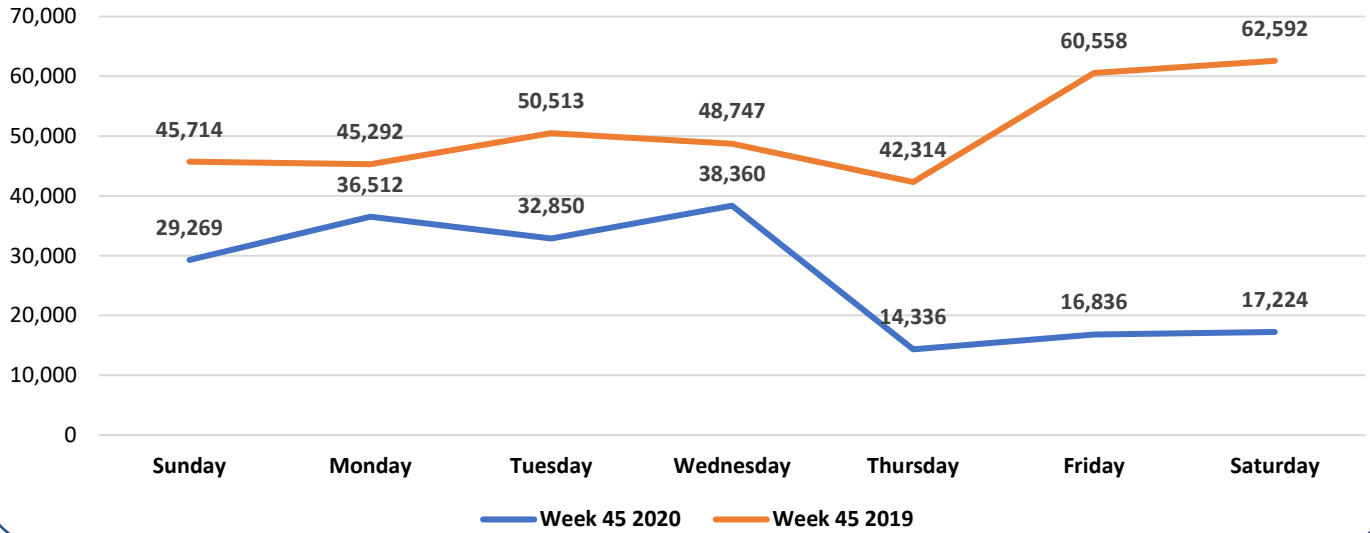


Chester Data Dashboard – High Street Cell

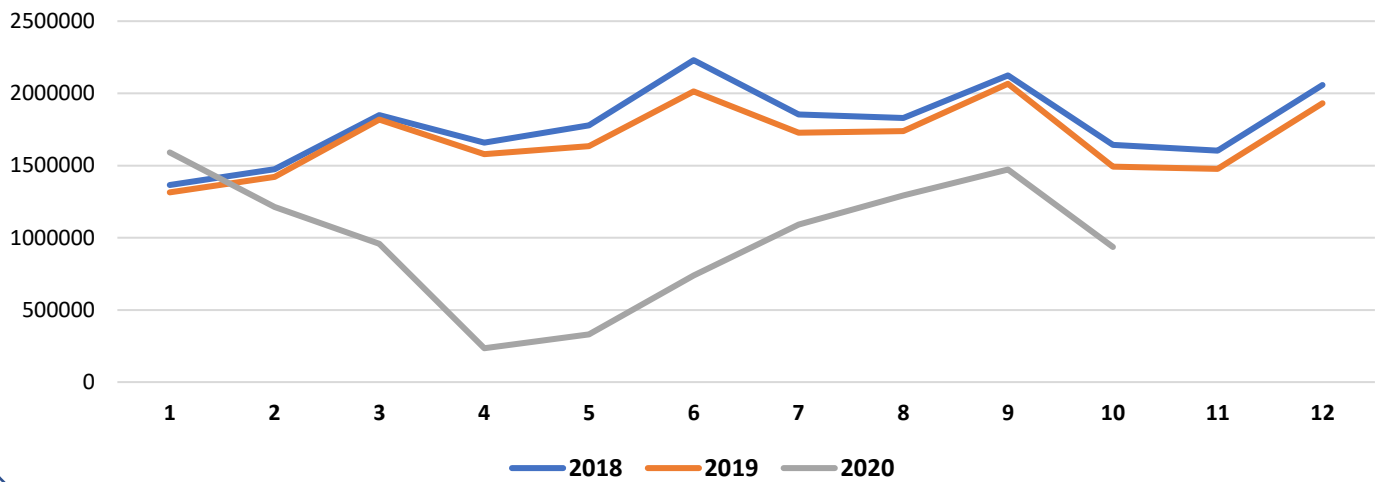
Footfall Figures

Week 45, Comparison of 2019 and 2020

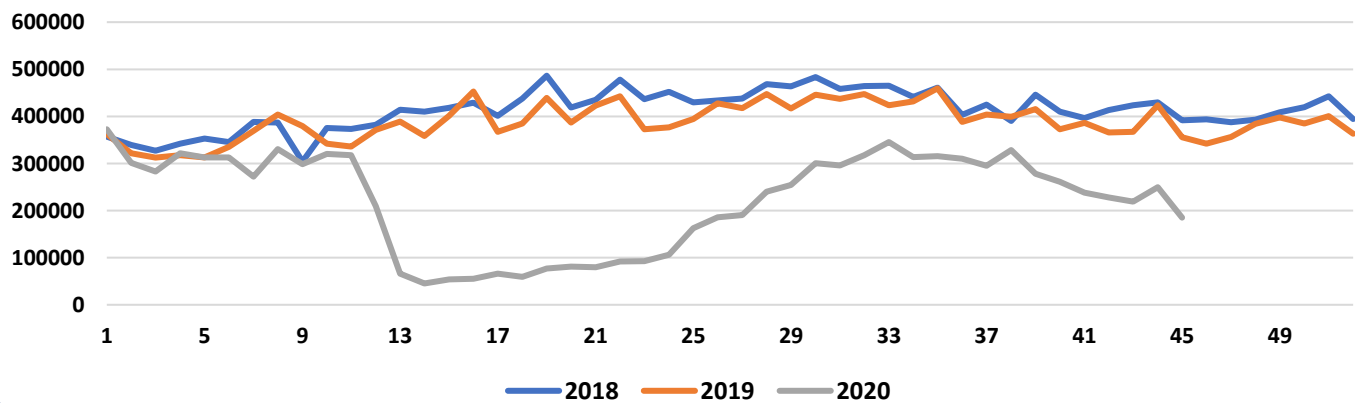
