

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 8.5% increase on November 2025, and a -0.1% decrease with respect to December 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 (November 2025) and previous year (December 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

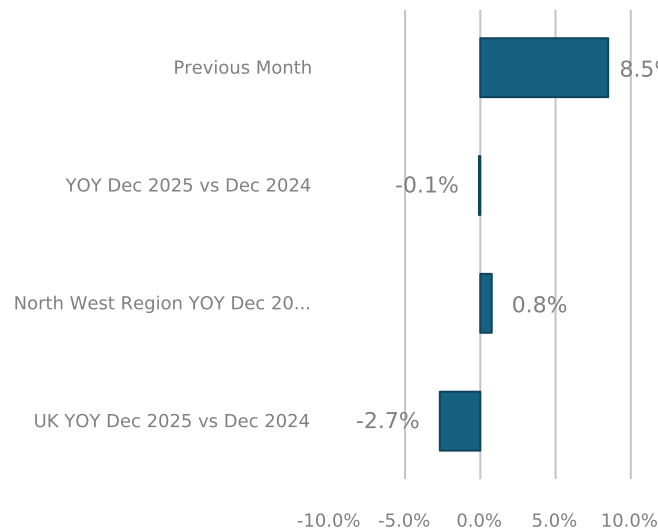


Fig.1 % change in total visits to the town centre

MoM Total Visits

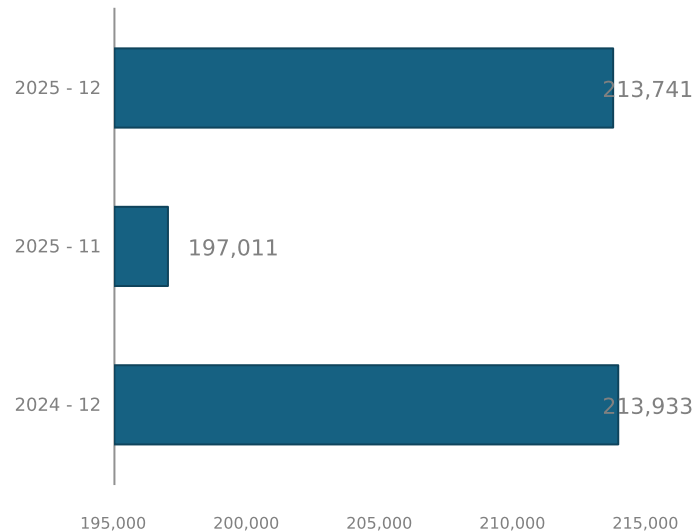


Fig.2 Total visits to the town centre

Daily Visits

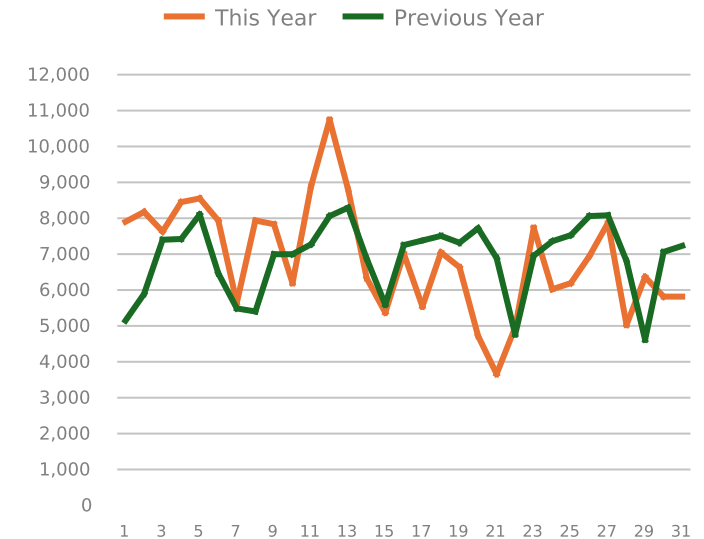


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Kirkham town centre. Poulton St is the busiest road with 106,329 visits in December 2025 (Fig .4), this was -20.6% lower than December 2024 (Fig. 5) and -16.2% lower than in November 2025. Poulton St attracts the most visitors with 37.6 % of all street visits. (Fig .6)

