Lytham Town Centre Monthly Report for Fylde Borough Council

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Lytham town centre has seen a -5.5% decrease on December 2025, and a 2.4% increase with respect to January 2025.

Footfall

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

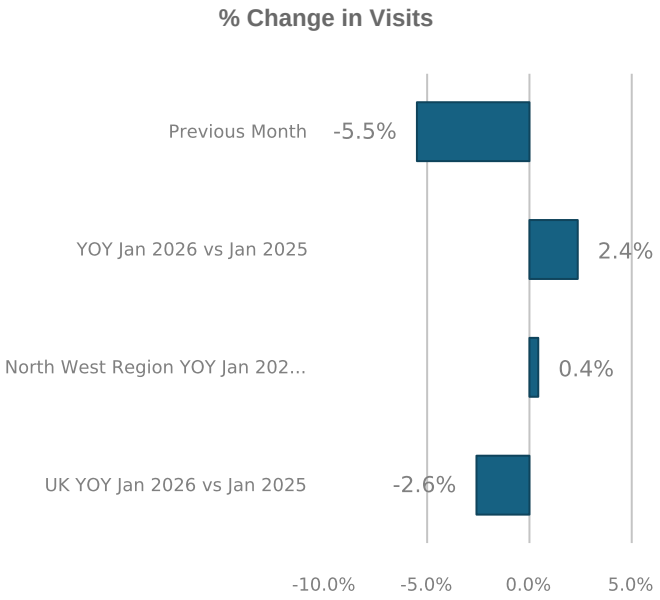

Fig.1 % change in total visits to the town centre

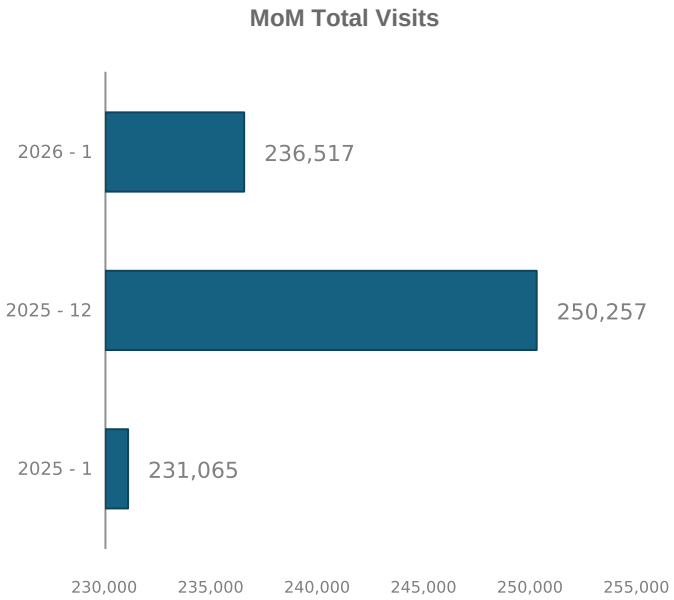

Fig.2 Total visits to the town centre

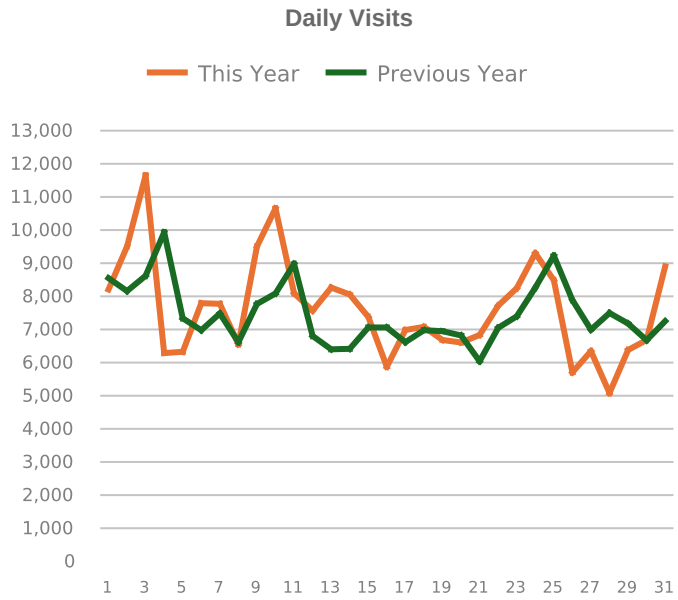

Fig.3 Number of daily visits to the town centre

Visitors to Streets

The following charts provide footfall by streets in Lytham town centre. Clifton Street is the busiest road with 104,701 visits in January 2026 (Fig .4), this was 47.1% higher than January 2025 (Fig. 5) and -6.1% lower than in December 2025. Clifton Street attracts the most visitors with 35.0 % of all street visits. (Fig .6)

