

April 2020. 05 Apr 2020 - 02 May 2020

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Chester	-38.7 %	-3.4 %	-85.4 %	-4.8 %	-69.4 %	8.6 %
North & Yorkshire	-31.2 %	0.7 %	-81.8 %	-0.6 %	-67.0 %	4.3 %
High Street Index - BDSU(BDSU - Comparison)	-34.9 %	0.4 %	-88.5 %	-0.5 %	-75.4 %	5.5 %
UK	-32.7 %	0.3 %	-83.3 %	-1.0 %	-66.7 %	5.4 %

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 38.7% down on the previous year.

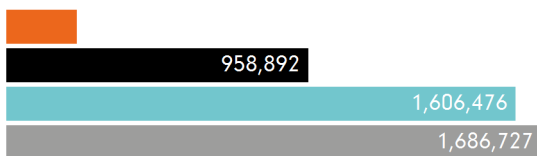
The number of visitors counted for month commencing 5 April 2020 was 234,389.

The busiest day in month commencing 5 April 2020 was Saturday 2 May with 11,085 visitors.

The peak hour of the month was 14:00 on Saturday 2 May 2020 with footfall of 1,775

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	19	3	6
Number of days same month last year	13	5	10

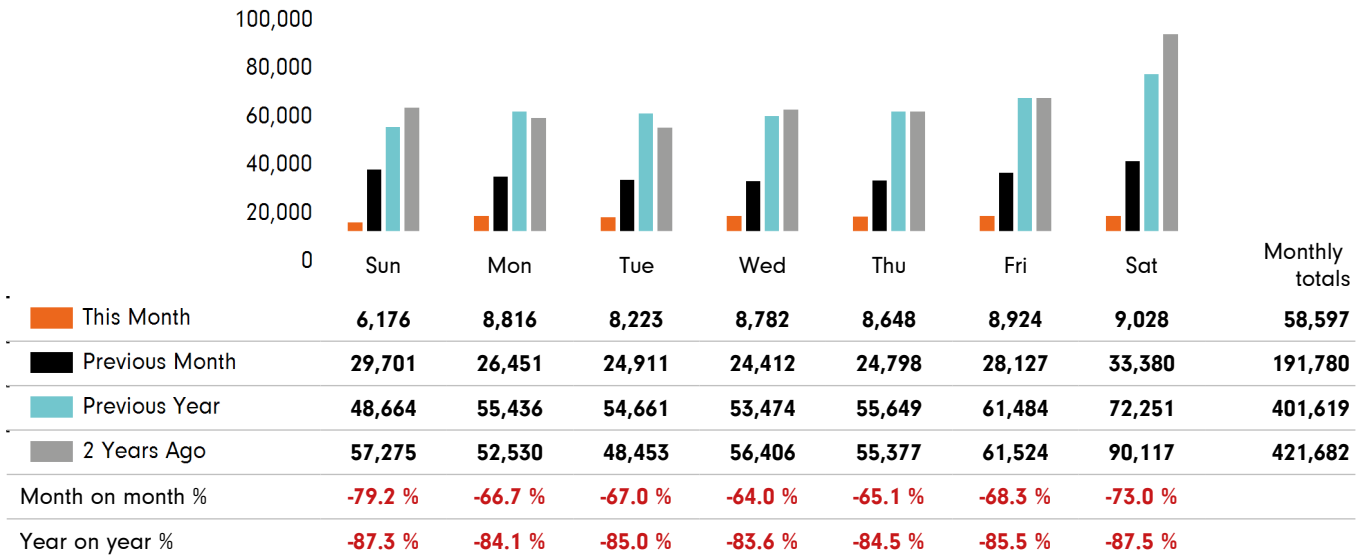
Average temperature

	Maximum temperature	Minimum temperature
2020	17°	6°
2019	15°	5°

SPRINGBOARD.

