

Kirkham Town Centre Monthly Report for Fylde Borough Council

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Kirkham town centre has seen a -5.0% decrease on July 2025, and a -1.7% decrease with respect to August 2024.

Footfall

Footfall is measured by the volume of sample unique phones visiting Kirkham town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (July 2025) and previous year (August 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

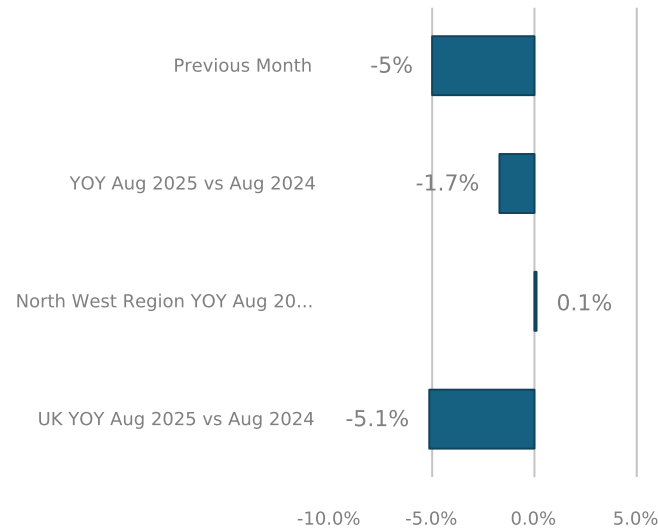


Fig.1 % change in total visits to the town centre

MoM Total Visits

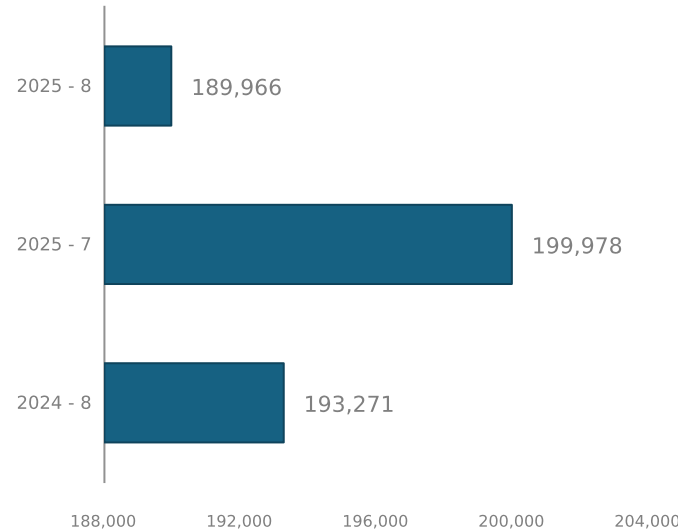


Fig.2 Total visits to the town centre

Daily Visits

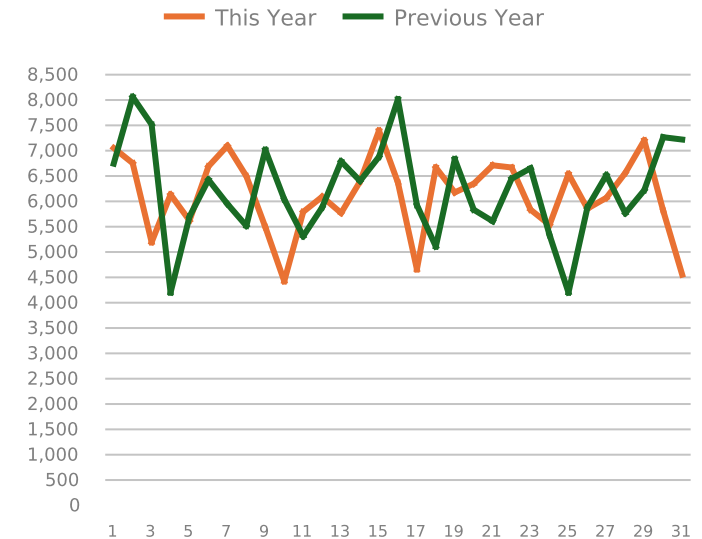


Fig.3 Number of daily visits to the town centre

Kirkham Town Centre Monthly Report for Fylde Borough Council

All data is anonymised, aggregated and GDPR compliant

Visitors to Streets

The following charts provide footfall by streets in Kirkham town centre. Poulton St is the busiest road with 114,121 visits in August 2025 (Fig .4), this was -6.6% lower than August 2024 (Fig. 5) and -13.7% lower than in July 2025. Poulton St attracts the most visitors with 43.0 % of all street visits. (Fig .6)

