

# Footfall Report for: Chester BID

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester BID	-3.4 %	-4.2 %	-4.2 %	-1.0 %	9.4 %	12.4 %
North & Yorkshire	0.7 %	-2.7 %	-0.6 %	-1.4 %	4.3 %	6.9 %
UK	0.3 %	-4.3 %	-1.0 %	-4.0 %	5.4 %	9.5 %

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 3.4% down on the previous year.

The number of visitors counted for month commencing 31 March 2019 was 2,483,403.

The busiest day in month commencing 31 March 2019 was Saturday 20 April with 134,277 visitors.

The peak hour of the month was 13:00 on Saturday 6 April 2019 with footfall of 16,400

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



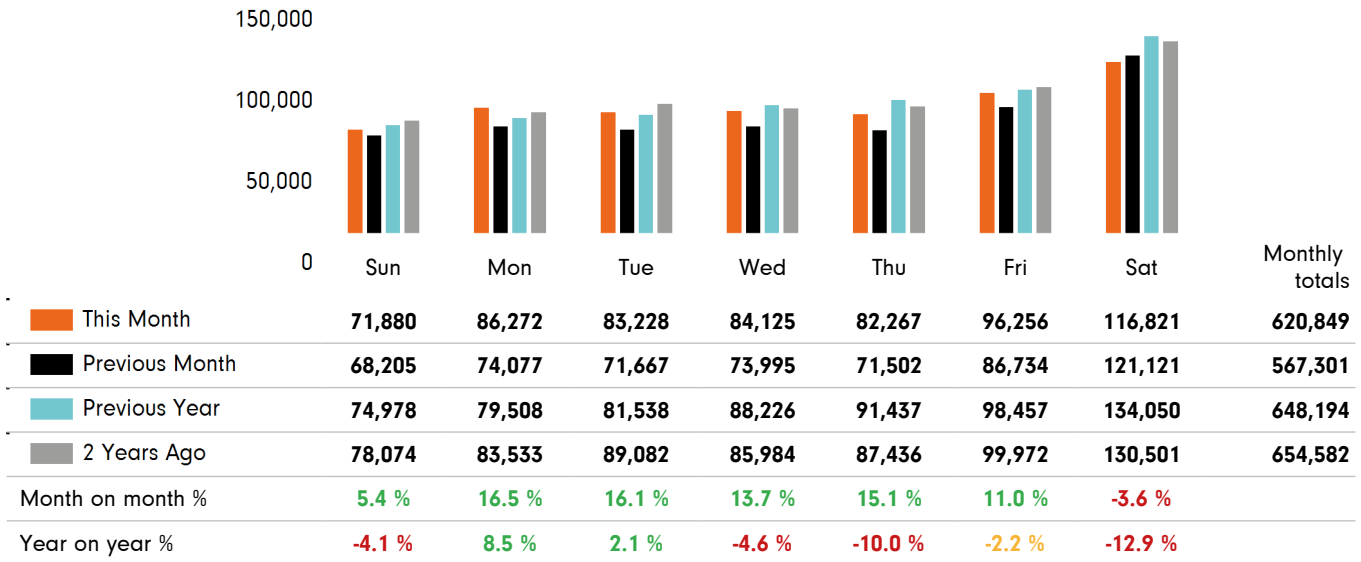
Number of days this month	13	5	10
Number of days same month last year	6	4	18

