

May 2020. 03 May 2020 - 30 May 2020

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Chester	-47.3 %	-4.4 %	-80.5 %	-8.1 %	41.0 %	3.5 %
North & Yorkshire	-39.6 %	-0.6 %	-77.1 %	-6.1 %	24.3 %	0.1 %
High Street Index - BDSU(BDSU - Comparison)	-44.0 %	-0.5 %	-84.4 %	-4.5 %	33.5 %	-1.0 %
UK	-41.0 %	-0.7 %	-78.2 %	-4.8 %	28.2 %	-0.1 %

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 47.3% down on the previous year.

The number of visitors counted for month commencing 3 May 2020 was 330,476.

The busiest day in month commencing 3 May 2020 was Thursday 14 May with 14,602 visitors.

The peak hour of the month was 13:00 on Saturday 30 May 2020 with footfall of 1,886

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



	Sun	Cloud	Rain
Number of days this month	18	7	3
Number of days same month last year	11	7	10

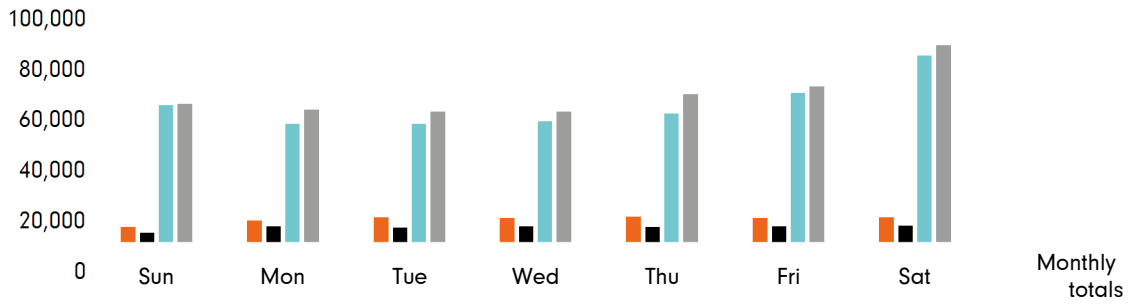
Average temperature

	Maximum temperature	Minimum temperature
2020	18°	8°
2019	15°	8°

SPRINGBOARD.

Footfall by day

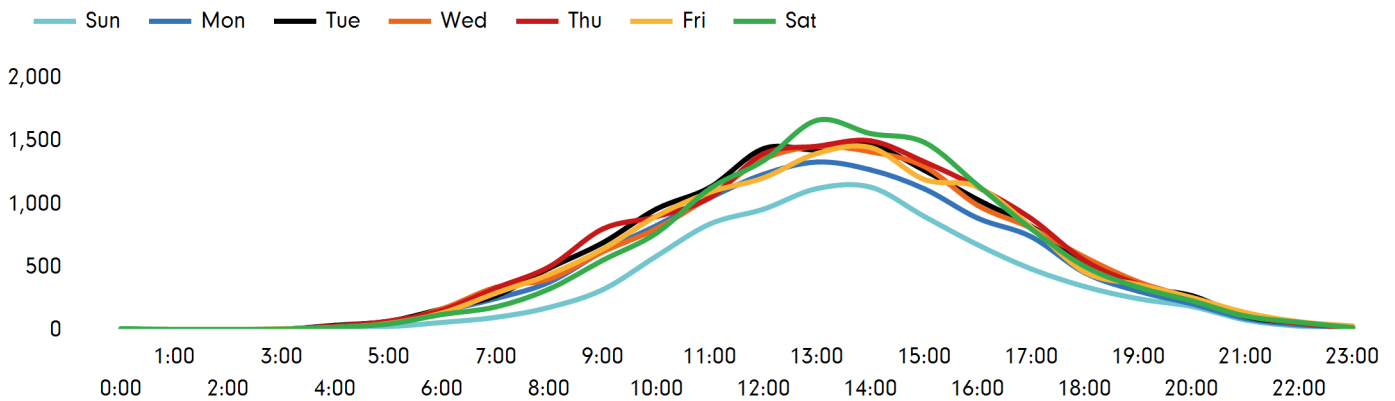
The figures shown below are calculated using weekly averages.



