

# 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.

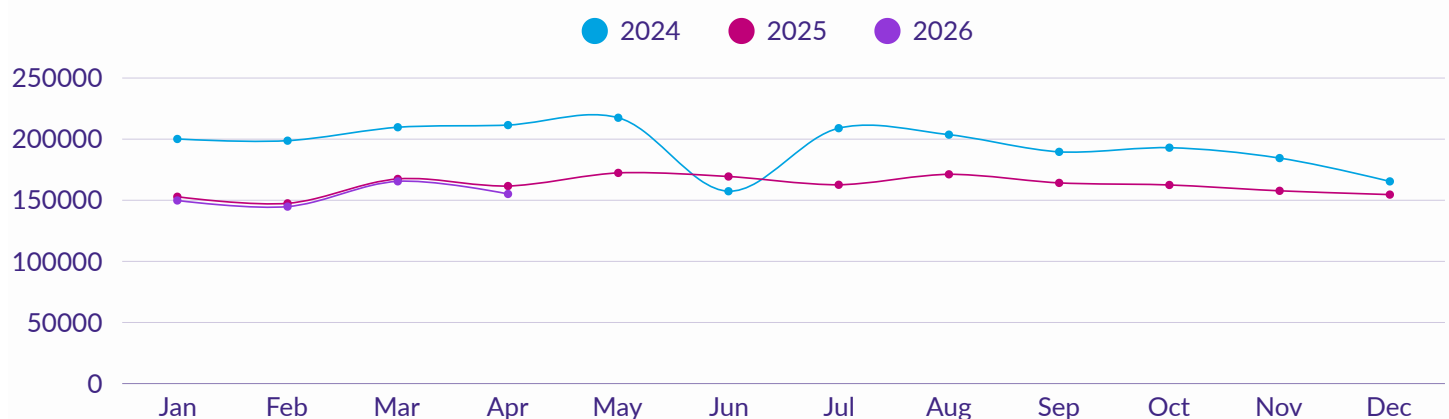
- See p7 & p8 for glossary/references

## Headlines

April 2026

- The change in footfall compared to the previous month is a -3 % decrease.
- The total number of visitors was 155,076 of which 127,587 (82%) have visited previously and 27,489 (18%) were new.
- This months average visitors per day is up by 1% based on the year to date average visitors per day.
- Total footfall for the year to date has decreased by -3% (-21,616) based on the same period last year.
- The busiest zone during April was High Street - North with 64,972 visitors 42% of the total venue visitors
- The months busiest time of day was between 09:00 and 10:00