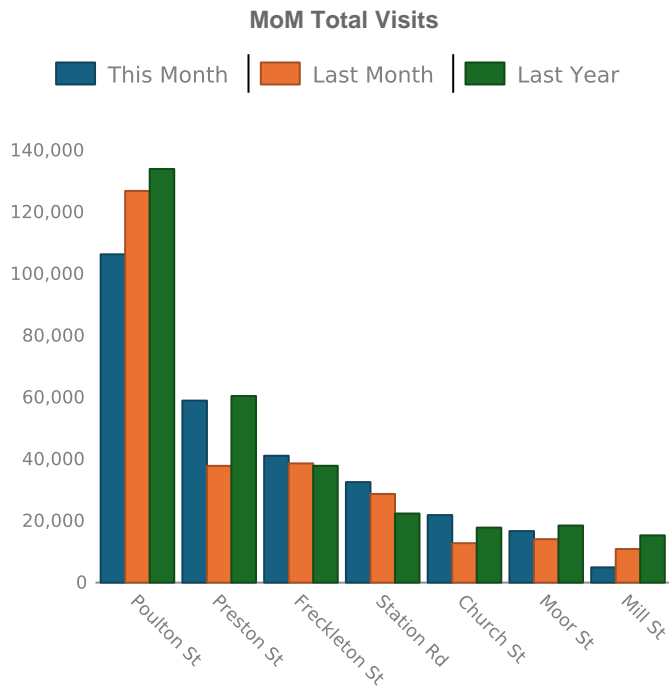


Fig.4 Total visits to street

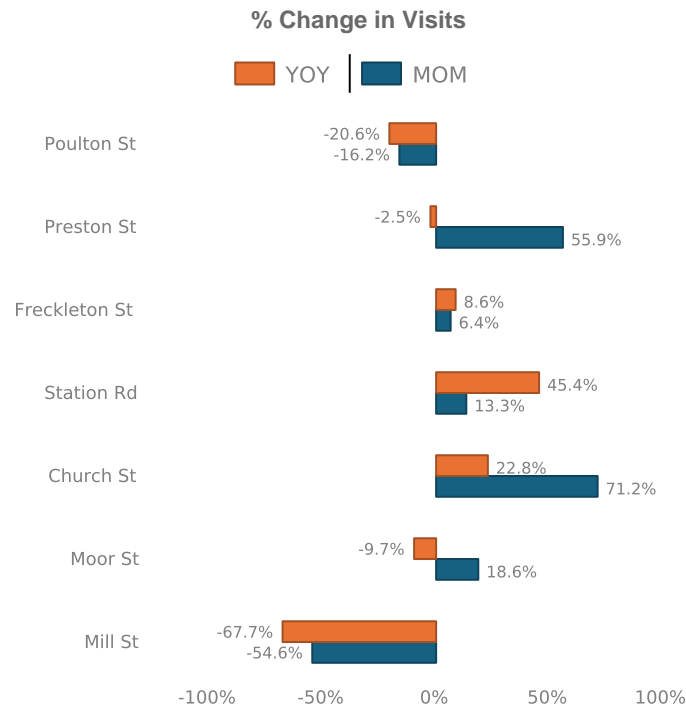


Fig.5 % in visits to street

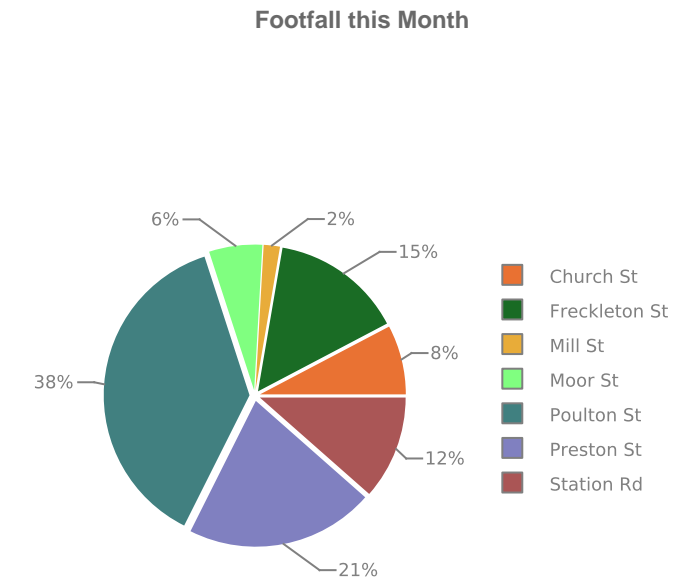


Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in Kirkham town centre was 31 Minutes in December 2025 (Fig. 7) a decrease of 16 minutes compared to December 2024. The percentage of visitors by dwell minutes has shown 20.2% of all visitors in December 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 18.9% of all visitors.