(Sunday 1st November 2020 - Saturday 7th November 2020)



Annual Performance 2018 - 2020, Month by Month



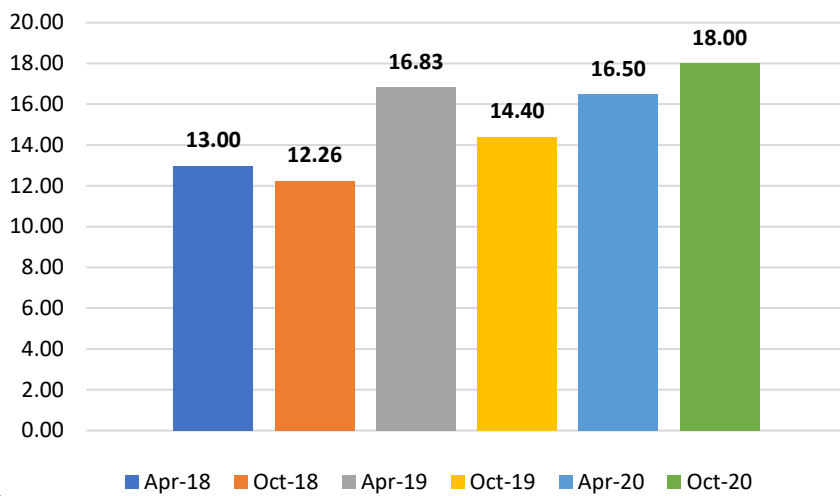
Annual Performance 2018-2020, Week by Week