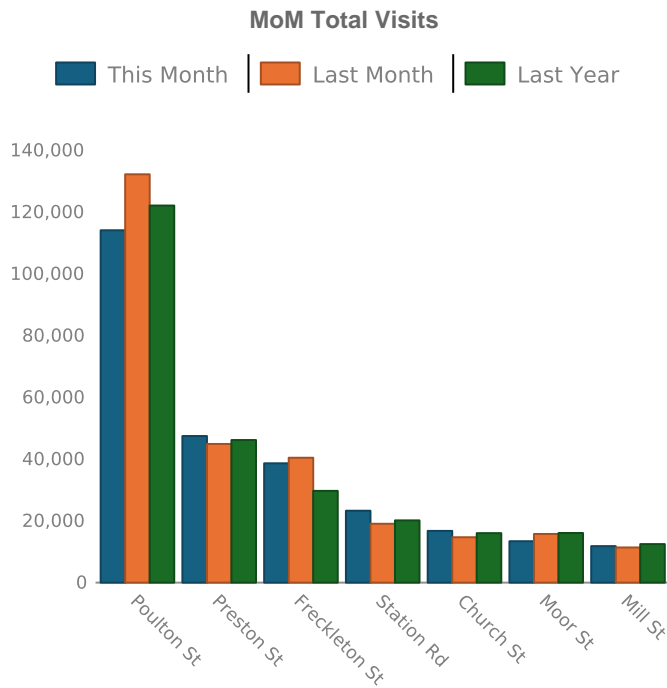


Fig.4 Total visits to street

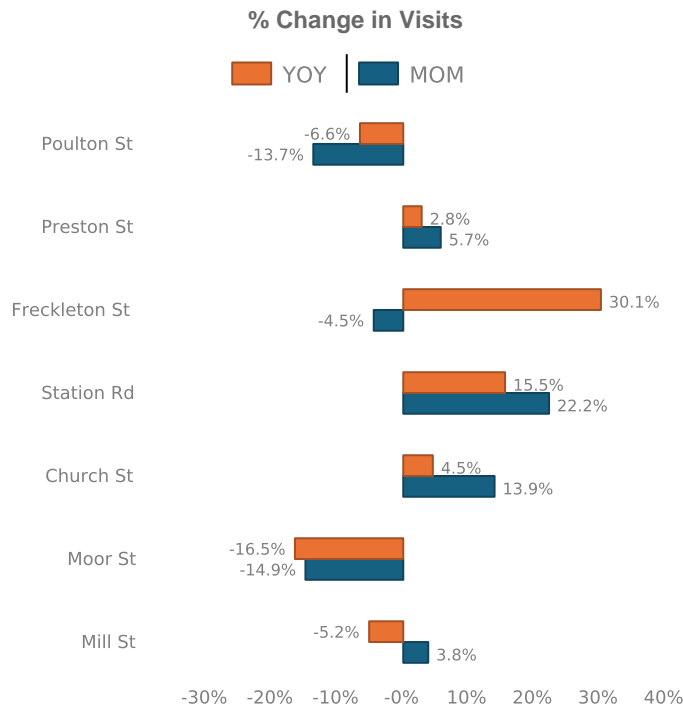


Fig.5 % in visits to street

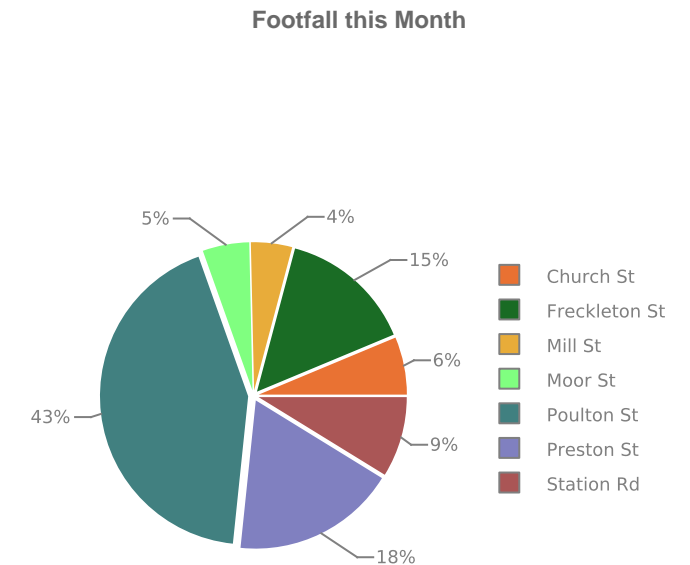


Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in Kirkham town centre was 30 Minutes in August 2025 (Fig. 7) a decrease of 15 minutes compared to August 