

Footfall Report for: Chester BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester BID	-3.1 %	-5.4 %	-1.6 %	-7.7 %	4.7 %	1.4 %
North & Yorkshire	0.9 %	-2.7 %	3.2 %	-5.5 %	2.6 %	-5.3 %
UK	0.7 %	-4.4 %	2.5 %	-8.6 %	2.8 %	-3.2 %

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

Footfall for the year to date is 3.1% down on the previous year.

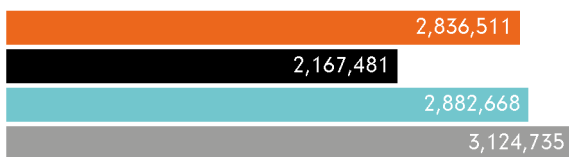
The number of visitors counted for month commencing 24 February 2019 was 2,836,511.

The busiest day in month commencing 24 February 2019 was Saturday 30 March with 139,939 visitors.

The peak hour of the month was 12:00 on Saturday 30 March 2019 with footfall of 17,572

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month
 ■ Previous Year
 ■ 2 Years Ago
■ Previous Month

Weather



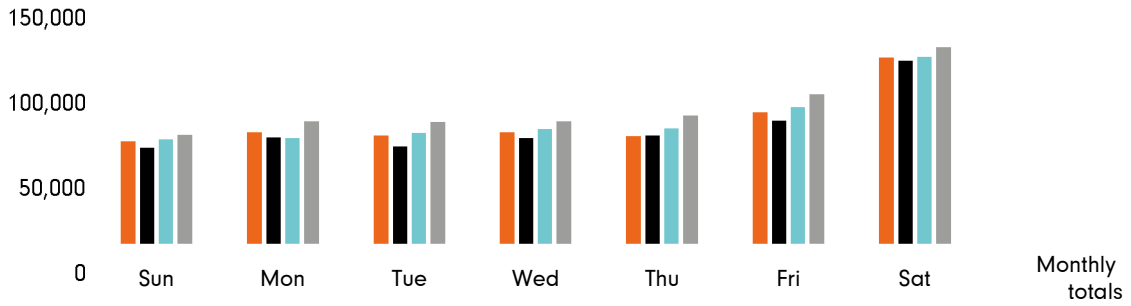
	Sun	Cloud	Rain	Snow	Wind
Number of days this month	9	8	17		1
Number of days same month last year	6	10	14	5	

Average temperature

	Maximum temperature	Minimum temperature
2019	12°	5°
2018	8°	1°

Footfall by day

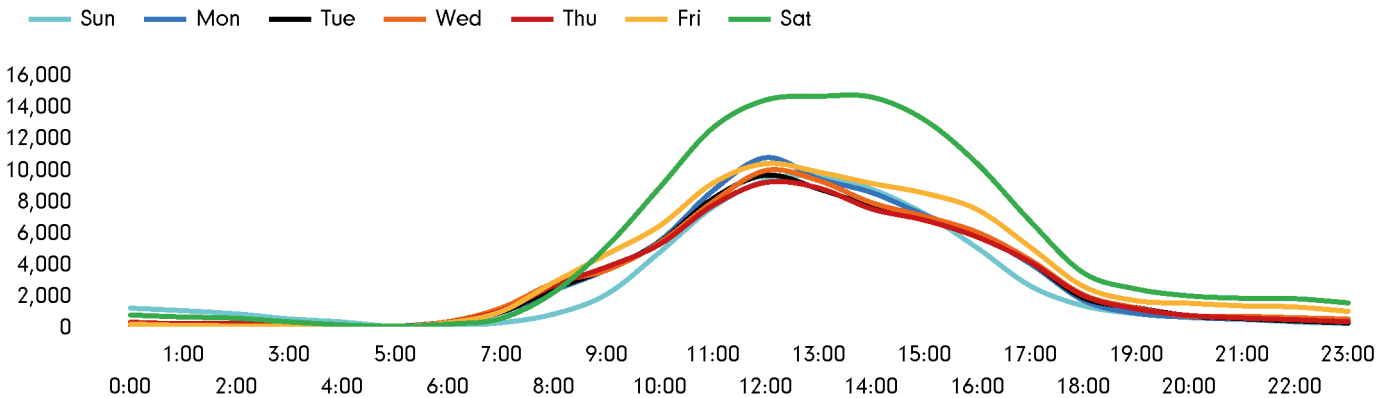
The figures shown below are calculated using weekly averages.