### Average temperature

	Maximum temperature	Minimum temperature
2019	14°	5°
2018	14°	7°

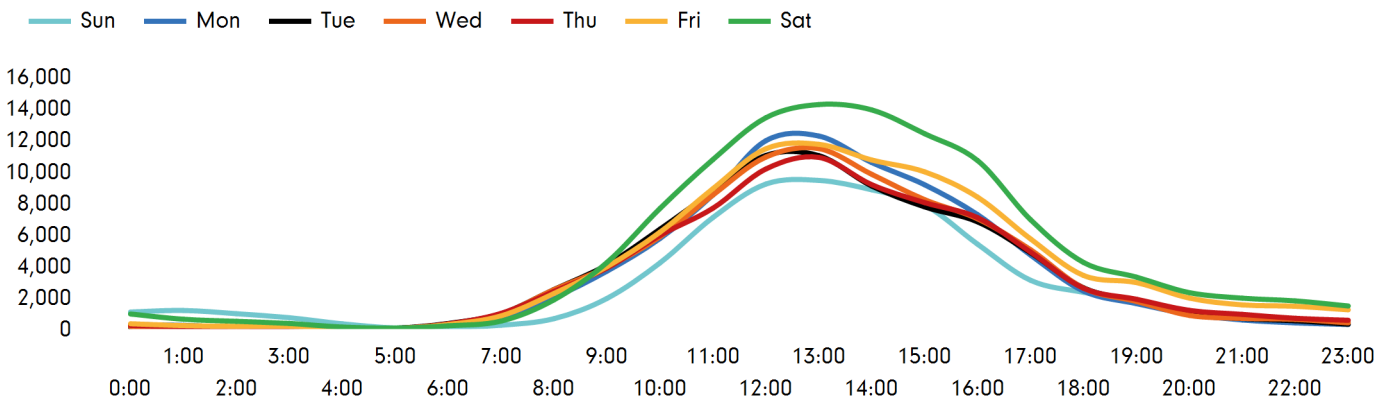
## Footfall by day

The figures shown below are calculated using weekly averages.



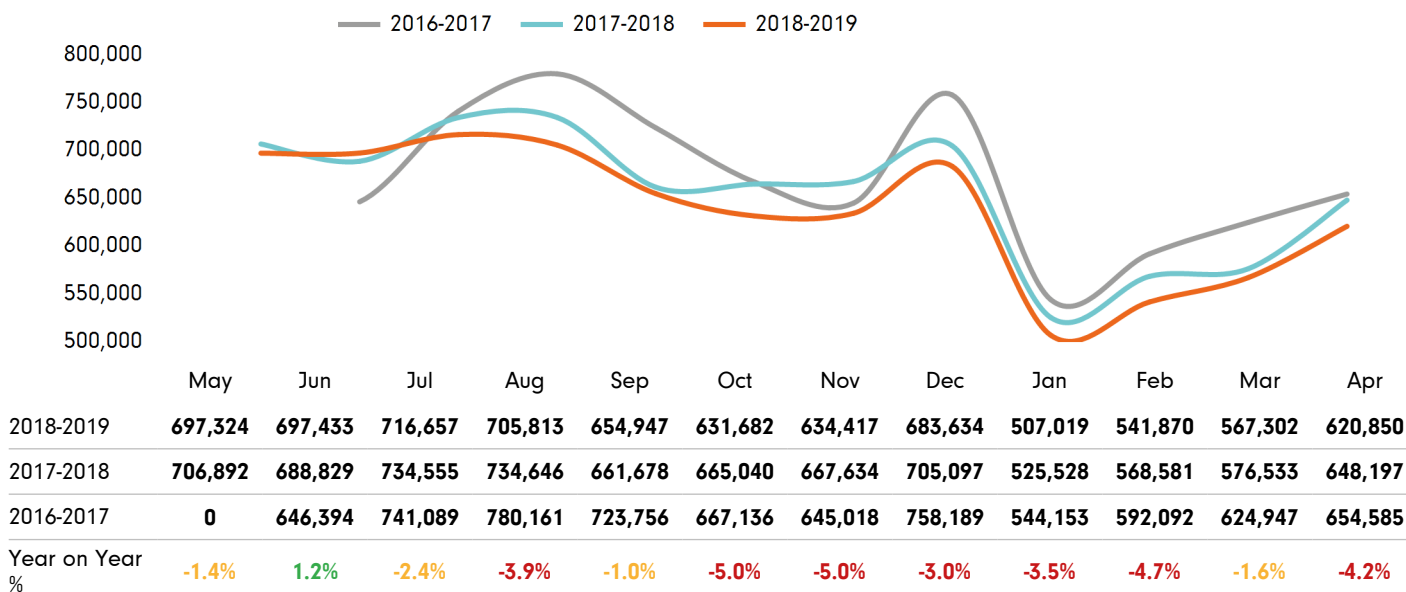
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