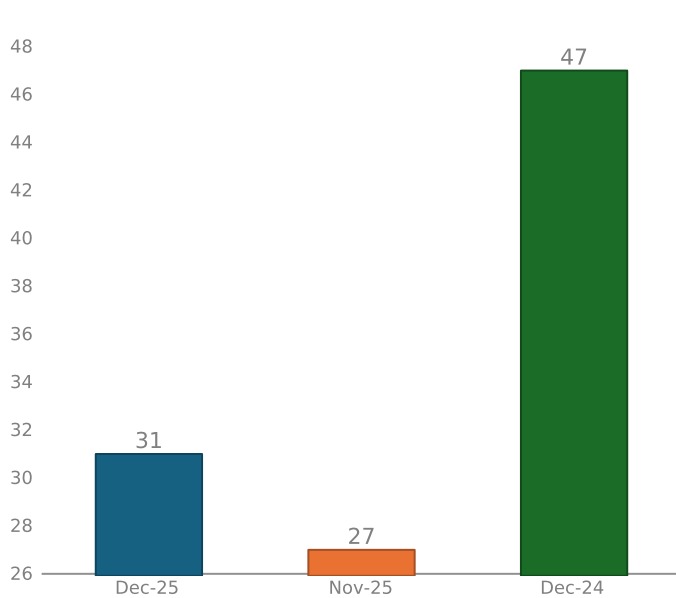


Fig.7 Average dwell time (minutes) in the town centre

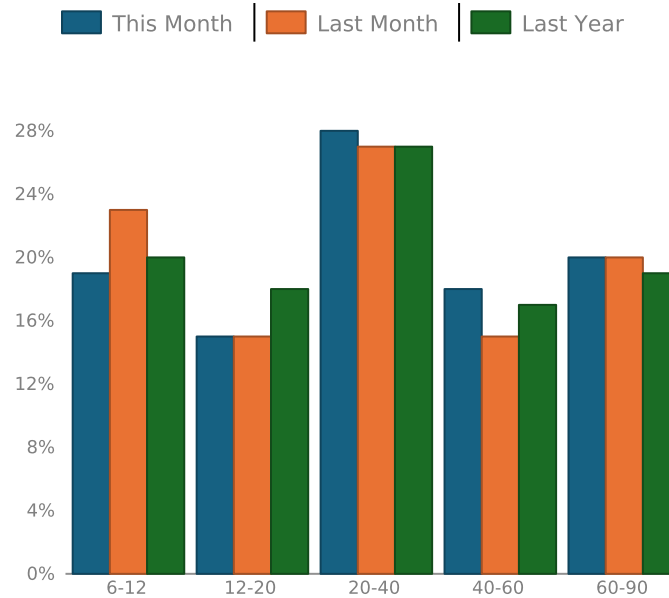


Fig.8 % of visitors by dwell time (minutes)