2024. The percentage of visitors by dwell minutes has shown 18.1% of all visitors in August 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 23.7% of all visitors.

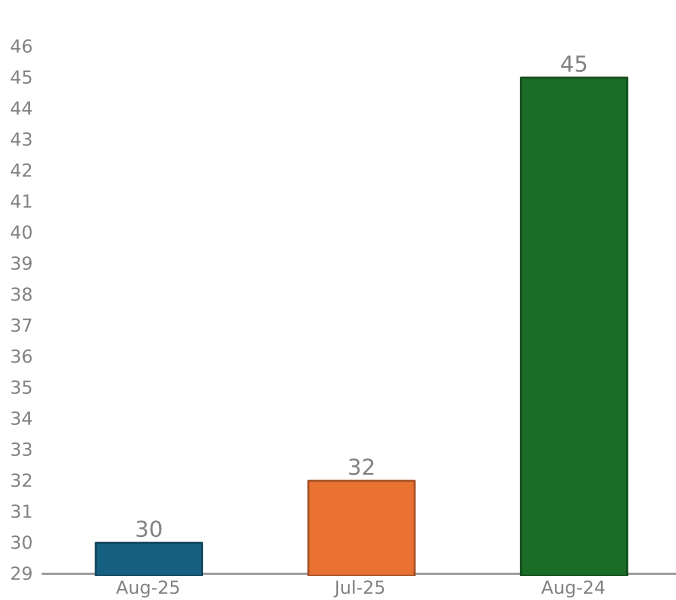


Fig.7 Average dwell time (minutes) in the town centre

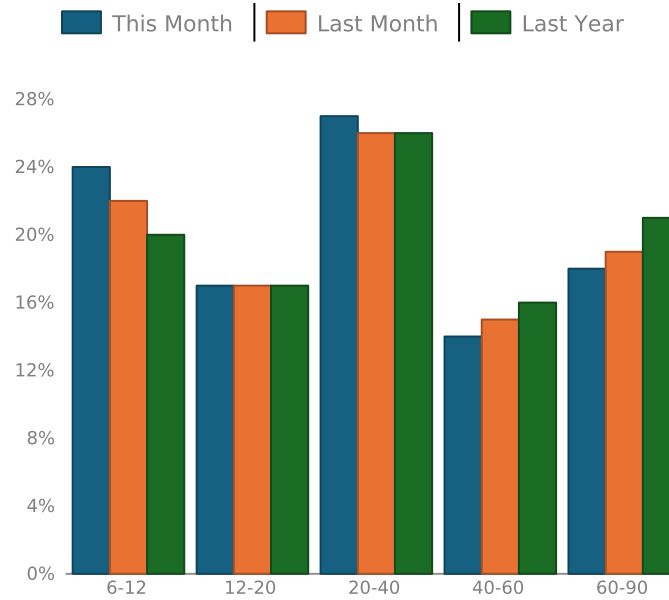


Fig.8 % of visitors by dwell time (minutes)

