

Footfall Report for: Chester BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester BID	-4.6 %	-3.6 %	-9.0 %	-1.4 %	2.2 %	7.6 %
North & Yorkshire	-0.6 %	-1.6 %	-6.1 %	2.8 %	0.1 %	5.6 %
UK	-0.7 %	-3.4 %	-4.8 %	0.5 %	-0.1 %	4.5 %

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 4.6% down on the previous year.

The number of visitors counted for month commencing 28 April 2019 was 2,538,896.

The busiest day in month commencing 28 April 2019 was Saturday 25 May with 134,379 visitors.

The peak hour of the month was 13:00 on Saturday 4 May 2019 with footfall of 15,336

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



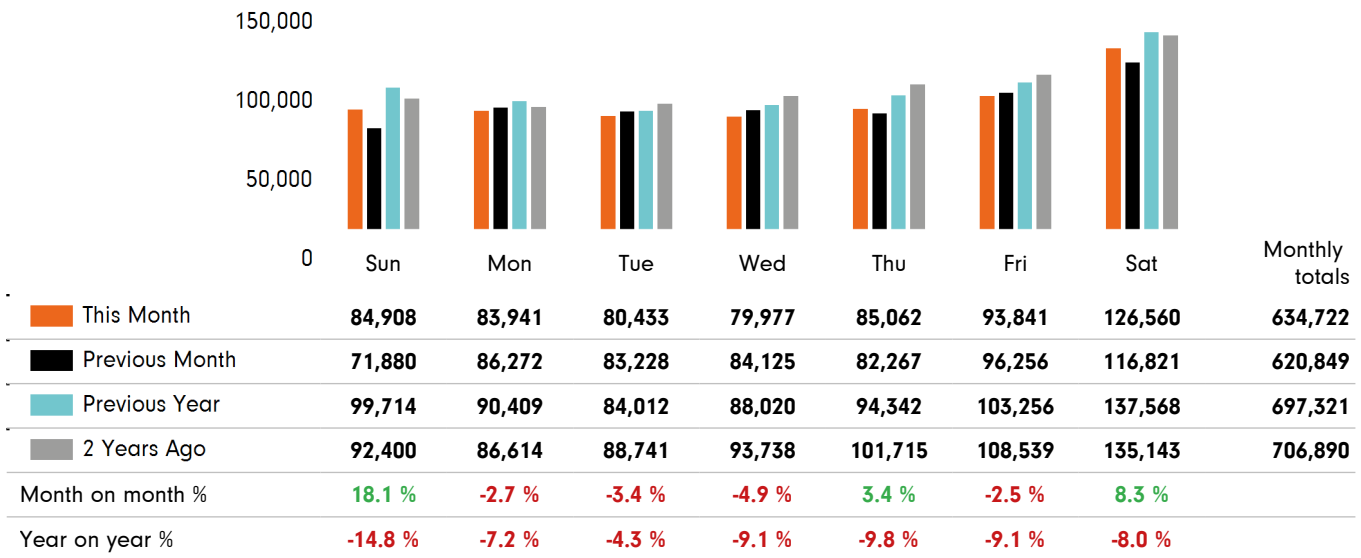
Number of days this month	11	7	10
Number of days same month last year	15	8	5