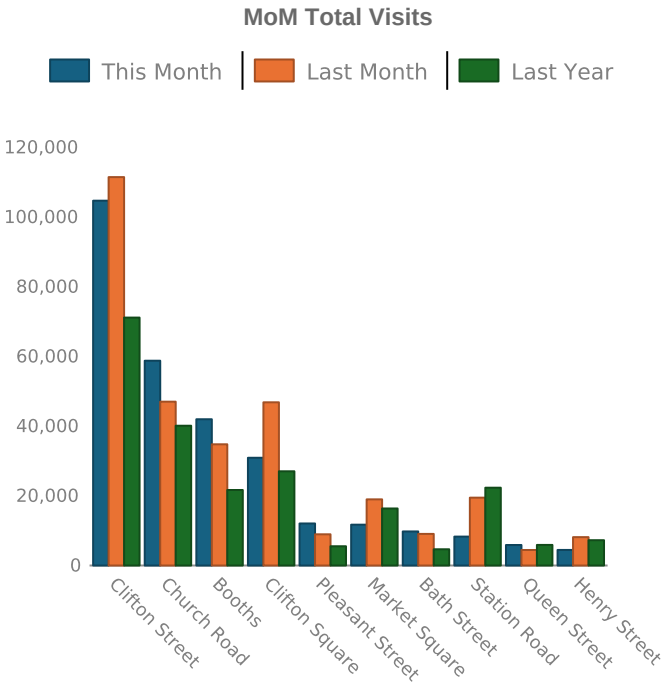

Fig.4 Total visits to street

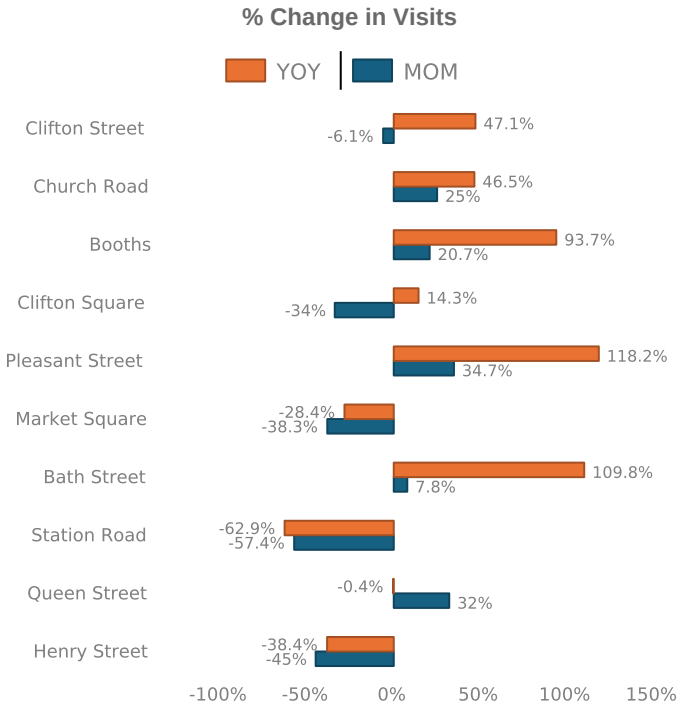

Fig.5 % in visits to street

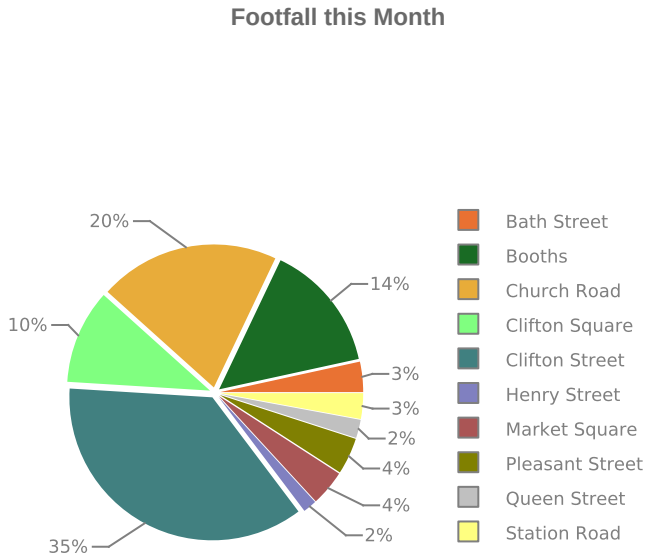

Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in Lytham town centre was 29 Minutes in January 2026 (Fig. 7) a decrease of 11 minutes compared to January 2025.
The percentage of visitors by dwell minutes has shown 24.4% of all visitors in January 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 15.5% of all visitors.