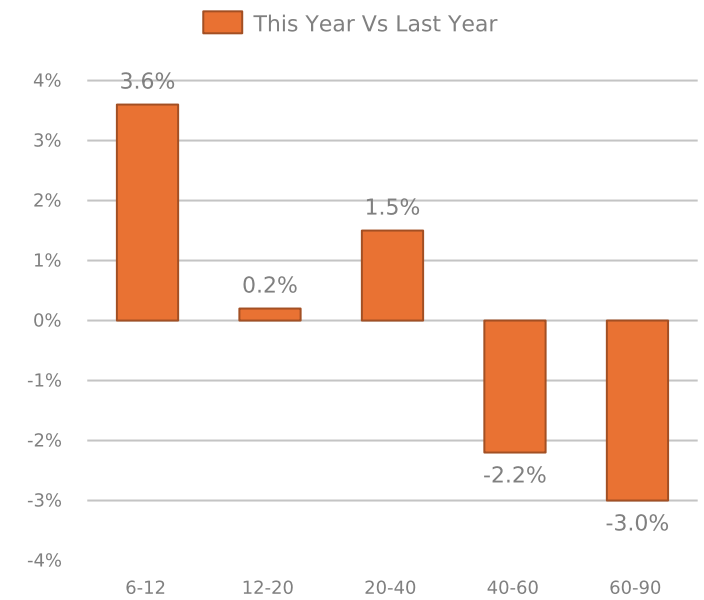


Fig.9 Change in % of visitors by dwell time (minutes)

Kirkham Town Centre Monthly Report for Fylde Borough Council

All data is anonymised, aggregated and GDPR compliant

Where Do Visitors Come From?

The total number of visitors to Kirkham town centre has increased from 21,659 in August 2024 to 21,812 in August 2025. The proportion of visitors residing within 3 miles has risen from 87.72% (Fig . 12) in July 2025 to 88.62% in August 2025.

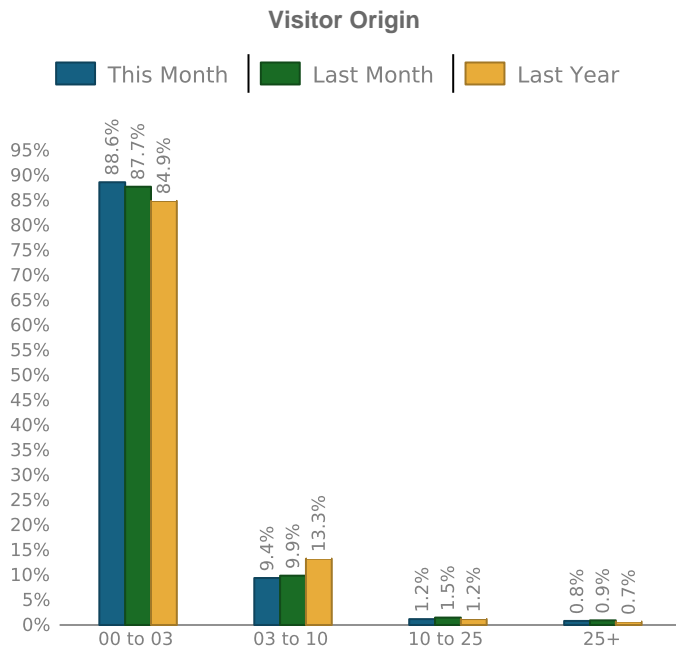


Fig.10 % volume of visitors by origin distance (miles)

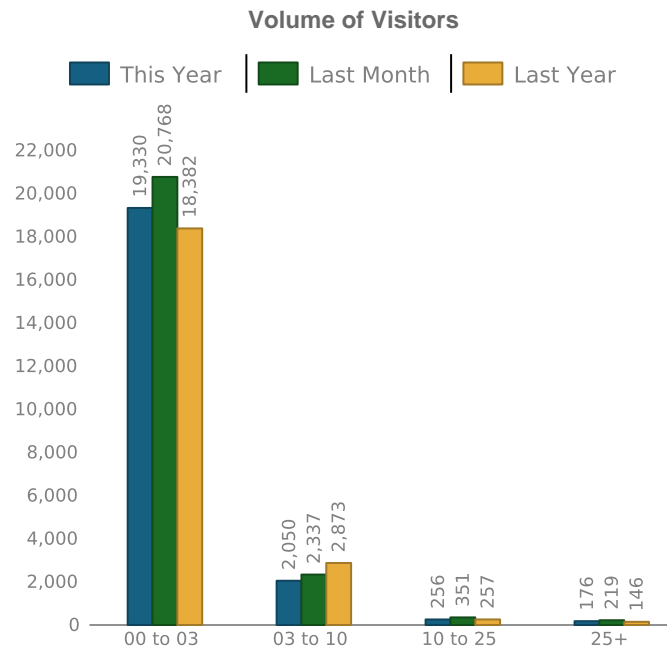


Fig.11 Volume of visitors by origin distance (miles)