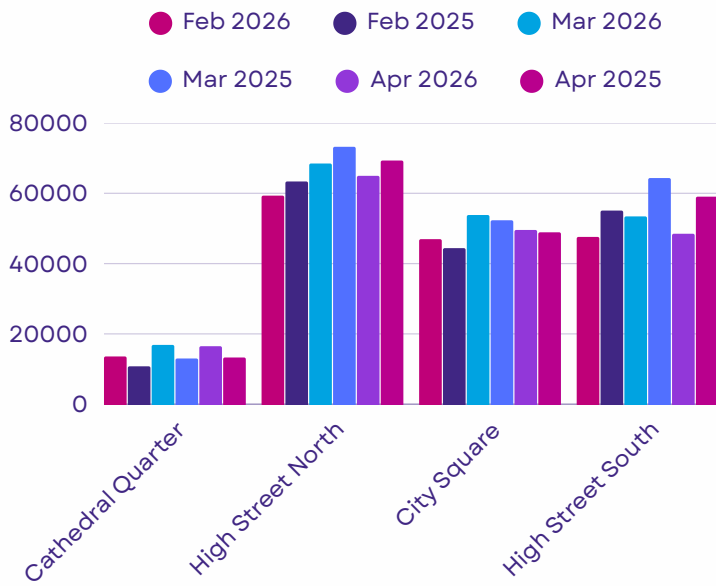
Yearly Footfall



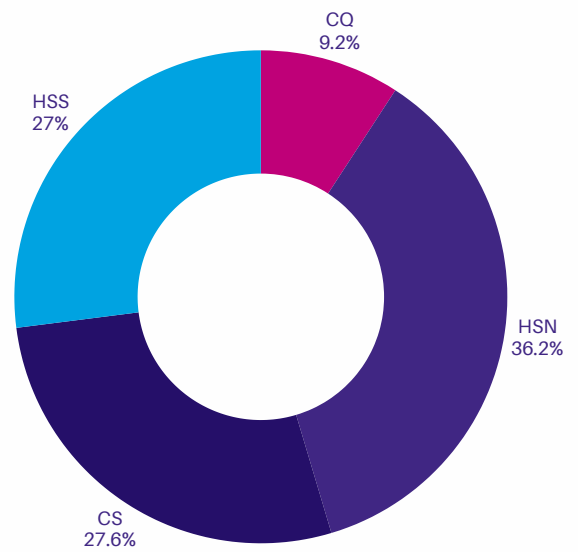
### Monthly Footfall Feb - Mar - Apr 2026



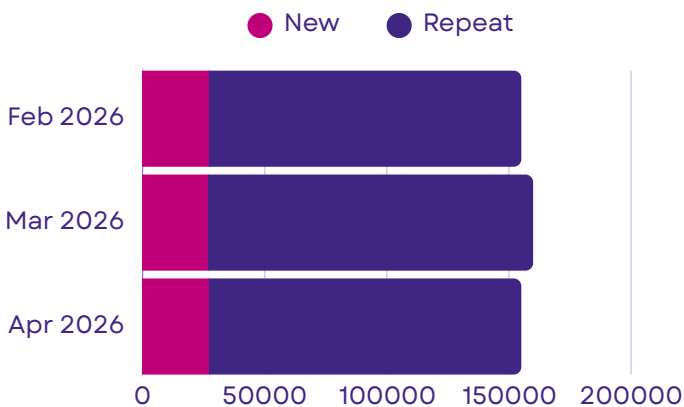
### Footfall by Location Feb - Mar - Apr 2025 v 2026



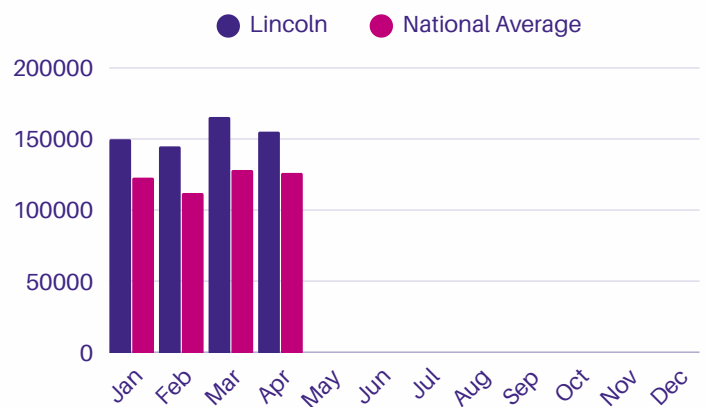
### Footfall by Location - April 2026



### New vs Repeat Visitors Feb - Mar - Apr 26



### National Comparison Footfall 2026 by Month



# March 2026

# 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 City Centre Headline Metrics

- In March 2026, monthly retail sales in Lincoln were £12.4m. Year-to-Date (YTD) sales were £35m.
- Compared to March 2025, monthly sales decreased by -13.4% while YTD sales decreased by -6.6%.
- The decrease in monthly sales was due to a decrease of -8.6% in customer numbers and a decrease of -5.3% in average revenue per customer (ARPC).

### Lincoln City Centre vs Comparator Areas

- Monthly sales change between March 2025 and March 2026 in Lincoln (-13.4%) is higher than Lincoln South/Brayford (-25.2%) and lower than Norwich (-2.1%), Lincoln North (-8.3%), Nottingham (-8.6%), York (-10.2%), Lincoln City Centre (-11.7%) and Chester (-12.2%).
- YTD sales change between March 2025 and March 2026 in Lincoln (-6.6%) is higher than Chester (-8.8%) and Lincoln South/Brayford (-17.2%); similar to York (-5.9%) and Nottingham (-7.2%) and lower than Lincoln North (0.9%) Norwich (-2.5%) and Lincoln City Centre (-5.1%).