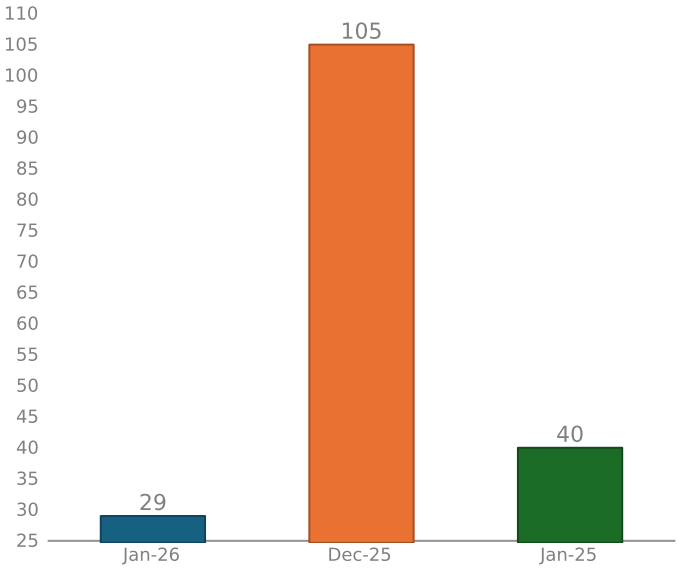

Fig.7 Average dwell time (minutes) in the town centre

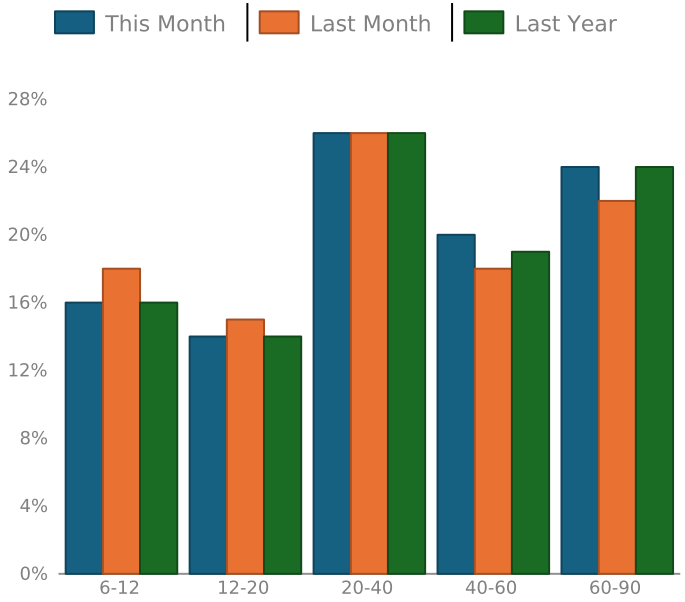

Fig.8 % of visitors by dwell time (minutes)

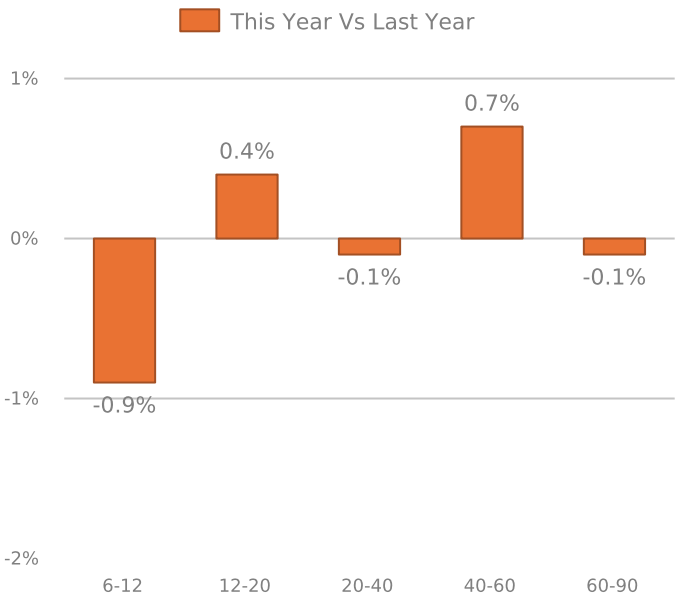

Fig.9 Change in % of visitors by dwell time (minutes)

Where Do Visitors Come From?