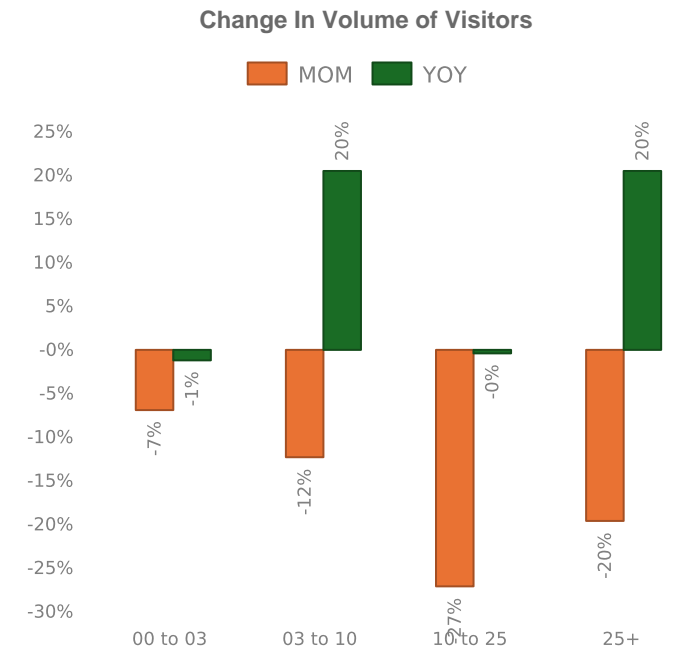


Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

PR4 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 5,283 in August 2025. Postcode PR2 (Fig. 14) has the largest number of potential high spend visitors totalling 17,042. Currently 48 high spend visitors are from this postcode. In August 2025 26% of all visitors to Kirkham were classified as high spend potential, 55% medium and 19% low spend potential.