Average temperature

	Maximum temperature	Minimum temperature
2019	14°	7°
2018	18°	7°

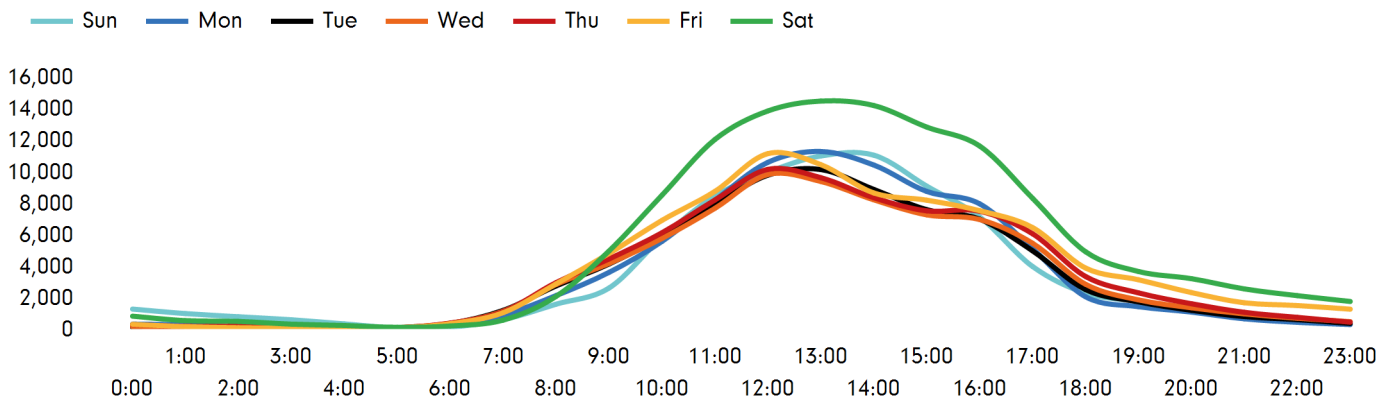
Footfall by day

The figures shown below are calculated using weekly averages.



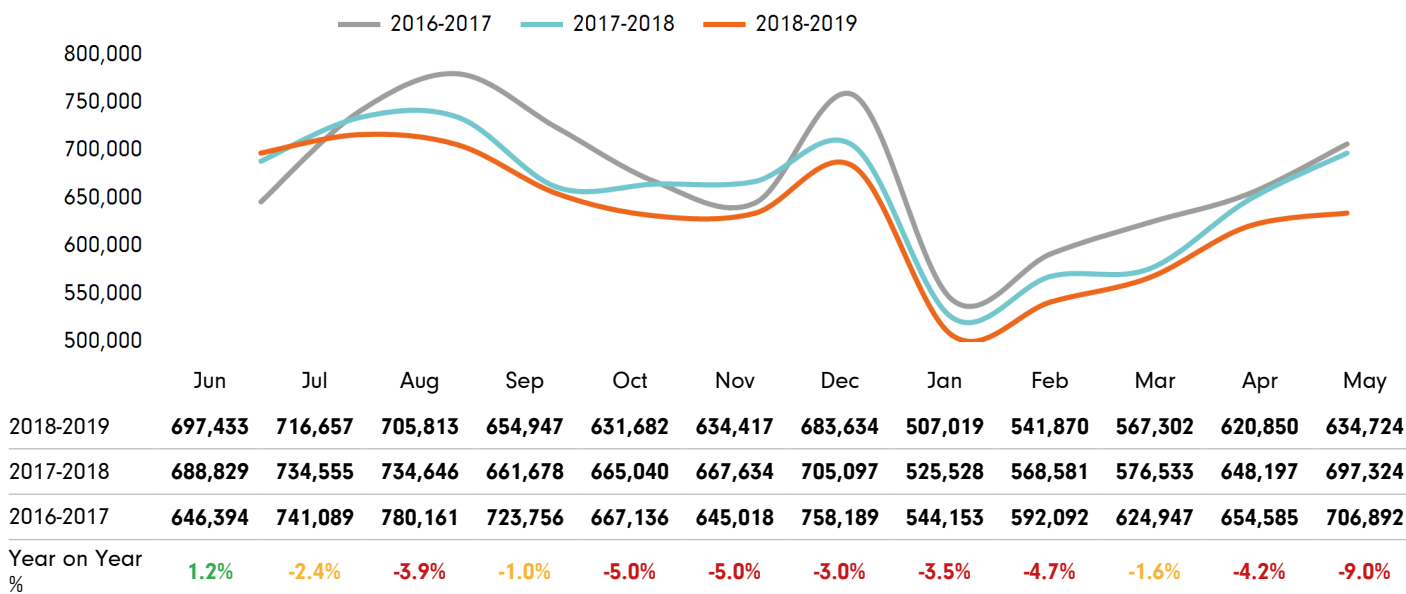
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