The total number of visitors to Lytham town centre has increased from 37,894 in January 2025 to 39,784 in January 2026. The proportion of visitors residing within 3 miles has risen from 48.14% (Fig . 12) in December 2025 to 49.36% in January 2026.

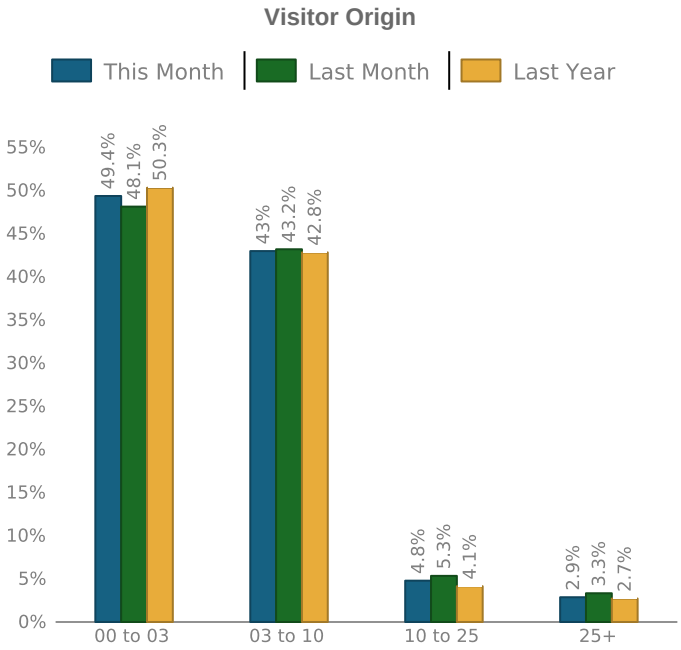

Fig.10 % volume of visitors by origin distance (miles)