### Lincoln City Centre Sector Sales

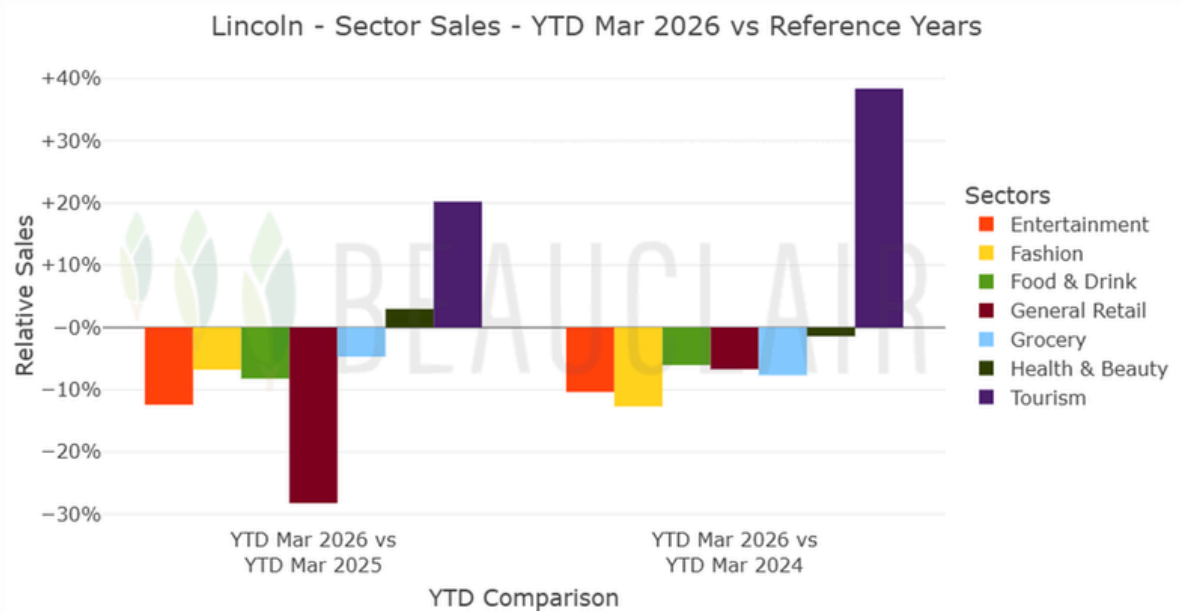
- The five sectors with the highest monthly sales are Food & Drink (£4.28m), Fashion (£2.44m), Grocery (£1.63m), Health & Beauty (£1.59m) and General Retail (£993k).
- The five sectors with the highest YTD sales are Food & Drink (£12m), Fashion (£6.71m), Health & Beauty (£4.58m) and Grocery (£4.56m) and Tourism (£2.79m).
- The five sectors showing the largest change in sales between March 2025 and March 2026 are Food & Drink (-£837k), General Retail (-£427k), Fashion (-£346k), Grocery (-£174k) and Tourism (-£52.2k).

Metric	Mar 26	Mar 26 vs Mar 25	YTD Mar 26	YTD Mar 26 vs YTD Mar 25
Sales	£12.4m	-13.4%	£35.0m	-6.6%
Transactions	649k	-13.9%	1.82m	-9.3%
Customers	152k	-8.6%	438k	-5.7%
ATV	£19.17	+0.5%	£19.25	+3.0%
ARPC	£81.80	-5.3%	£79.97	-0.9%

