincoln Average Transaction Values (ATV) vs Comparators

ATV - Jan 2025 to Dec 2025



Lincoln Retail Area Breakdown - Month

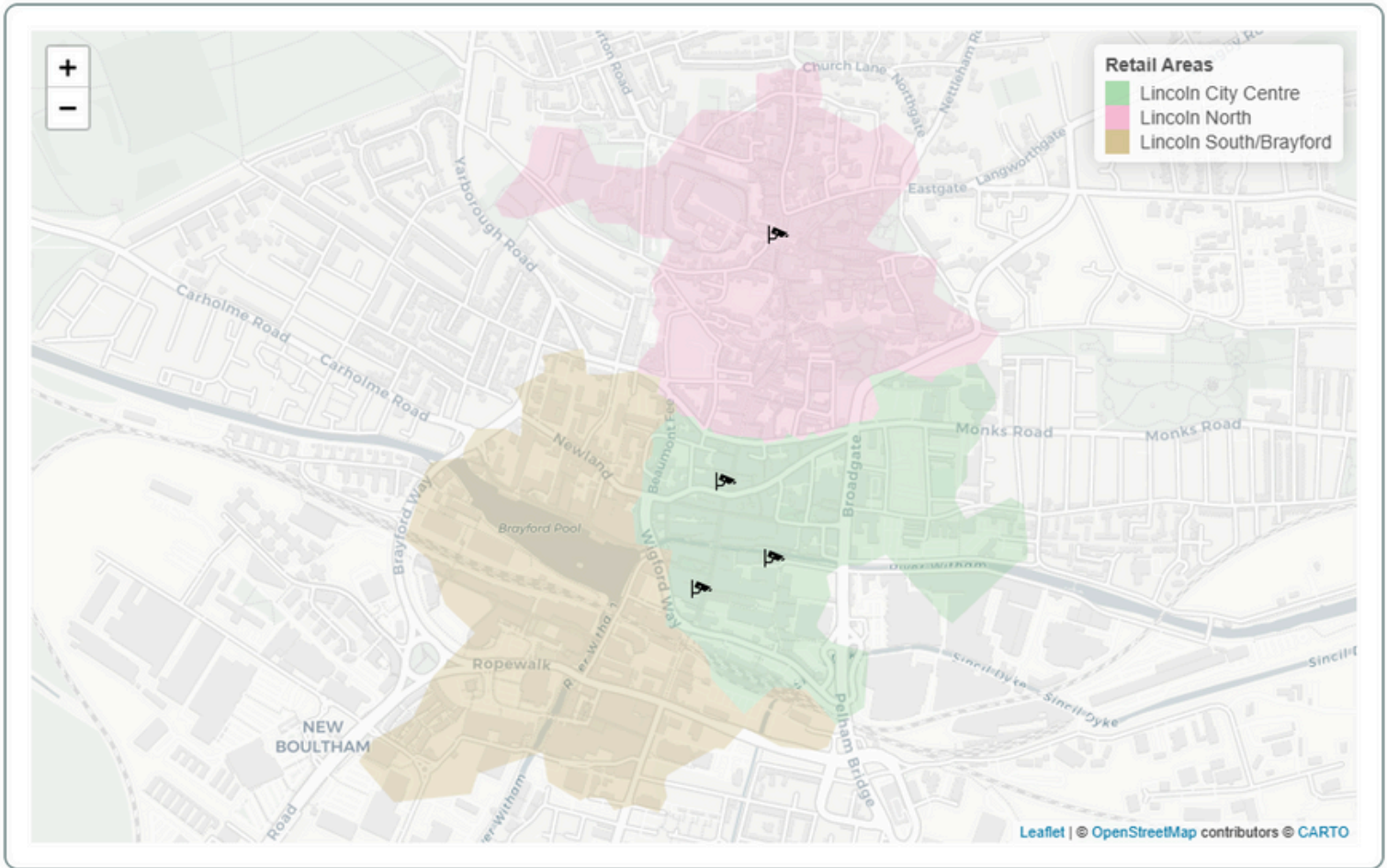
Sales - Dec 2025 vs Reference Months



Members are invited to attend the Our Future High Street meetings, hosted by Lincoln BIG. During the meetings we will discuss in more detail how the city is performing, current issues, share the interpretation of performance data and plan for future activity.