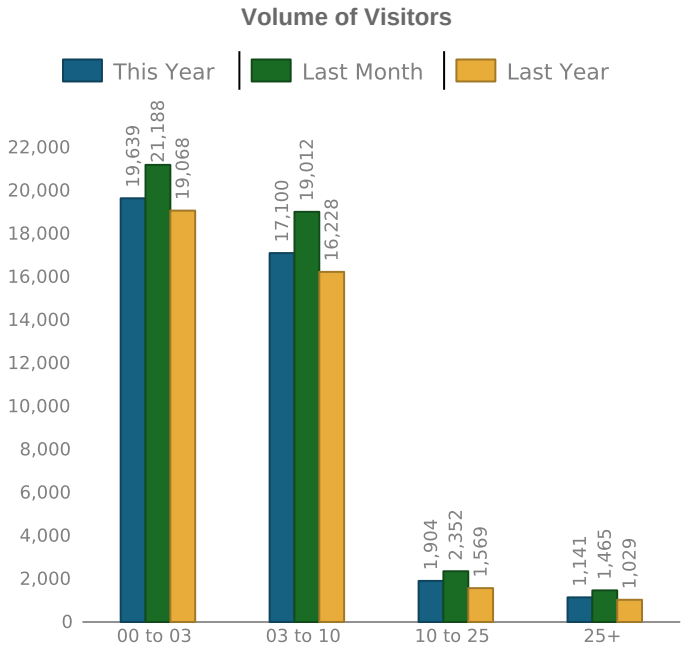

Fig.11 Volume of visitors by origin distance (miles)

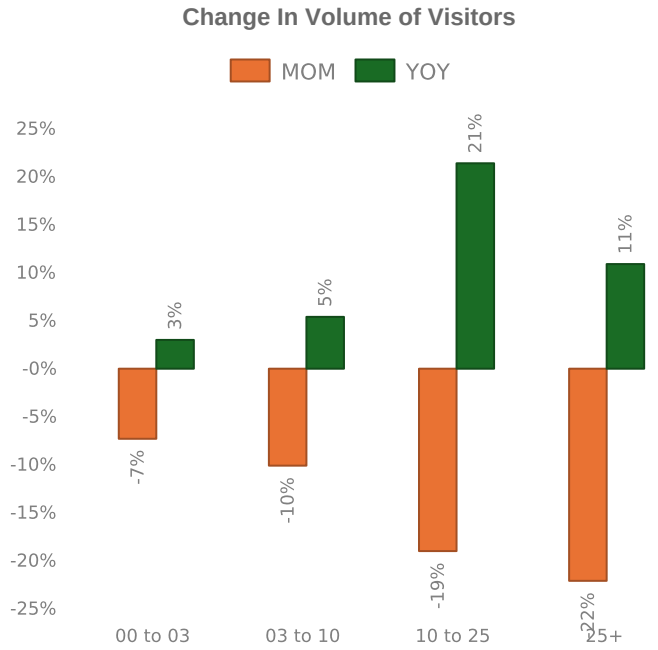

Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

FY8 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 4,866 in January 2026. Postcode PR2 (Fig. 14) has the largest number of potential high spend visitors totalling 17,039. Currently 51 high spend visitors are from this postcode. In January 2026 25% of all visitors to Lytham were classified as high spend potential, 52% medium and 23% low spend potential.