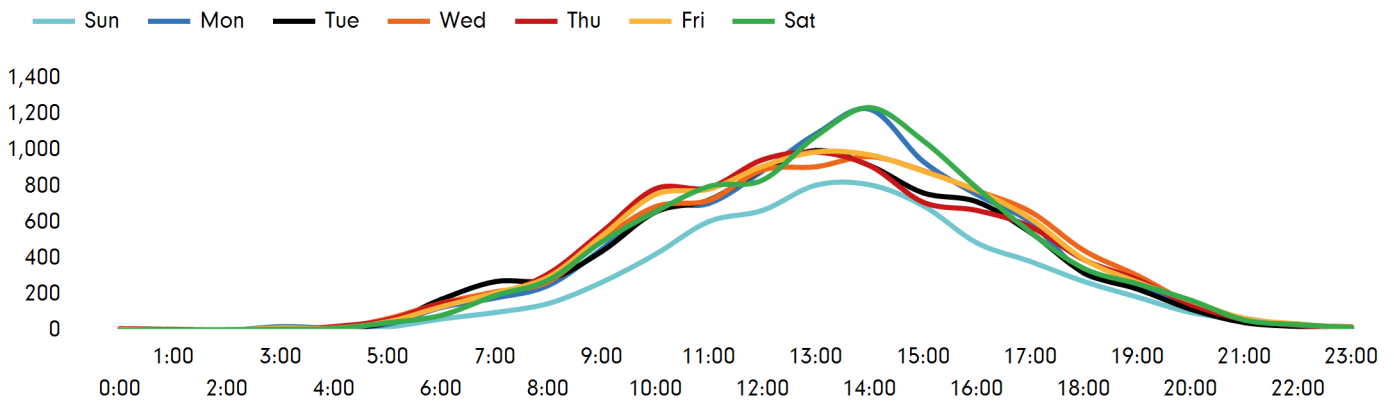
Footfall by day

The figures shown below are calculated using weekly averages.



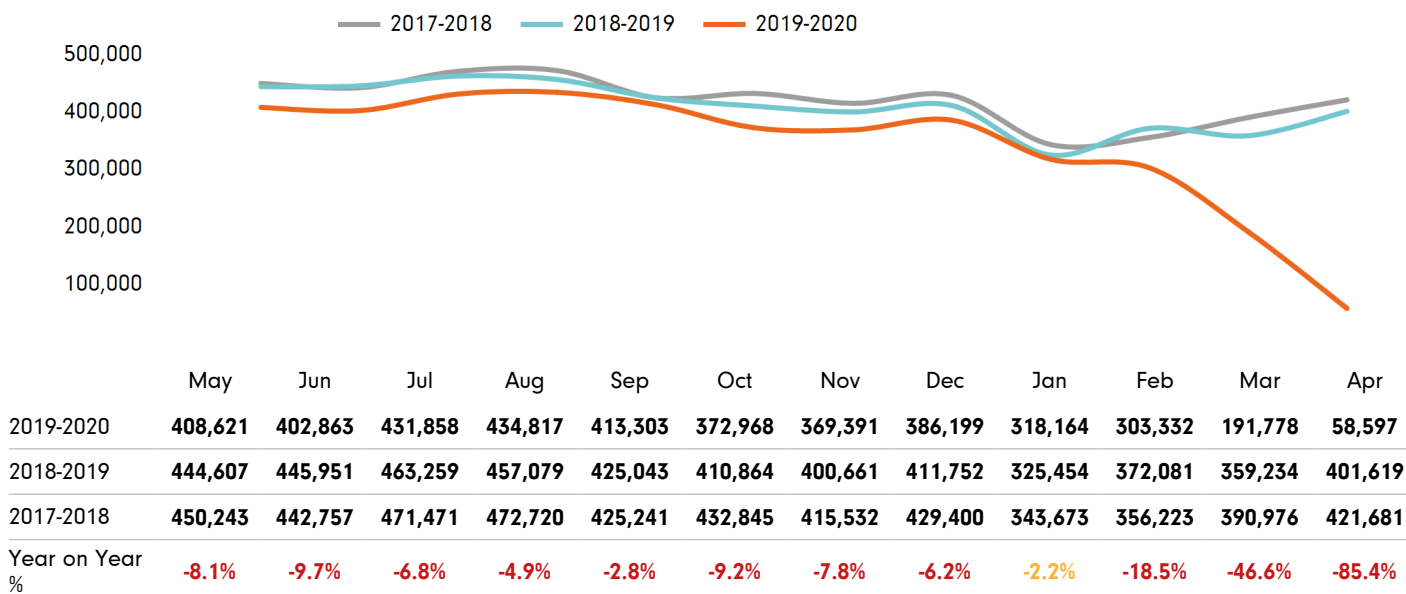
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