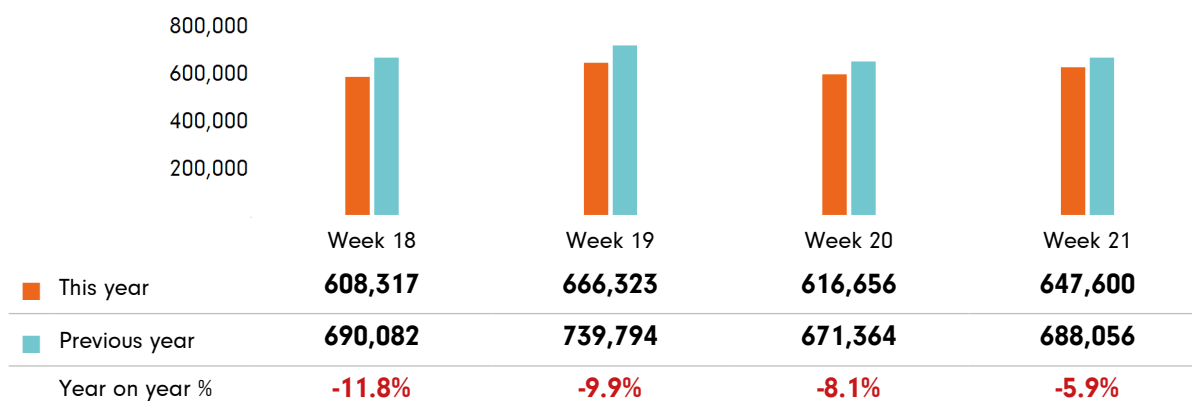
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

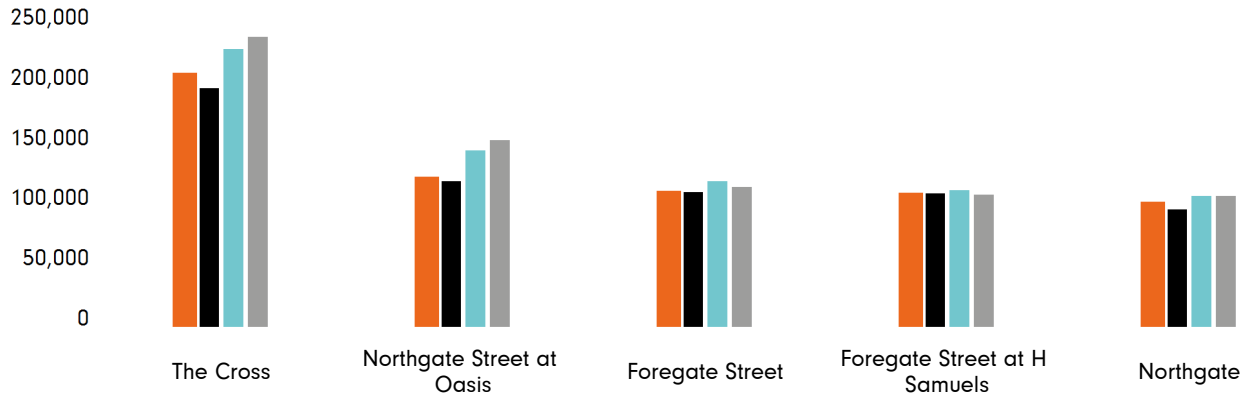
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	200,547	119,370	108,161	106,733	99,914
Previous Month	190,148	117,757	109,250	108,210	95,486
Previous Year	220,823	141,961	117,568	110,756	106,216
2 Years Ago	230,626	149,644	113,252	107,005	106,366
Year on Year %	-9.2 %	-15.9 %	-8.0 %	-3.6 %	-5.9 %

Footfall by location



■ The Cross, 31.6 %
■ Northgate Street at Oasis, 18.8 %
■ Foregate Street, 17.0 %
■ Foregate Street at H Samuels, 16.8 %
■ Northgate, 15.7 %

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 May, 2019 Vs January, 2018 to May, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2019 Vs 4 2019