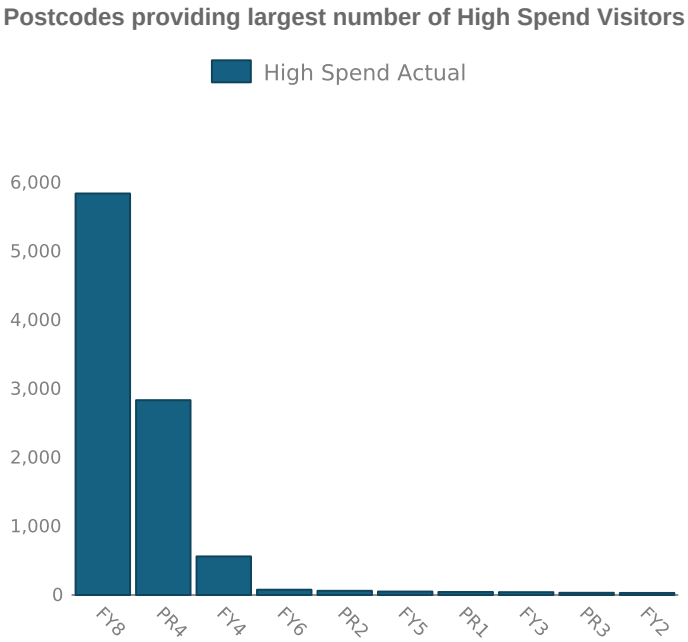

Fig.13 Visitors by postcode district

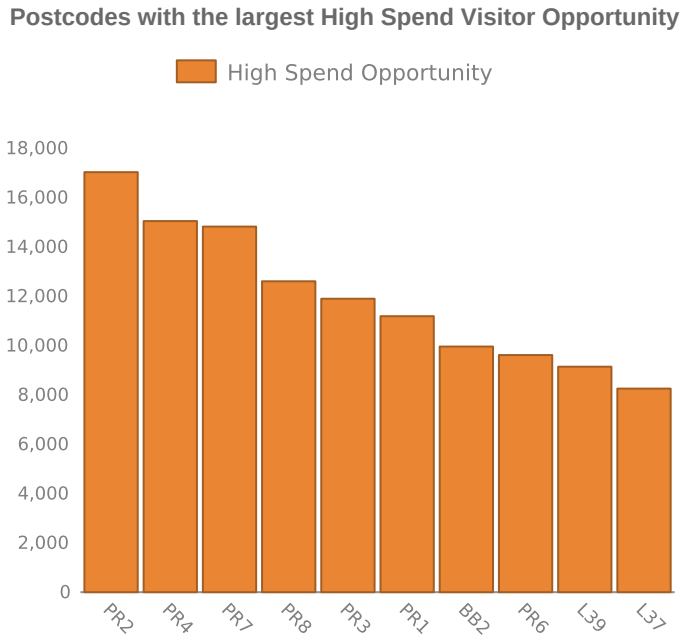

Fig.14 Visitors by postcode district

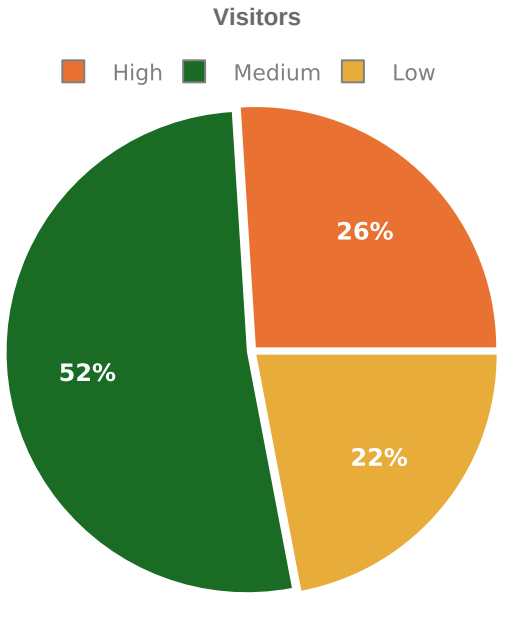

Fig.15 % of visitors by spend potential

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

In January 2026, the largest number of visitors came from IMD decile 7 areas(Fig.16), contributing 13,291 visitors(Fig.17). The postcode district contributing the largest number of visitors was PR9 which ranked in IMD decile 5(Fig.18).