Postcodes providing largest number of High Spend Visitors

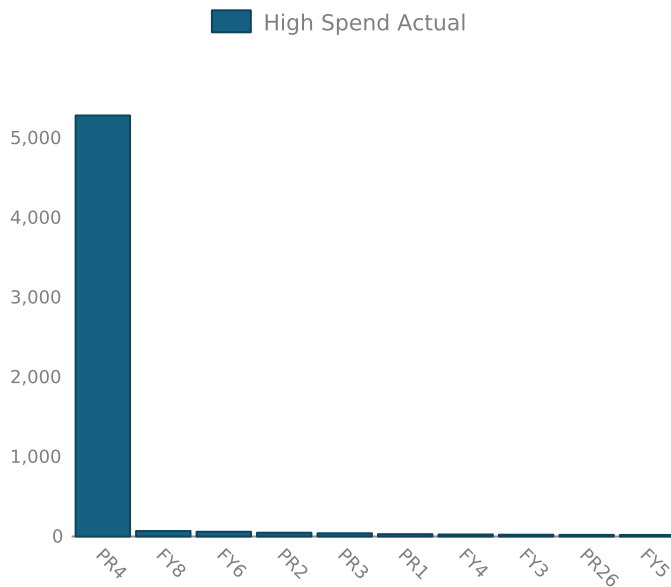


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

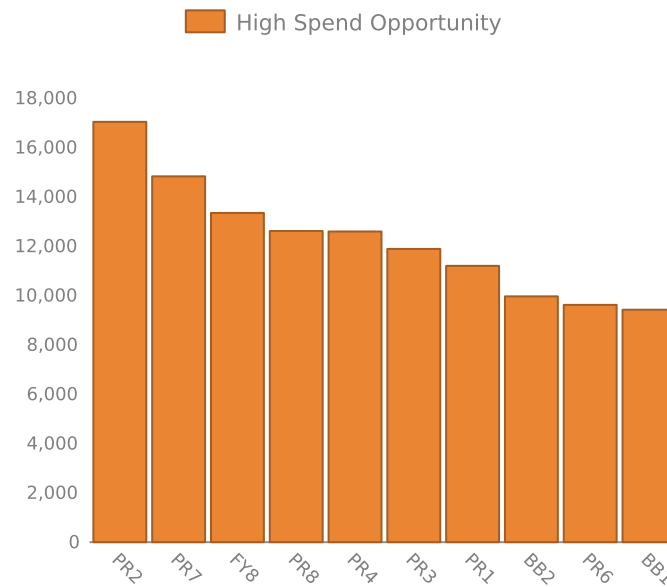


Fig.14 Visitors by postcode district

Visitors

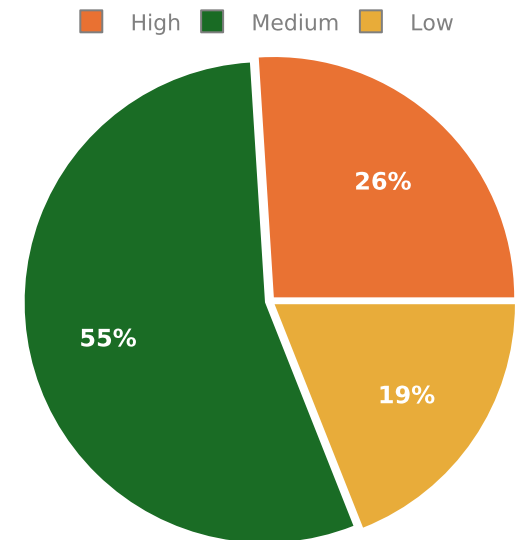


Fig.15 % of visitors by spend potential

Kirkham Town Centre Monthly Report for Fylde Borough Council

All data is anonymised, aggregated and GDPR compliant

What is the Index of Multiple Deprivation Decile Profile of Visitors from 0 to 10 miles?

In August 2025, the largest number of visitors came from IMD decile 9 areas (Fig.16), contributing 8,469 visitors (Fig.17). The postcode district contributing the largest number of visitors was PR4 which ranked in IMD decile 8 (Fig.18).