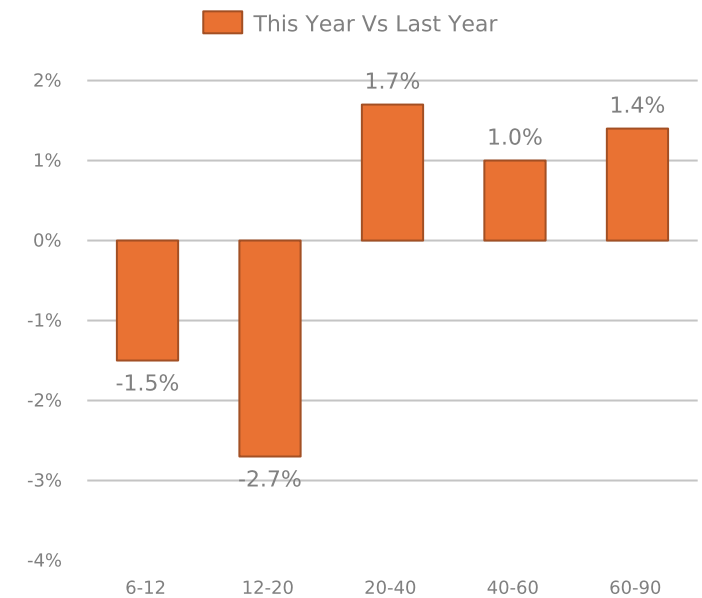


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Kirkham town centre has increased from 23,796 in December 2024 to 25,436 in December 2025. The proportion of visitors residing within 3 miles has fallen from 87.17% (Fig . 12) in November 2025 to 84.98% in December 2025.

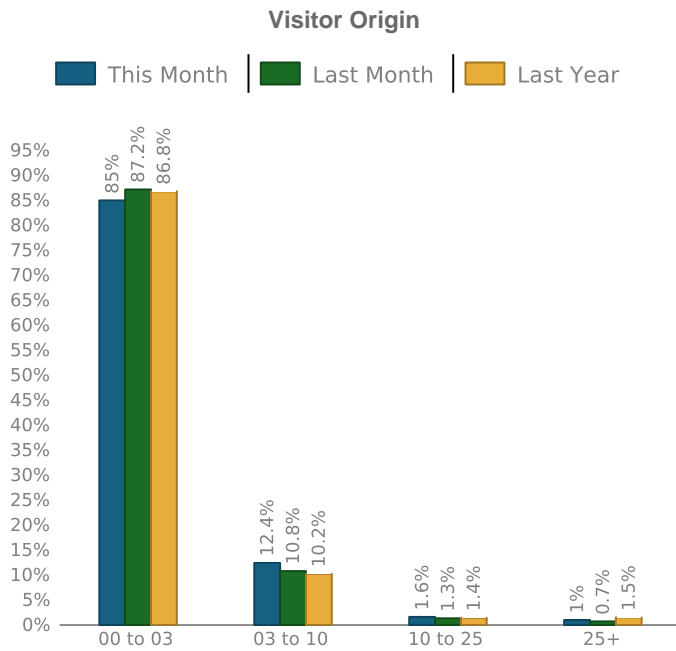


Fig.10 % volume of visitors by origin distance (miles)

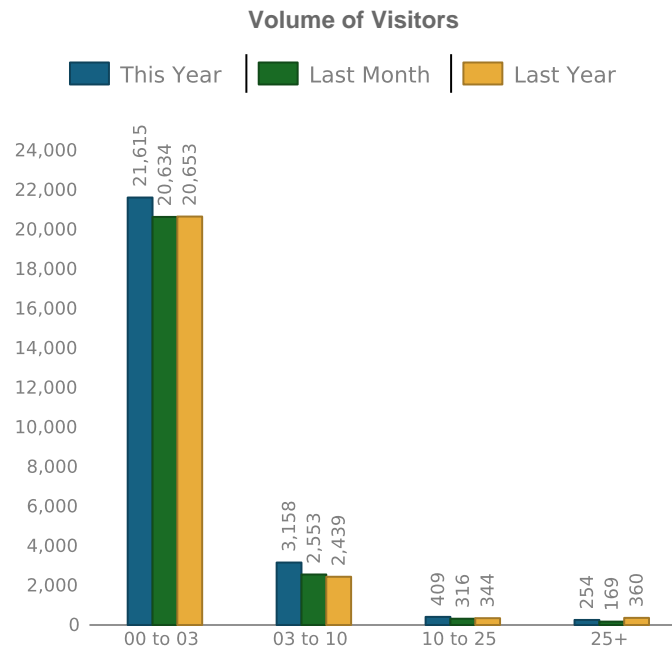


Fig.11 Volume of visitors by origin distance (miles)