Invitations are circulated by Lincoln BIG to members via email. To request to join the meetings or for any questions regarding our Future High Street and data reports please email sharon.stone@lincolnbig.co.uk

References



Map: Beauclair city areas & Footfall sensor points

| Sector | Sub-sectors - all offline spend (no online) | Brand Examples |
|--------------------------|---|---|
| Consumer Services | Adult, Delivery Services, Florists, Other - Consumer Services, Photography and Printing, Software | Snappy Snaps, Post Office, 15smash, Johnson Dry Cleaners |
| Entertainment | Attractions and Experiences, Entertainment - Other, Gambling, Live Shows and Events, Music & Video Streaming, Sports Equipment & Clubs, Toys and Gaming | Hollywood Bowl, Vue, Alton Towers, Kew Gardens, Evans Cycles, Flight Club, William Hill, HMV, The Entertainer, |
| Fashion | Baby and Childrenswear, Bags and Accessories, Jewellery and Watches, Lingerie, Menswear, Shoes, Sportswear, Unisex, Womenswear | H&M, M&S Fashion, Clarks, H Samuel, Sunglass Hut, Go Outdoors, GAP, |
| Food and Drink | Alcoholic Beverages, Cafes and Coffee Shops, Confectionery, Fast Food Chains, Food Delivery Services, Non-Alcoholic Beverages, Pubs and Bars, Restaurants | Majestic Wine, Costa, Starbucks, ASDA Café, Greggs, All Bar One, Oceana, Weatherspoon, BrewDog, Pizza Express, McDonalds, KFC |
| General Retail | Books and Stationery, Cards and Gifts, Department Stores, Digital Marketplace, Discount Retailers, Electronics and Appliances, Other - General Retail, Pets | WHSmith, Waterstones, Ryman, Argos, John Lewis, B&M, Home Bargains, Currys & PC World, Pets at Home |
| Grocery | Corner Shops and Newsagents, Grocery Delivery, Specialist Grocery, Supermarkets, Wholesalers | One Stop, Nisa, Tesco, Sainsburys, Ocado, M&S Grocery |
| Health and Beauty | Beauty Products, Beauty Salons and Spas, Gyms and Fitness, Health and Nutrition, Healthcare Providers, Opticians | Boots, Superdrug, Space NK, Supercuts, Holland & Barrett, Specsavers, Vision Express, Pure Gym |
| Household | DIY and Interior Design, Furniture, Garden, Household Products | B&Q, Homesense, Wickes, Screwfix, |
| Tourism | Airlines, Holidays, Hotels | Hayes Travel, TUI, Premier Inn (not online payments) |
| Transport | Parking, Petrol, Vehicle Rentals, Transportation | NCP, BP, Esso, Avis, Avanti West Coast, Metrolink - bus & transport inclusion depends on where payments are processed (i.e. central payments depo within your defined area) |

Beauclair sector descriptions

| BEAUCLAIR TERM | DEFINITION |
|--------------------------------------|---|
| Metric | One of the measures of retail performance provided by Beauclair, namely: ARPC, ATV, Customers*, Sales*, Sales Contribution, Transactions*. * Based on the demographic mix of customers and is calculated via sophisticated statistical modelling which compares Beauclair's dataset to a detailed demographic model of the whole UK. |
| Sales* | Calculated total debit card sales in a retail area. |
| Transactions* | Calculated total number of debit card transactions in a retail area. |
| Customers* | Calculated unique number of debit card account holders undertaking transactions in a retail area. |
| Average Transaction Value (ATV) | Sales divided by Transactions. |
| Average Revenue Per Customer (ARPC) | Sales divided by Customers. |
| Retail Area | The retail area within which transaction data is measured. |
| Comparator Area | A retail area against which clients can compare the performance of their own retail area. |
| Sector Sales Contribution | The percentage of overall sales attributable to one of ten sectors. |
| Demographic Group | Groups of retail customers sharing similar economic, age, lifestyle and behaviour characteristics. We use MOSAIC , powered by EXPERIAN. |
| Demographic Group Contribution | The percentage of overall sales attributable to customers from a specified demographic group. |
| Customer Catchment Area | An area where a group of customers live. |
| Customer Catchment Area Contribution | The percentage of overall sales attributable to customers who live in a specified customer catchment area. |
| GB Benchmark | Our GB Benchmark is the median retail performance of the retail areas at the centre of the UK's Primary Urban Areas (excluding Belfast) as defined by Centre for Cities . |
| Normalised Value | Data is presented relative to the value of a metric for the average month in 2022. A normalised value of 100 is equal to the value of that metric for the average month in 2022. |