

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 | -6.2 % | -2.6 % | -7.2 % | -2.4 % | 6.8 % | 2.8 % |
| North & Yorkshire | -2.0 % | -0.5 % | -4.0 % | 1.7 % | 2.8 % | 0.9 % |
| UK | -1.5 % | -2.4 % | -2.7 % | 0.3 % | 5.6 % | 3.5 % |

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 6.2% down on the previous year.

The number of visitors counted for month commencing 30 June 2019 was 2,658,816.

The busiest day in month commencing 30 June 2019 was Saturday 13 July with 148,721 visitors.

The peak hour of the month was 12:00 on Saturday 13 July 2019 with footfall of 16,270

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



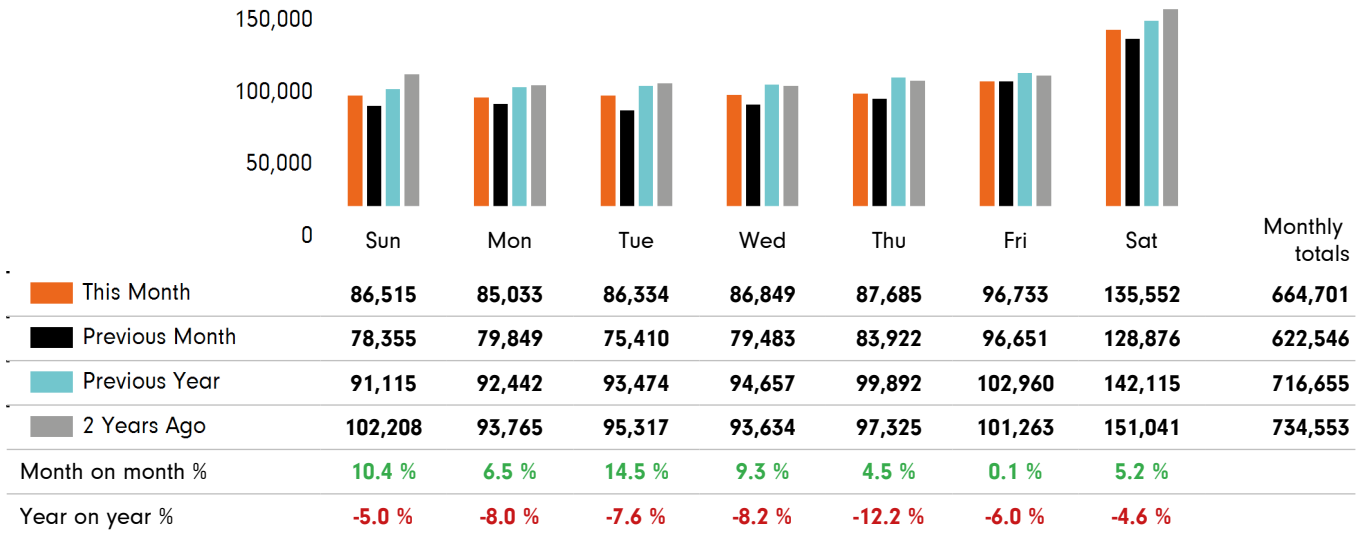
| | | | |
|-------------------------------------|----|---|----|
| Number of days this month | 13 | 7 | 8 |
| Number of days same month last year | 17 | 1 | 10 |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2019 | 22° | 14° |
| 2018 | 25° | 14° |