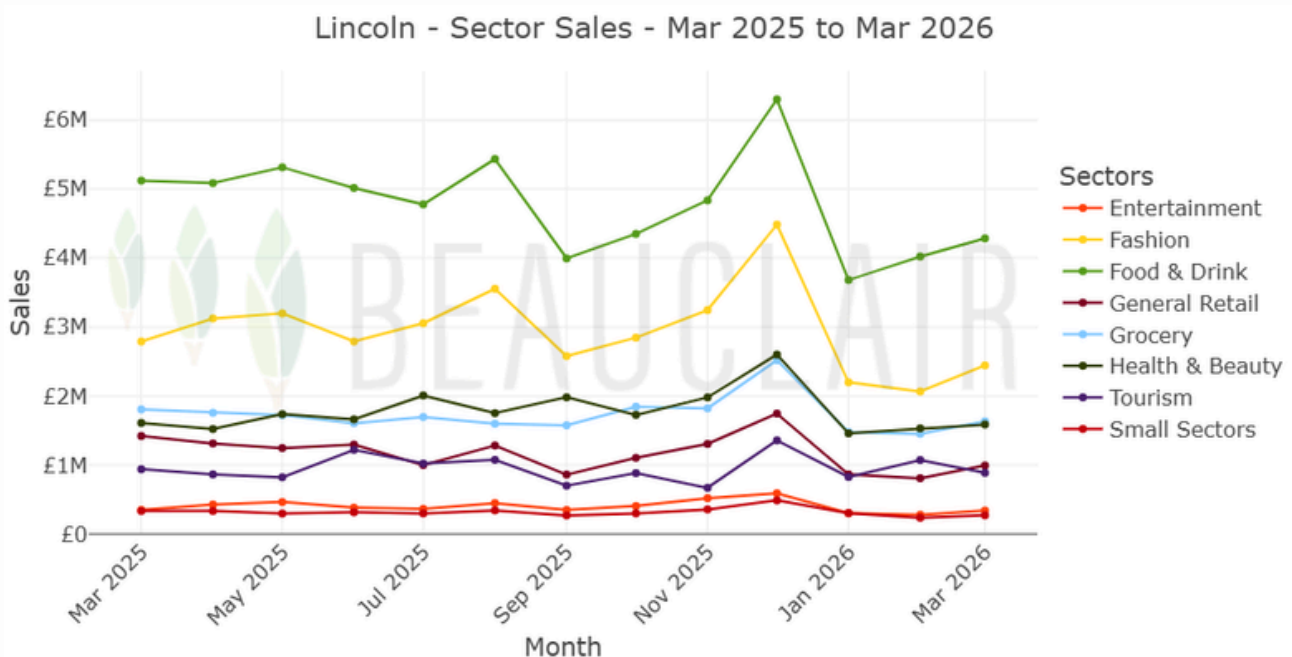
Key Retail Metrics for Lincoln

- See p7 & p8 for glossary/references

## Sector Sales - Month

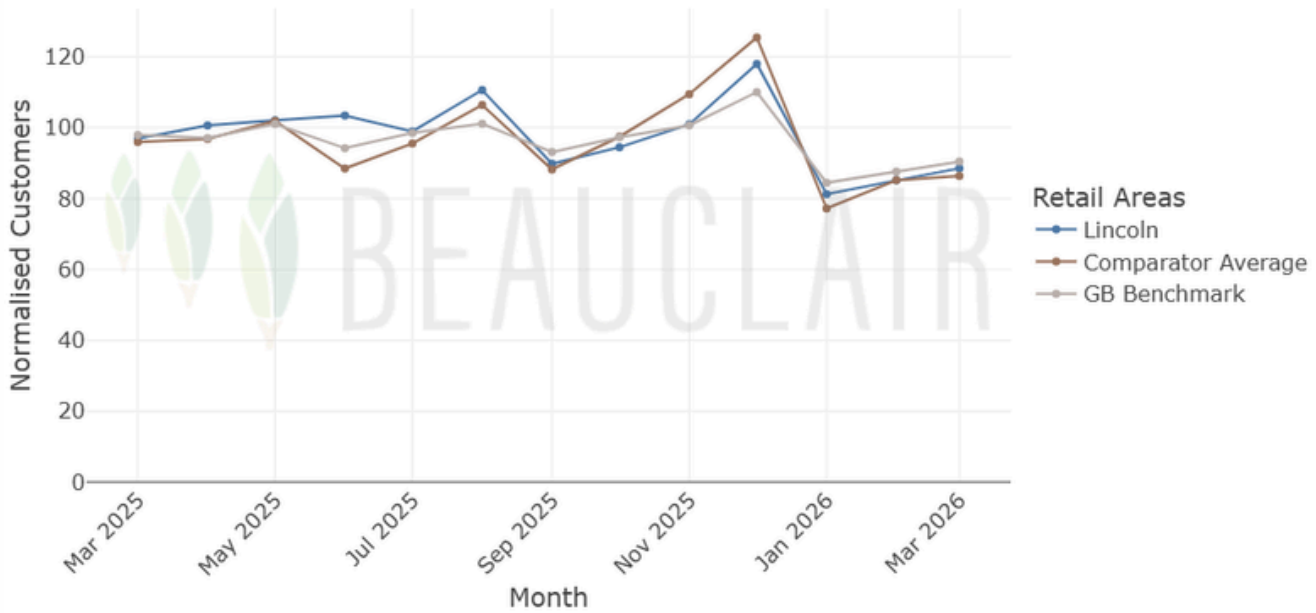