This Month	8,461	11,206	12,756	12,337	13,044	12,247	12,569	82,620
Previous Month	6,176	8,816	8,223	8,782	8,648	8,924	9,028	58,597
Previous Year	60,411	52,514	52,446	53,510	56,935	65,692	81,541	423,049
2 Years Ago	60,934	58,640	57,599	57,808	65,197	68,313	86,065	454,556
Month on month %	37.0 %	27.1 %	55.1 %	40.5 %	50.8 %	37.2 %	39.2 %	
Year on year %	-86.0 %	-78.7 %	-75.7 %	-76.9 %	-77.1 %	-81.4 %	-84.6 %	

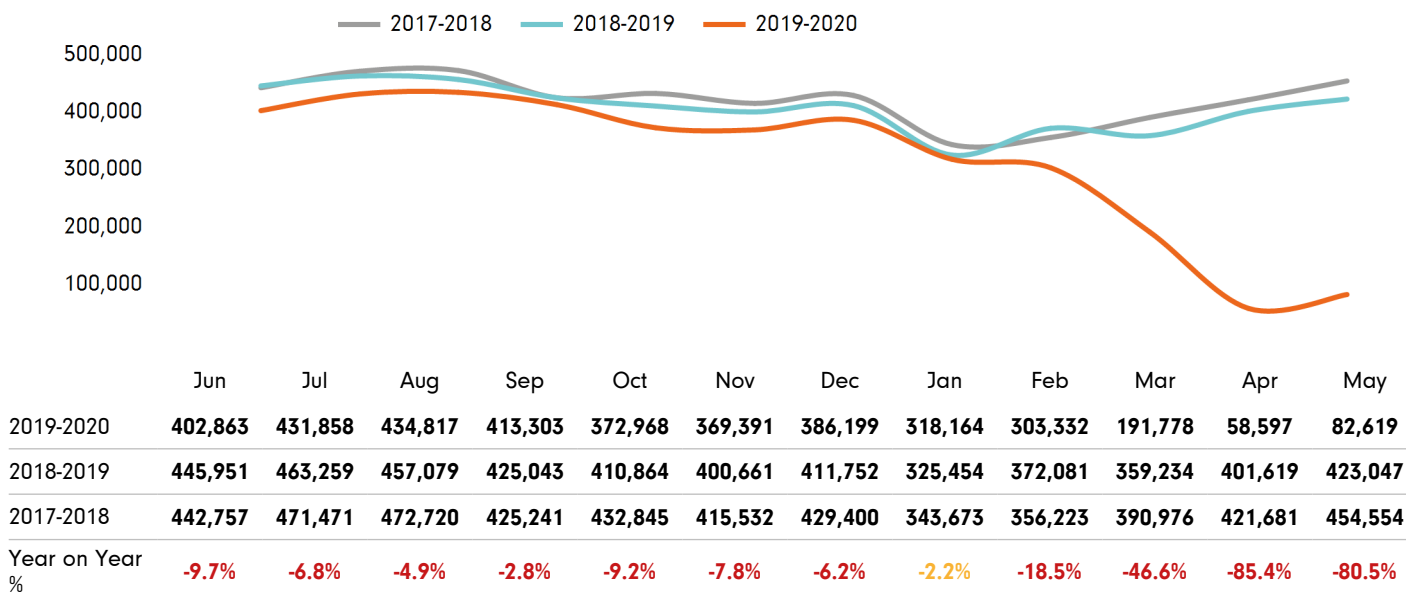
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

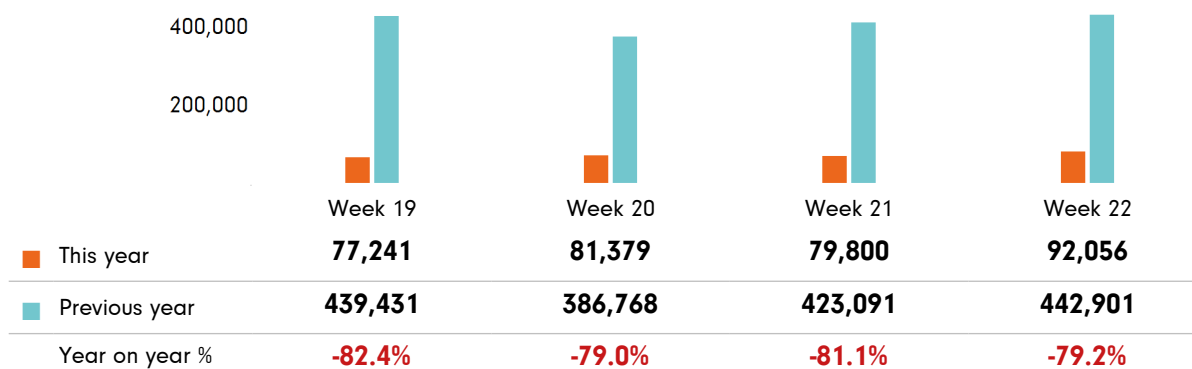
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for May compares May 2020 to May 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	38,125	22,964	21,529
Previous Month	25,178	19,457	13,962
Previous Year	209,526	112,171	101,350
2 Years Ago	227,899	120,871	105,784
Year on Year %	-81.8 %	-79.5 %	-78.8 %

Footfall by location



■ The Cross, 46.1 %
■ Foregate Street, 27.8 %
■ Northgate, 26.1 %

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 May, 2020 Vs January, 2019 to May, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2020 Vs 4 2020