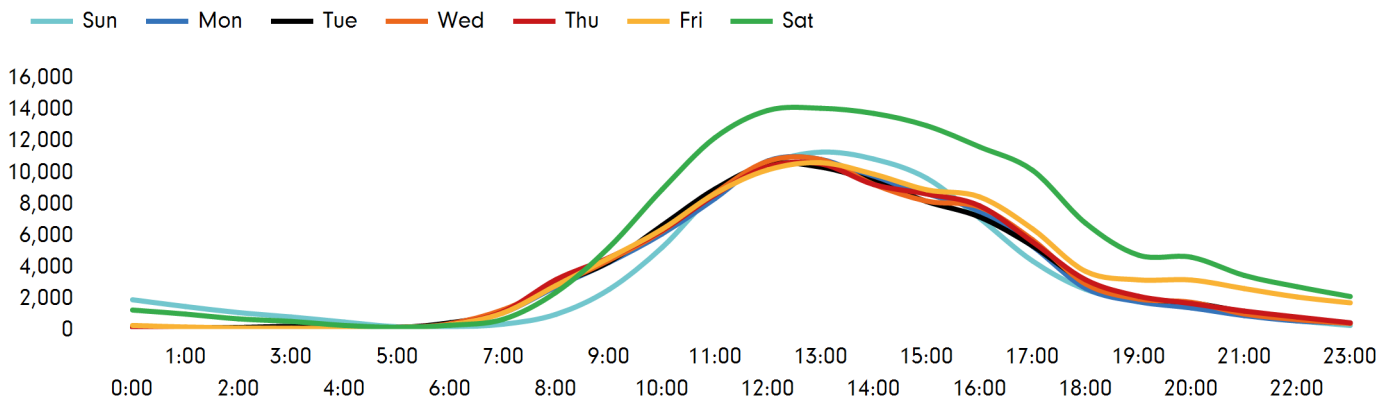
Footfall by day

The figures shown below are calculated using weekly averages.



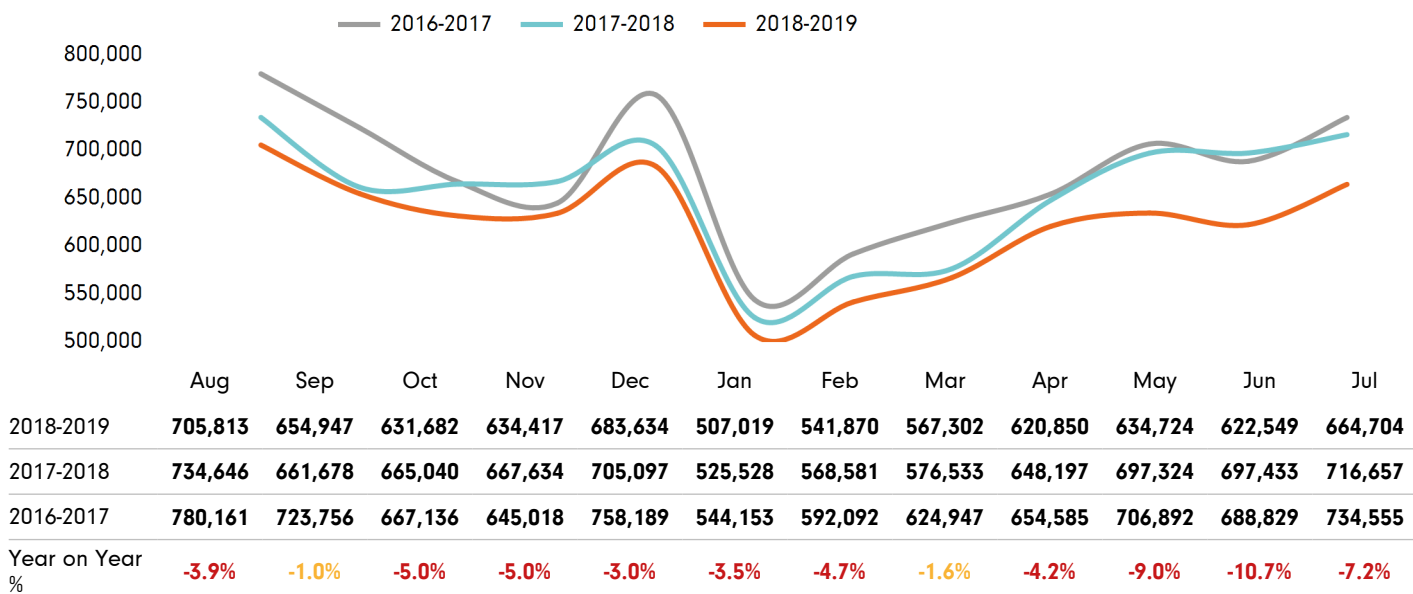
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

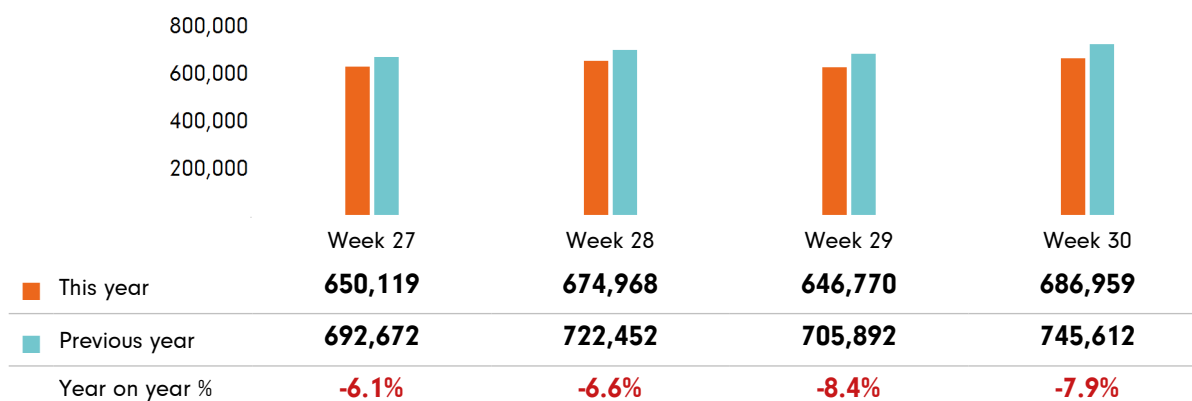
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