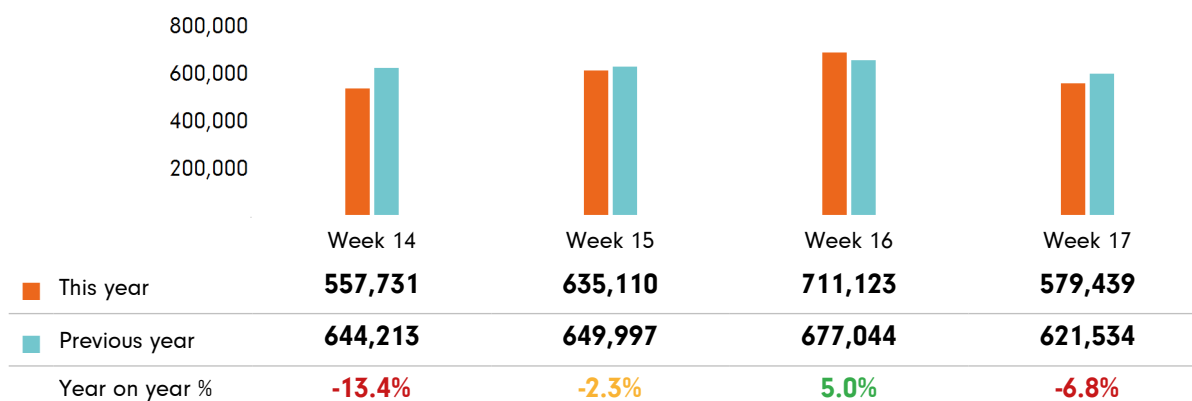
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for April compares April 2019 to April 2018

## Footfall by week of month

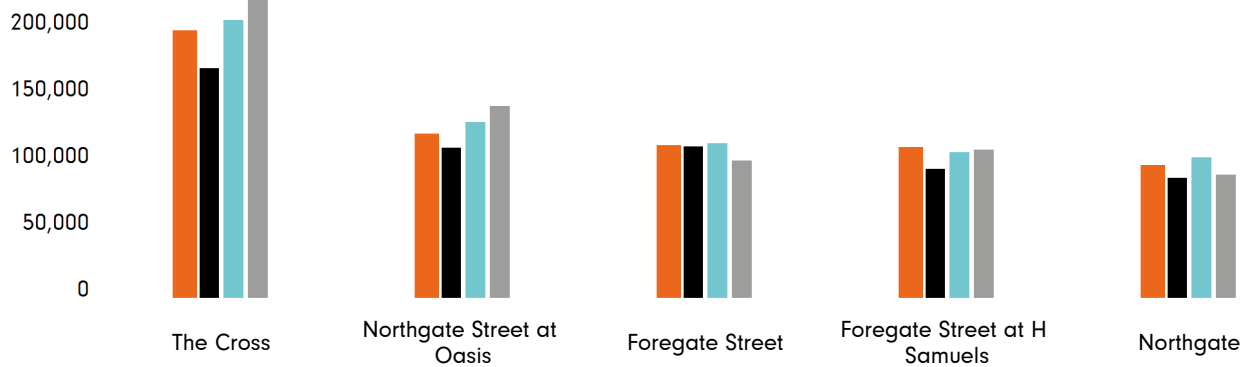
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>190,148</b>	<b>117,757</b>	<b>109,250</b>	<b>108,210</b>	<b>95,486</b>
Previous Month	<b>165,319</b>	<b>109,259</b>	<b>110,198</b>	<b>94,545</b>	<b>87,981</b>
Previous Year	<b>199,322</b>	<b>127,286</b>	<b>112,671</b>	<b>106,170</b>	<b>102,749</b>
2 Years Ago	<b>216,765</b>	<b>138,816</b>	<b>100,599</b>	<b>108,003</b>	<b>90,403</b>
Year on Year %	<b>-4.6 %</b>	<b>-7.5 %</b>	<b>-3.0 %</b>	<b>1.9 %</b>	<b>-7.1 %</b>

## Footfall by location



■ The Cross, 30.6 %  
■ Northgate Street at Oasis, 19.0 %  
■ Foregate Street, 17.6 %  
■ Foregate Street at H Samuels, 17.4 %  
■ Northgate, 15.4 %

### 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 April, 2019 Vs January, 2018 to April, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2019 Vs 3 2019