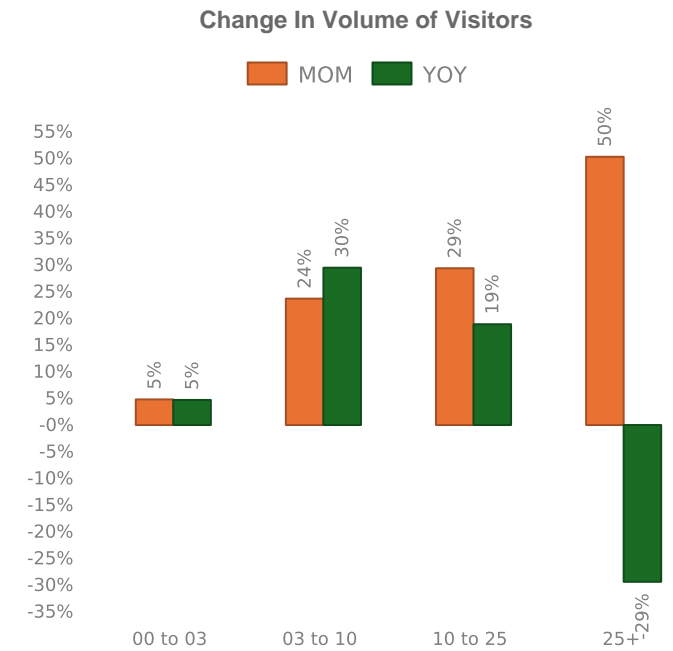


Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

PR4 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 5,907 in December 2025. Postcode PR2 (Fig. 14) has the largest number of potential high spend visitors totalling 17,013. Currently 78 high spend visitors are from this postcode. In December 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