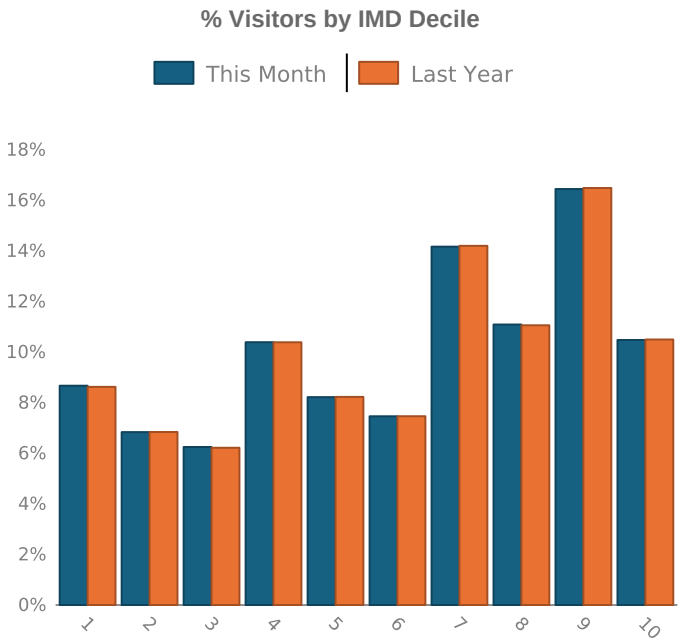

Fig.16 % of Visitors by Index of Multiple Deprivation Decile

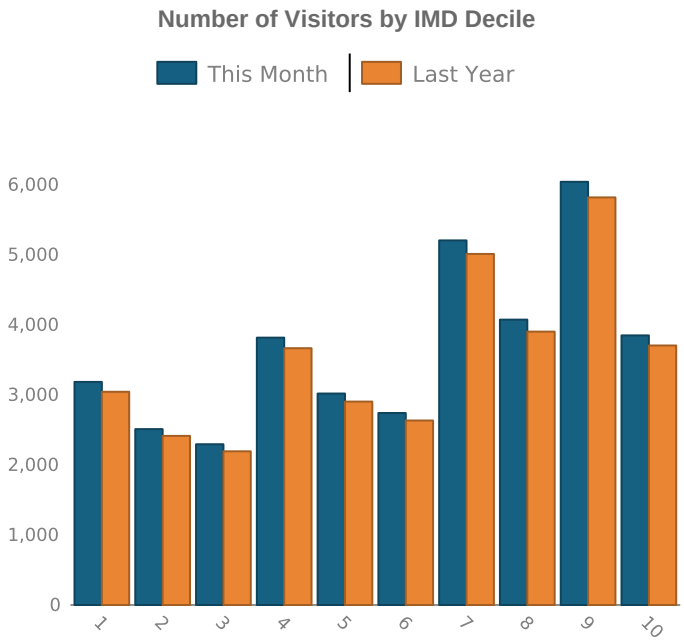

Fig.17 Visitors by Index of Multiple Deprivation Decile

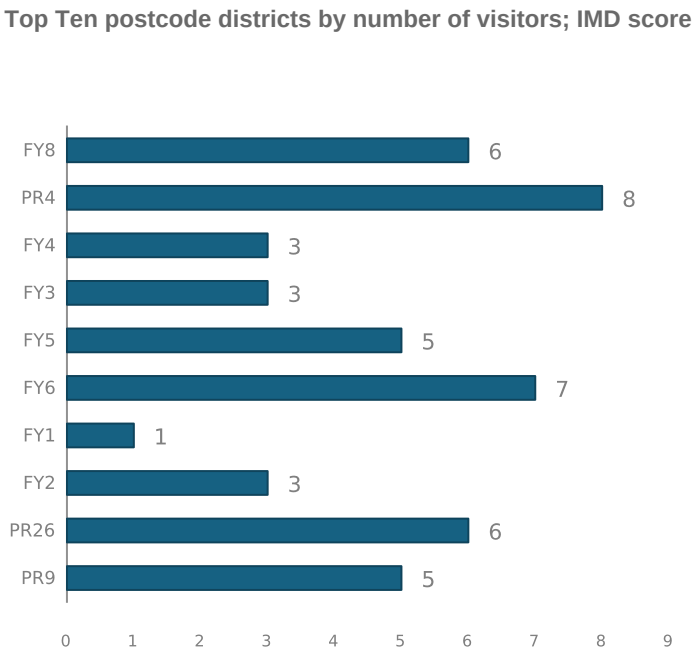

Fig.18 Top Ten postcode districts by number of visitors; IMD score