## Sector Sales - Year to date



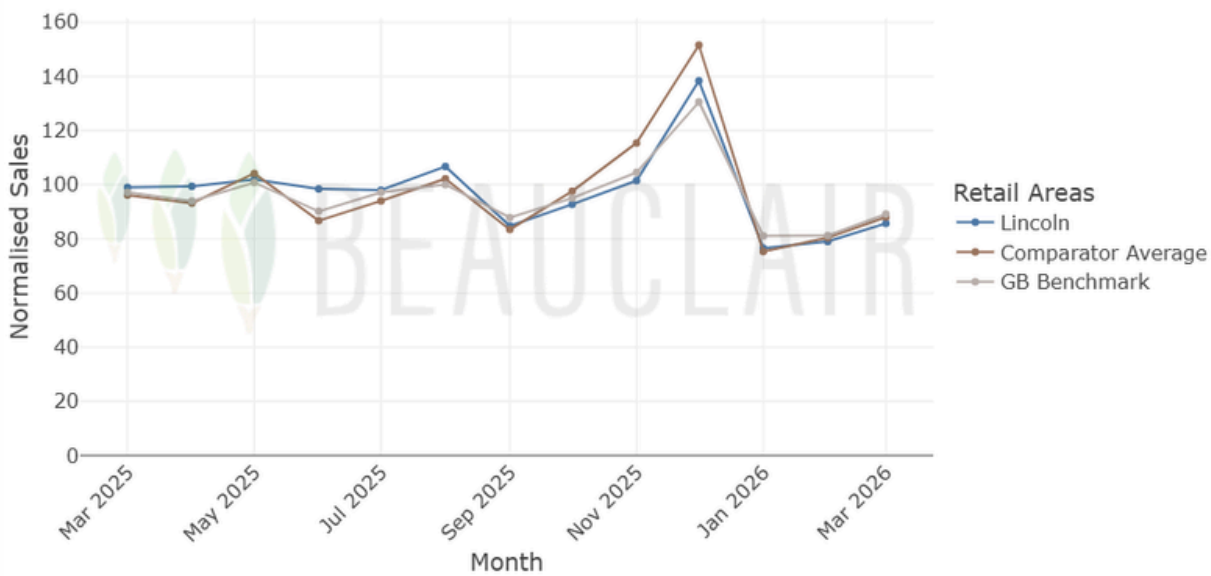
## Lincoln Customers vs Comparators

Customers - Mar 2025 to Mar 2026



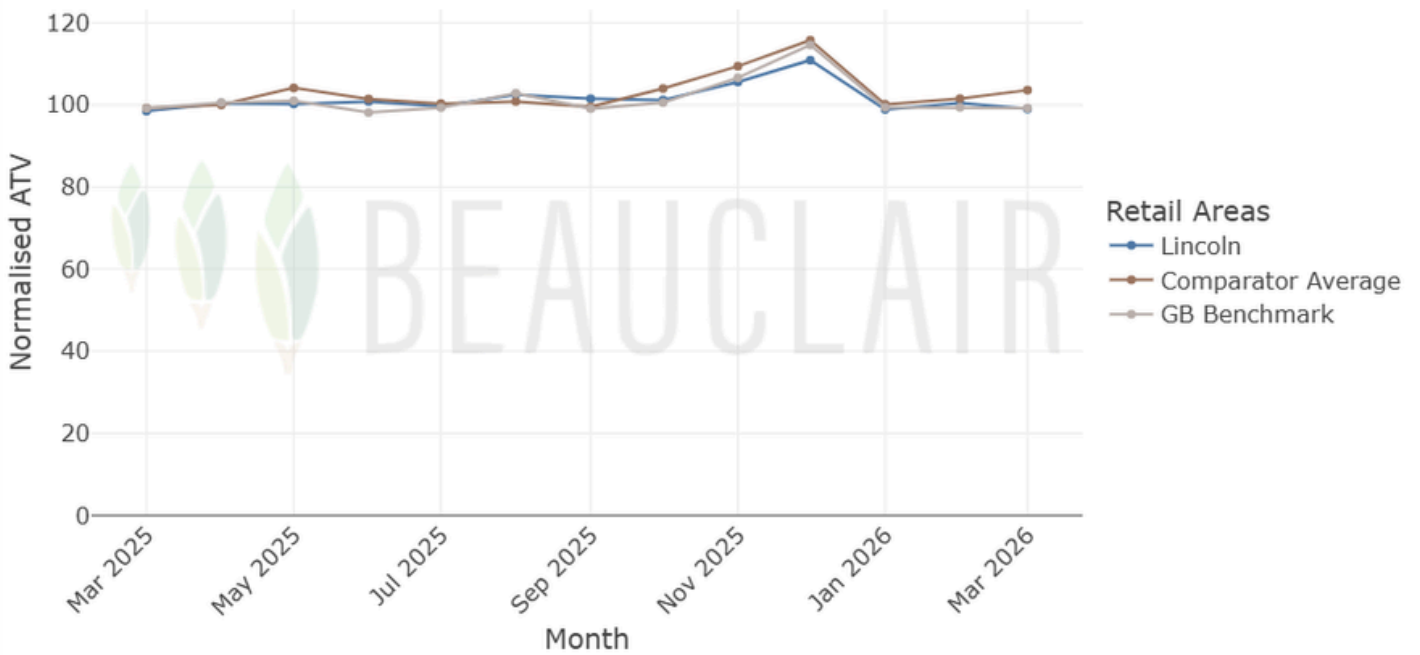