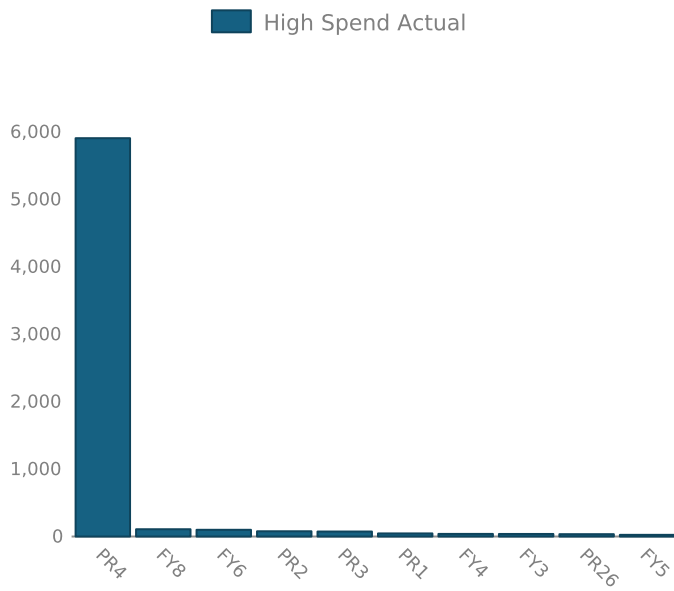


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

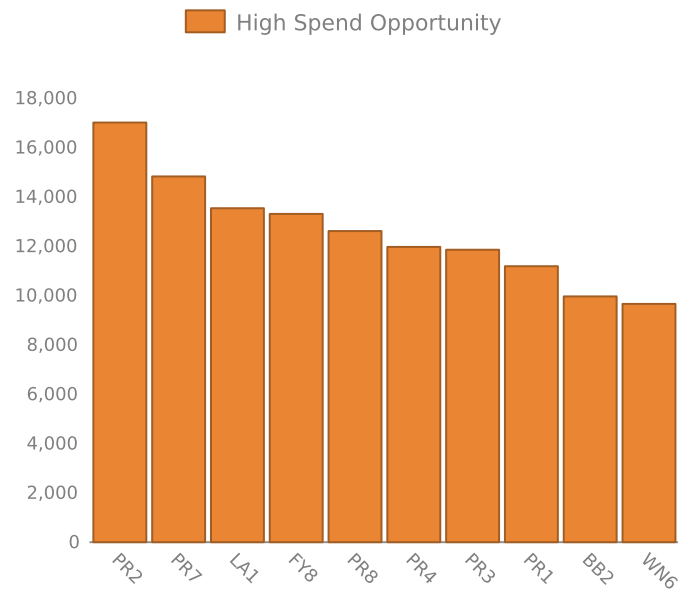


Fig.14 Visitors by postcode district

Visitors

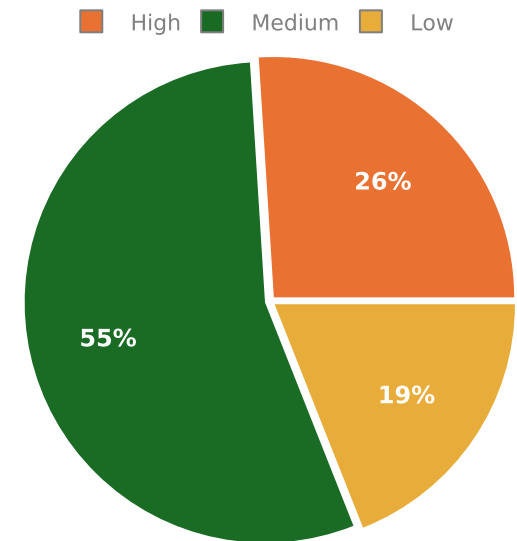


Fig.15 % of visitors by spend potential

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

In December 2025, the largest number of visitors came from IMD decile 9 areas(Fig.16), contributing 9,877 visitors(Fig.17). The postcode district contributing the largest number of visitors was PR4 which ranked in IMD decile 8(Fig.18).