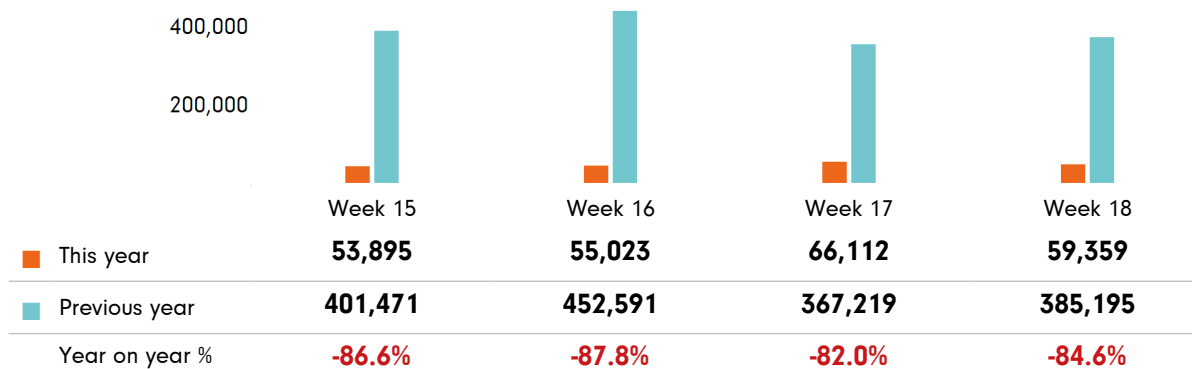
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for April compares April 2020 to April 2019

Footfall by week of month

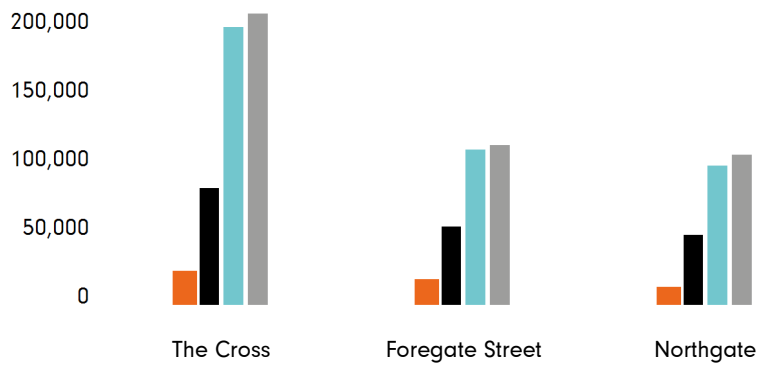
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	25,178	19,457	13,962
Previous Month	83,307	57,197	51,273
Previous Year	193,462	109,567	98,588
2 Years Ago	202,835	112,766	106,080
Year on Year %	-87.0 %	-82.2 %	-85.8 %

Footfall by location



■ The Cross, 43.0 %
■ Foregate Street, 33.2 %
■ Northgate, 23.8 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2020 to April, 2020 Vs January, 2019 to April, 2019

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. April, 2020 Vs April, 2019

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2020 Vs 3 2020