(Source: Springboard)

Vacancy Rates

Vacancy Rate % Chester City Centre



October 2020 Figures:

18.0%

Vacancy Rate

108

Vacant Units

↑ 1.5% increase from
April 2020

April 2020 Figures:

16.5%

Vacancy Rate

99

Vacant Units

↑ 2.1% increase from
October 2019

Hotel Occupancy

Hotel Occupancy data is available upon request.

STEAM Headlines

14 million

Tourists visited Chester City
area in 2018

£0.7bn

Total of economic impact from
the Chester City
area in 2018

12.9%

Increase since 2015 of the
number of FTE jobs in the
borough supported by the
visitor economy

96%

Of total visitor numbers to the
borough are

day visitors

22.8%

the Chester City area accounts
for in the economic impact of
the borough's visitor economy

9,766

FTE Visitor Economy jobs were
supported in the Chester City
area in 2018

36.4 million

Tourists visited Cheshire West
and Chester in 2018 which is a

12.1% increase

since 2015 and a

44.8% increase

since 2009

£2.12bn

Total of economic impact of
the visitor economy in
Cheshire West and Chester in
2018

25,469

FTE Visitor Economy jobs were
supported in Cheshire West
and Chester in 2018

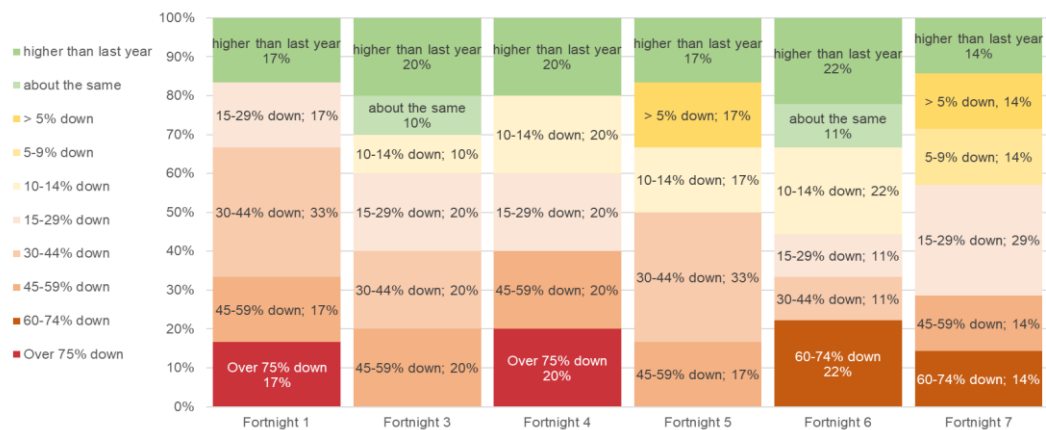
NatWest Tourism Business Barometer

NatWest Group is supporting a fortnightly business barometer of tourism businesses across the North of England that will measure the UK post lockdown business environment. It will measure shifts in employment, trends in revenue and business confidence.

Marketing Manchester is co ordinating the barometer and working with northern Destination Management Organisations who have agreed to recruit panel members through their own business networks and encourage participation of the fortnightly panel.