## Lincoln Sales vs Comparators

Sales - Mar 2025 to Mar 2026



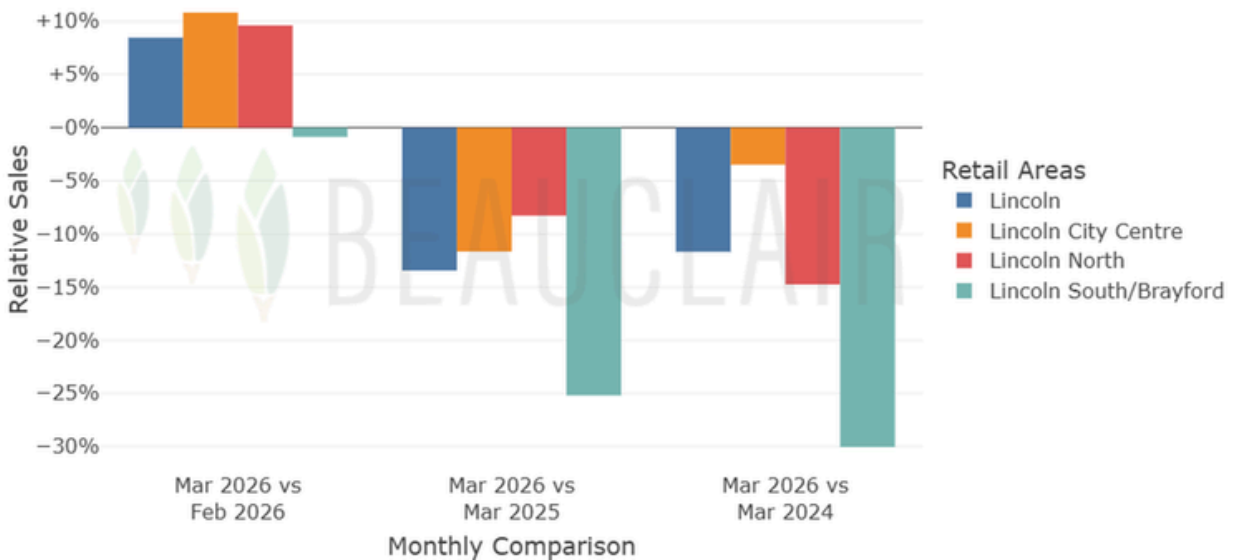
**Lincoln Average Transaction Values (ATV) vs Comparators**