% Visitors by IMD Decile

This Month | Last Year

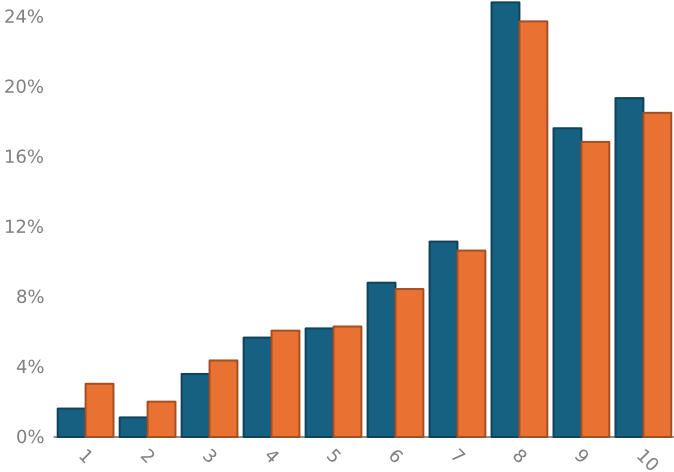


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

Number of Visitors by IMD Decile

This Month | Last Year

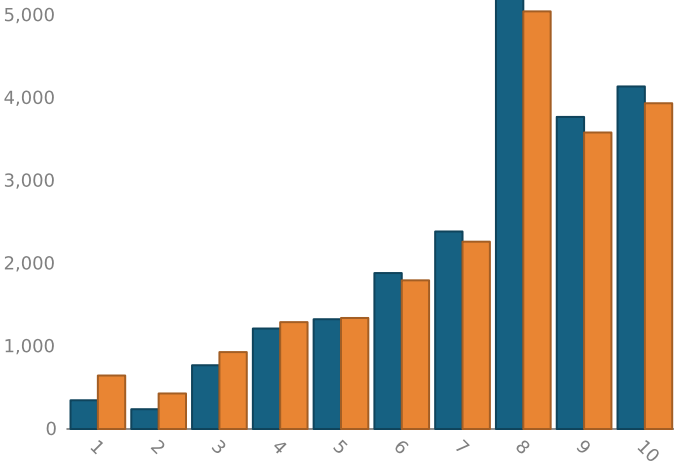


Fig.17 Visitors by Index of Multiple Deprivation Decile

Top Ten postcode districts by number of visitors; IMD score

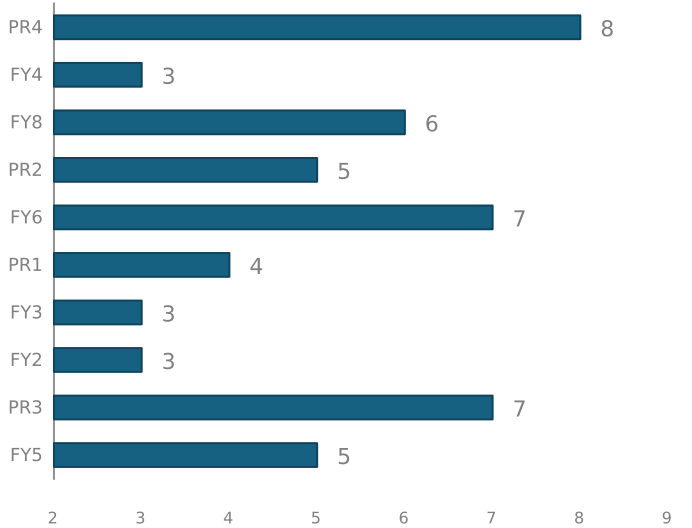


Fig.18 Top Ten postcode districts by number of visitors; IMD score

Kirkham Town Centre Monthly Report for Fylde Borough Council

All data is anonymised, aggregated and GDPR compliant

What are visitor incomes?

The average income of the outcode contributing the most visitors is £34,840 (Fig.19). The £34,840 income group experienced the greatest increase in visitor volume, rising by a 4.1% share of the nearest 10 postcode districts(Fig.20)

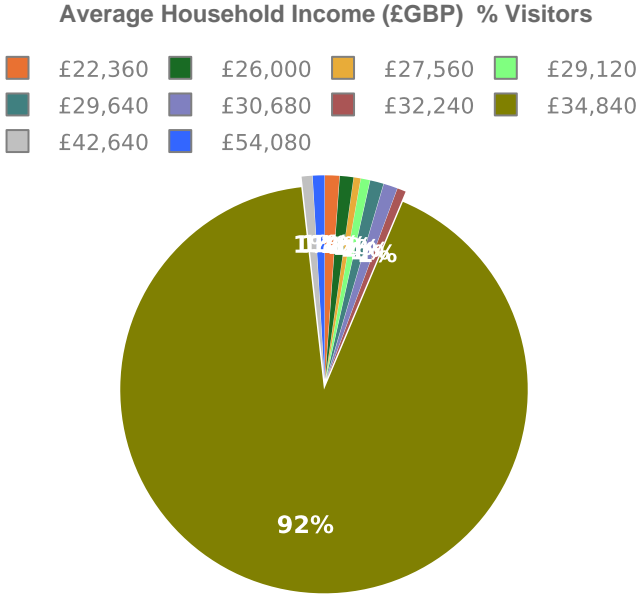


Fig.19 % of Visitors by Average Household Income (£GBP)

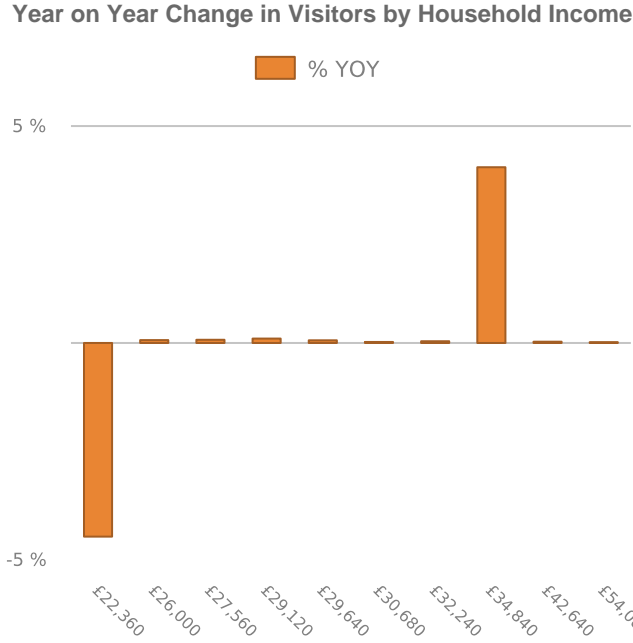


Fig.20 Change in % of visitors by income (£GBP)