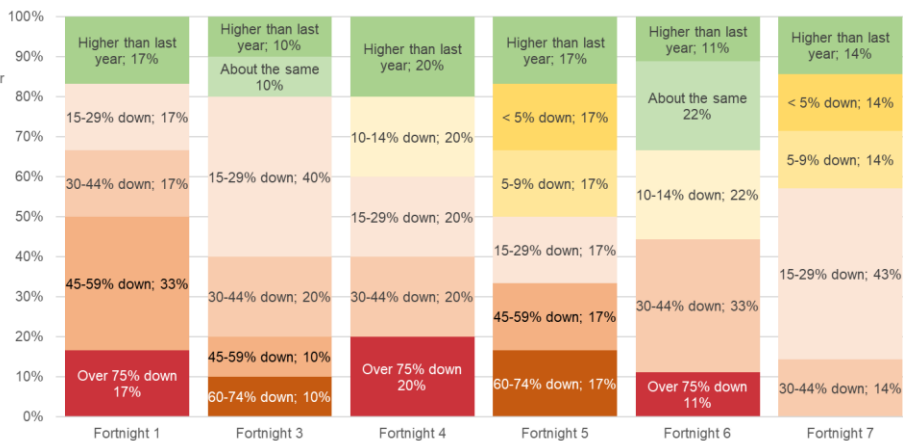
Revenue levels compared to business as usual

Looking back over the past two weeks, how does your total revenue from all business areas compare to the same period in 2019?



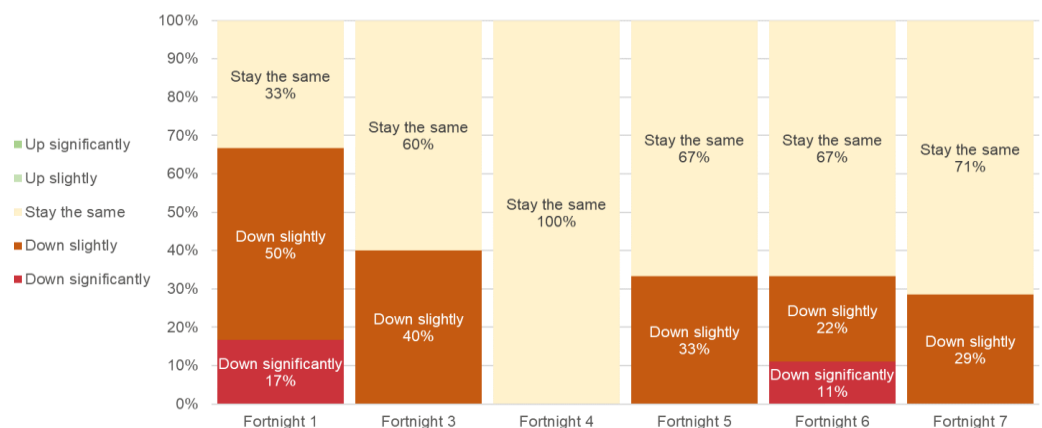
Visitor numbers compared to business as usual

Looking back over the past two weeks, how do visitor numbers/ footfall compare to the same period in 2019?



Employment shifts – permanent staff

In a month's time how do you expect your permanent staff count to be, compared to now?



Eat Out to Help Out take up and value

| Parliamentary Constituency | Total number of registered restaurants | Total number of meals claimed for | Total amount of discount claimed (£) | Average discount per meal (£) |
|----------------------------------|--|-----------------------------------|--------------------------------------|-------------------------------|
| England | 56,959 | 51,364,000 | 295,791,000 | 5.76 |
| North West | 7,226 | 7,368,000 | 43,033,000 | 5.84 |
| City of Chester | 155 | 164,000 | 1,015,000 | 6.17 |
| Congleton | 75 | 90,000 | 576,000 | 6.43 |
| Crewe and Nantwich | 84 | 81,000 | 465,000 | 5.77 |
| Eddisbury | 112 | 114,000 | 798,000 | 6.99 |
| Ellesmere Port and Neston | 79 | 78,000 | 451,000 | 5.81 |
| Macclesfield | 101 | 78,000 | 547,000 | 6.97 |
| Tatton | 123 | 138,000 | 968,000 | 7.01 |
| Warrington North | 45 | 53,000 | 332,000 | 6.23 |
| Warrington South | 95 | 102,000 | 634,000 | 6.19 |
| Weaver Vale | 94 | 92,00 | 427,000 | 4.65 |