ATV - Mar 2025 to Mar 2026



**Lincoln Retail Area Breakdown - Month**

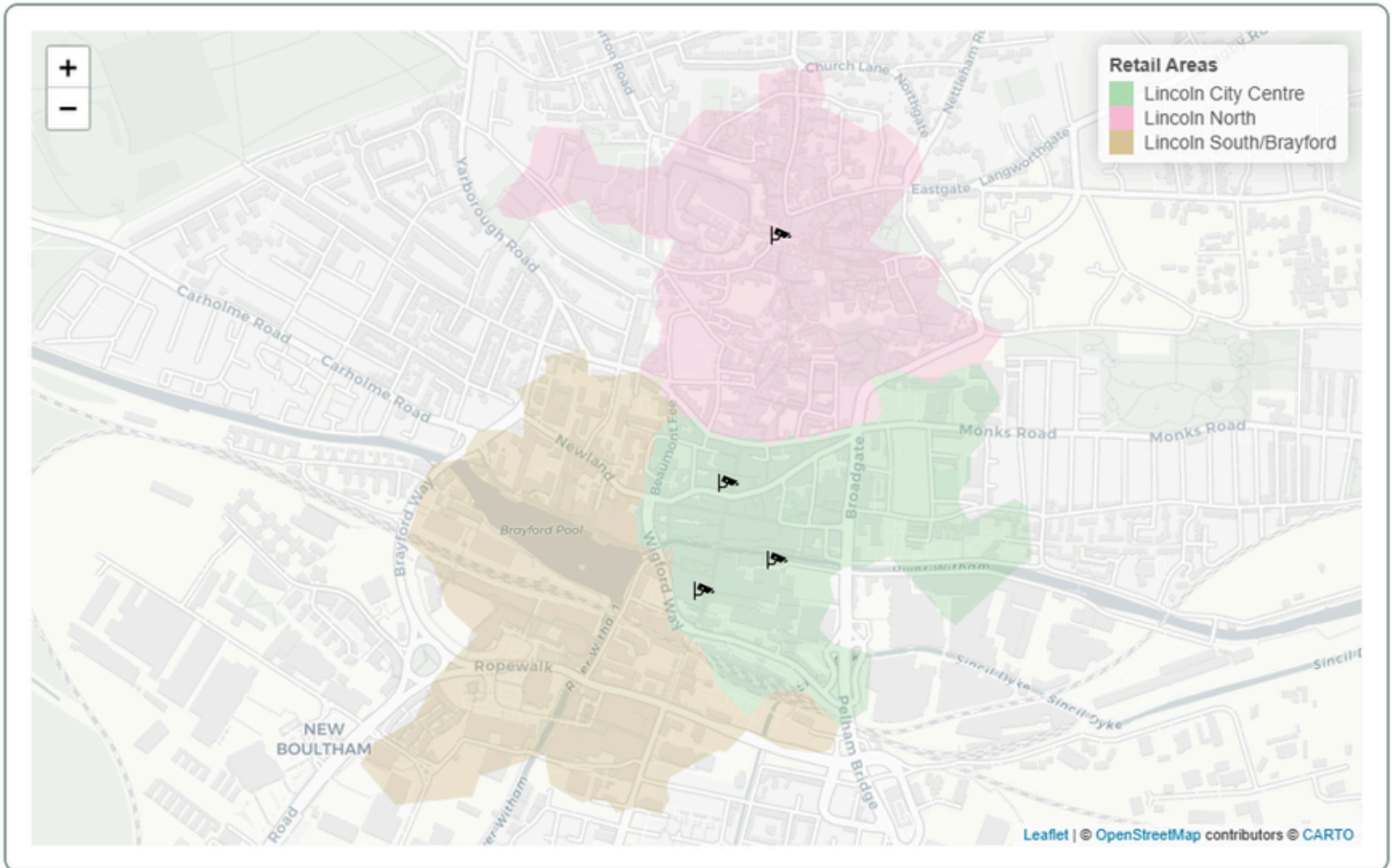
Sales - Mar 2026 vs Reference Months



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](mailto:sharon.stone@lincolnbig.co.uk)

# References



Map: Beauclair city areas & Footfall sensor points

Sector	Sub-sectors - all offline spend (no online)	Brand Examples
<b>Consumer Services</b>	Adult, Delivery Services, Florists, Other - Consumer Services, Photography and Printing, Software	Snappy Snaps, Post Office, 15smash, Johnson Dry Cleaners
<b>Entertainment</b>	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,
<b>Fashion</b>	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,
<b>Food and Drink</b>	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
<b>General Retail</b>	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
<b>Grocery</b>	Corner Shops and Newsagents, Grocery Delivery, Specialist Grocery, Supermarkets, Wholesalers	One Stop, Nisa, Tesco, Sainsburys, Ocado, M&S Grocery
<b>Health and Beauty</b>	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
<b>Household</b>	DIY and Interior Design, Furniture, Garden, Household Products	B&Q, Homesense, Wickes, Screwfix,
<b>Tourism</b>	Airlines, Holidays, Hotels	Hayes Travel, TUI, Premier Inn (not online payments)
<b>Transport</b>	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 <a href="#">MOSAIC</a> , 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 <a href="#">Centre for Cities</a> .
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.