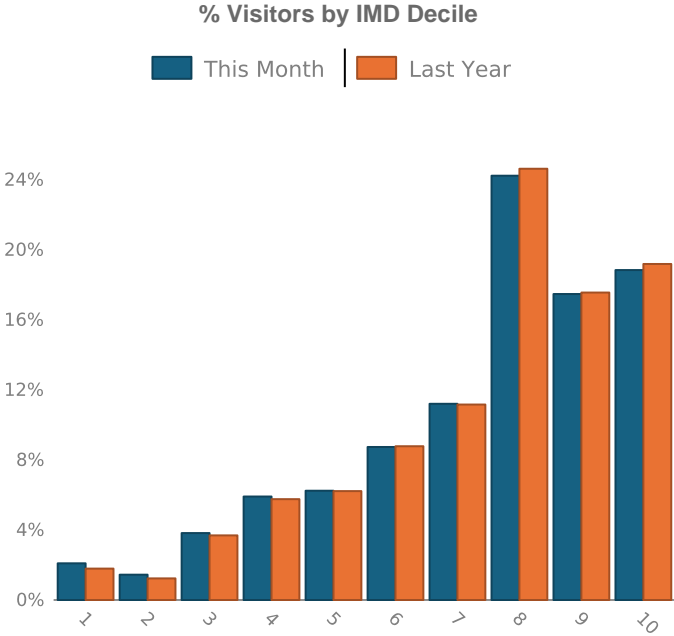


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

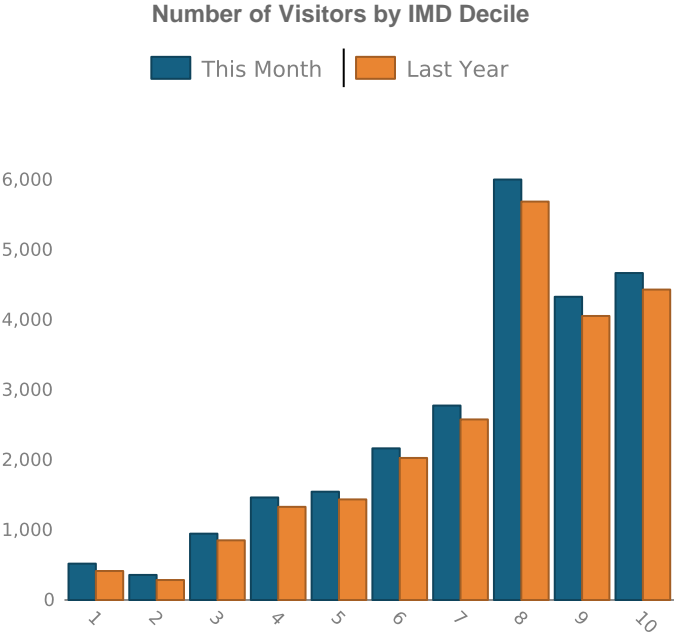


Fig.17 Visitors by Index of Multiple Deprivation Decile

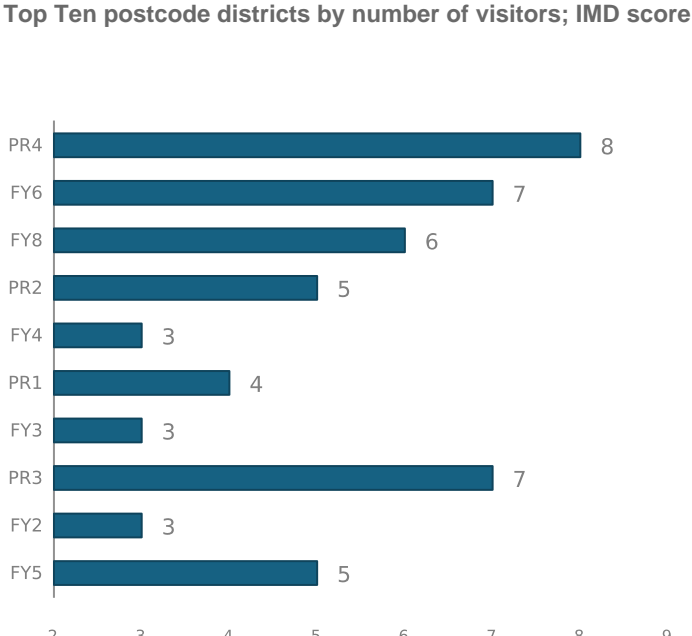


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £34,840 (Fig.19). The £29,640 income group experienced the greatest increase in visitor volume, rising by a 0.4% share of the nearest 10 postcode districts(Fig.20)

% Visitors by UK Quintile Year on Year Comparison

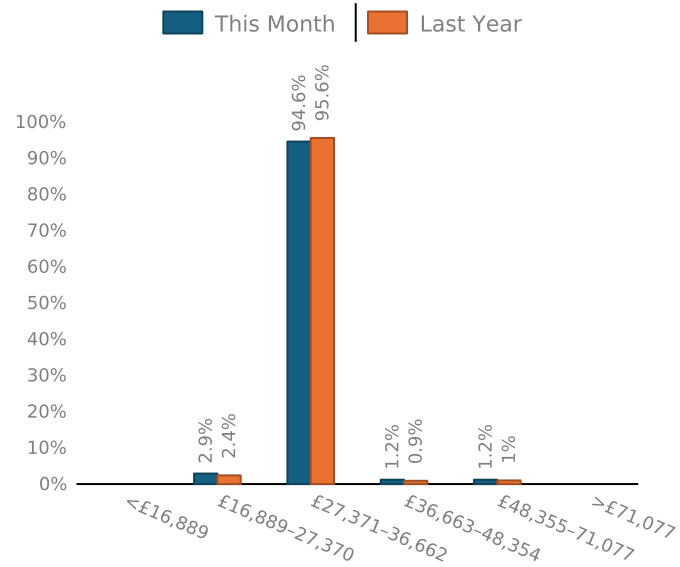


Fig.19 % Visitors by UK Disposable Income Quintile

Year on Year % Difference in Visitors by Quintile

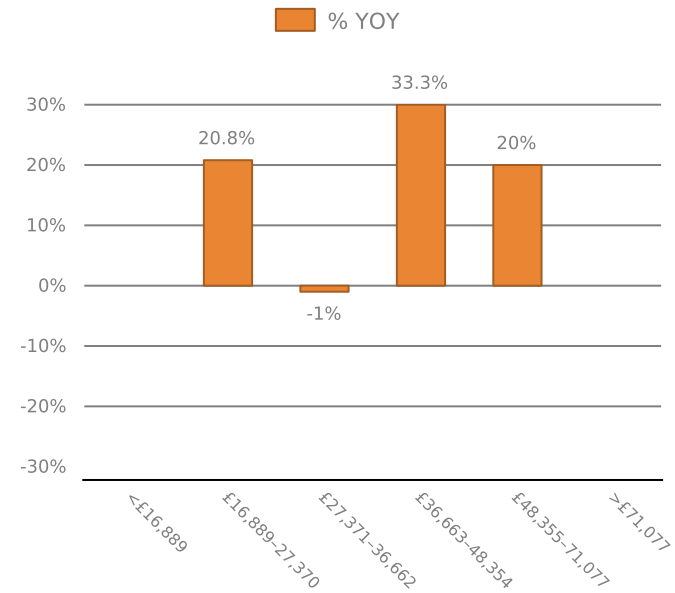


Fig.20 % Difference in Visitors by income Quintile