This Month	68,205	74,077	71,667	73,995	71,502	86,734	121,121	567,301
Previous Month	64,185	70,496	64,752	70,042	71,960	81,331	119,102	541,868
Previous Year	69,219	70,319	73,413	76,084	76,215	89,651	121,629	576,530
2 Years Ago	72,350	80,958	80,270	80,739	84,581	98,109	127,938	624,945
Month on month %	6.3 %	5.1 %	10.7 %	5.6 %	-0.6 %	6.6 %	1.7 %	
Year on year %	-1.5 %	5.3 %	-2.4 %	-2.7 %	-6.2 %	-3.3 %	-0.4 %	

Footfall by hour

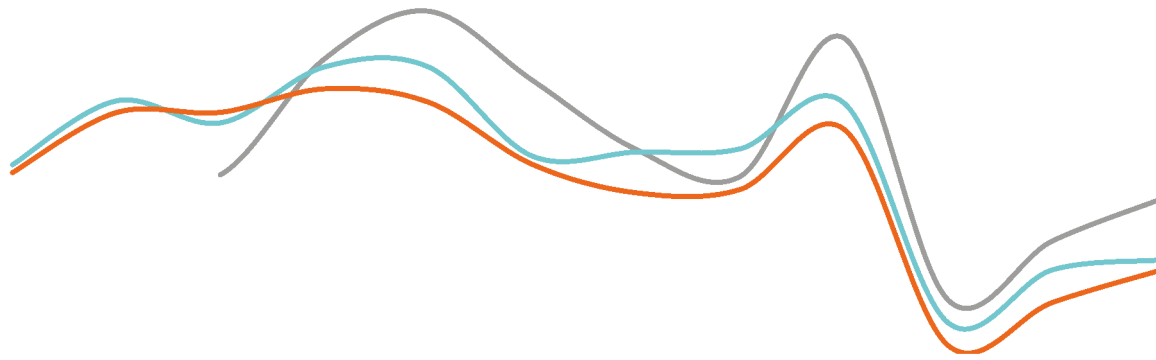
The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

— 2017-2016 — 2018-2017 — 2019-2018



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2019-2018	648,197	697,324	697,433	716,657	705,813	654,947	631,682	634,417	683,634	507,019	541,870	567,302
2018-2017	654,585	706,892	688,829	734,555	734,646	661,678	665,040	667,634	705,097	525,528	568,581	576,533
2017-2016	0	0	646,394	741,089	780,161	723,756	667,136	645,018	758,189	544,153	592,092	624,947
Year on Year %	-1.0%	-1.4%	1.2%	-2.4%	-3.9%	-1.0%	-5.0%	-5.0%	-3.0%	-3.5%	-4.7%	-1.6%

Footfall by week of month

The figures shown below are calculated using weekly totals.

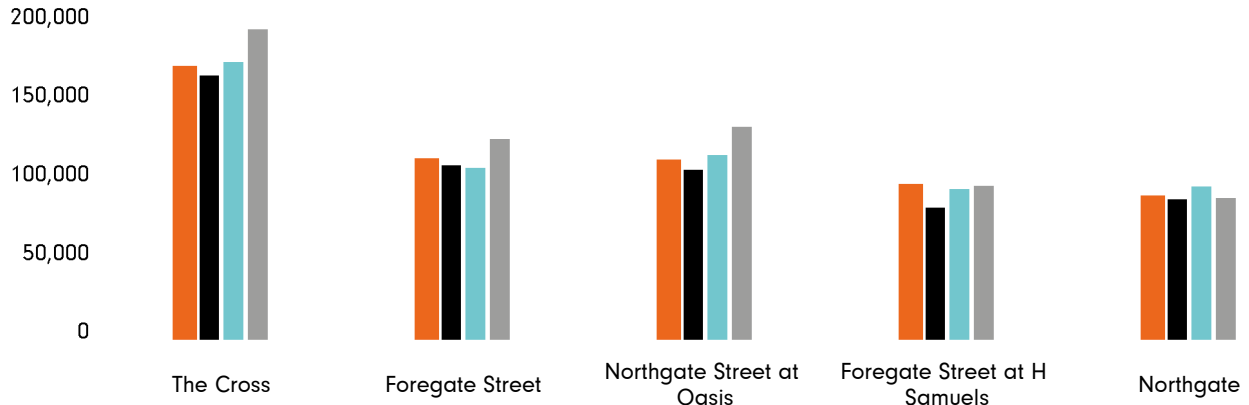
800,000
600,000
400,000
200,000

	Week 9	Week 10	Week 11	Week 12	Week 13
This year	584,308	532,303	534,478	572,806	612,616
Previous year	473,116	587,642	584,336	591,244	646,330
Year on Year %	23.5%	-9.4%	-8.5%	-3.1%	-5.2%

Footfall by location

The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This month	165,319	110,198	109,259	94,545	87,981
Previous month	160,957	107,442	104,512	81,892	87,068
Previous year	169,053	105,818	113,460	93,335	94,868
2 Years ago	188,676	123,040	130,505	94,921	87,805
Year on year %	-2.2 %	4.1 %	-3.7 %	1.3 %	-7.3 %

Footfall by location



- The Cross, 29.1 %
- Foregate Street, 19.4 %
- Northgate Street at Oasis, 19.3 %
- Foregate Street at H Samuels, 16.7 %
- Northgate, 15.5 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to March, 2019 Vs January, 2018 to March, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. March, 2019 Vs March, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2019 Vs 2 2019