What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £30,680 (Fig.19). The £29,640 income group experienced the greatest increase in visitor volume, rising by a 0.1% share of the nearest 10 postcode districts(Fig.20)

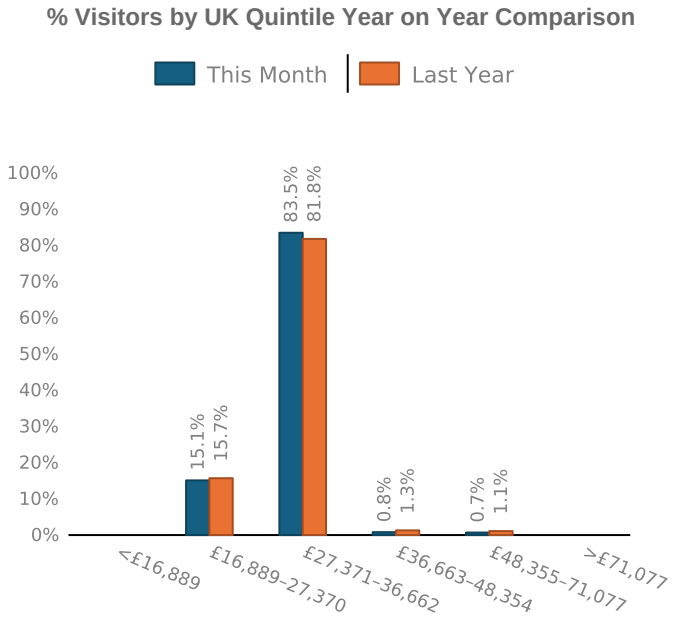

Fig.19 % Visitors by UK Disposable Income Quintile

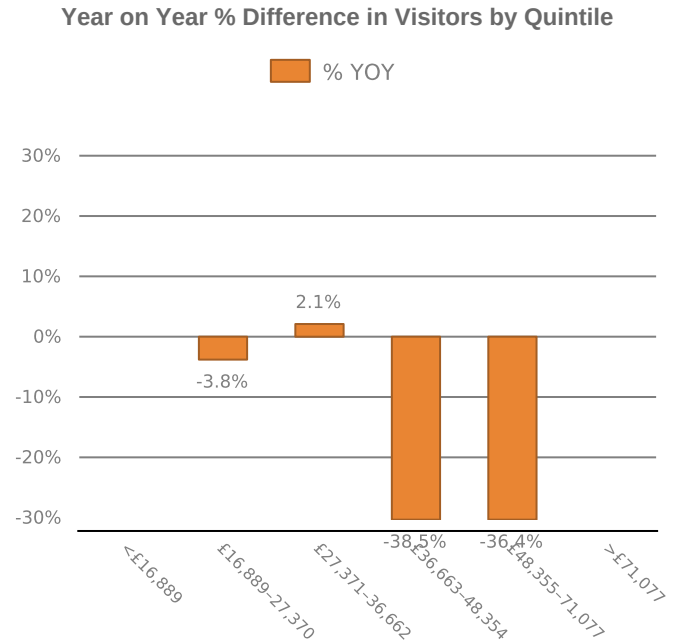

Fig.20 % Difference in Visitors by income Quintile