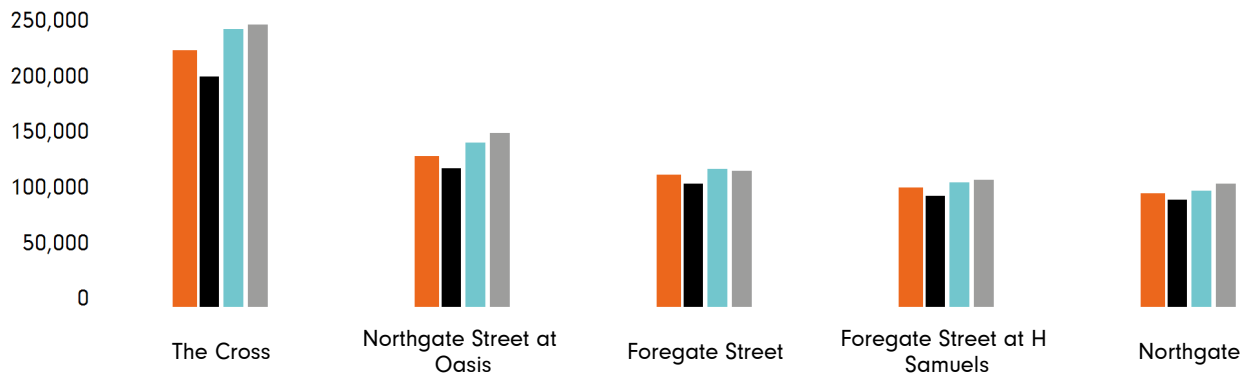
The figures shown below are calculated using weekly totals.



Footfall by location

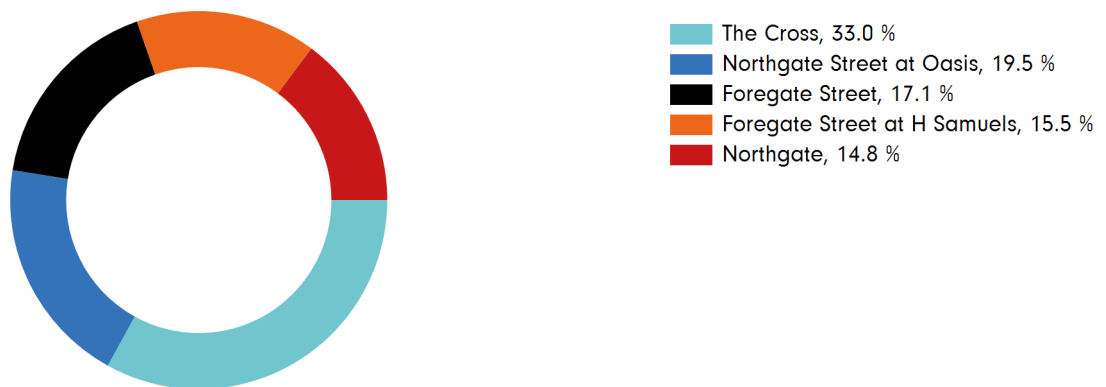
The figures shown below are calculated using weekly averages.

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



| | | | | | |
|----------------|----------------|----------------|----------------|----------------|----------------|
| This Month | 219,462 | 129,779 | 113,929 | 103,067 | 98,468 |
| Previous Month | 199,267 | 121,553 | 108,783 | 98,133 | 94,814 |
| Previous Year | 239,377 | 143,542 | 121,126 | 109,856 | 102,757 |
| 2 Years Ago | 243,232 | 151,375 | 119,706 | 111,709 | 108,534 |
| Year on Year % | -8.3 % | -9.6 % | -5.9 % | -6.2 % | -4.2 % |

Footfall by location



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 July, 2019 Vs January, 2018 to July, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2019 Vs 6 2019