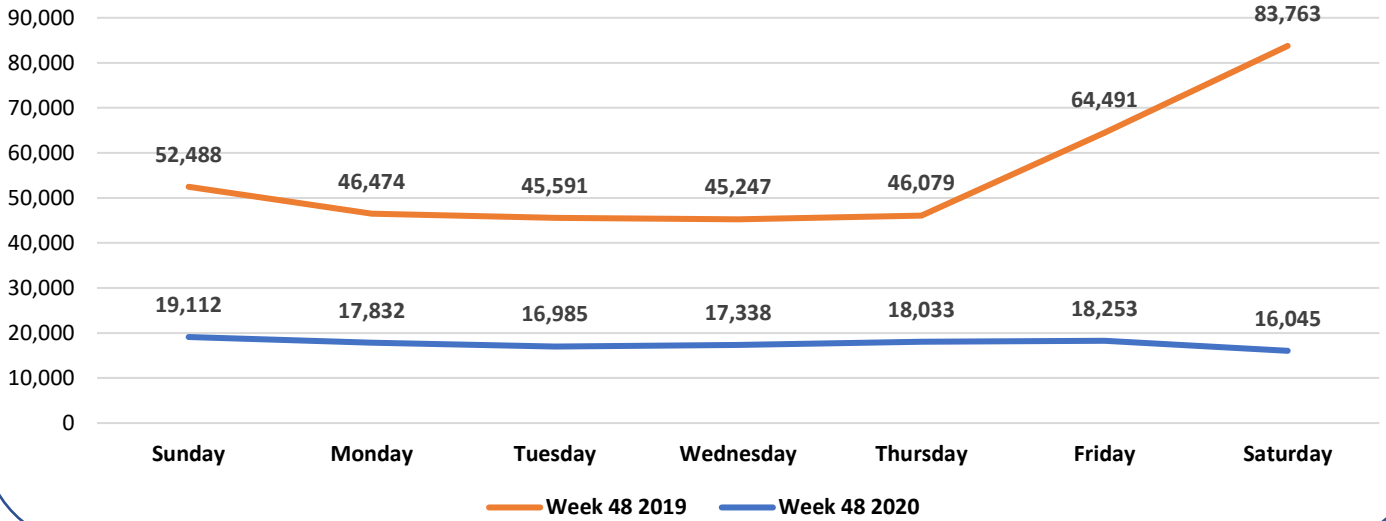


### Chester Data Dashboard – High Street Cell

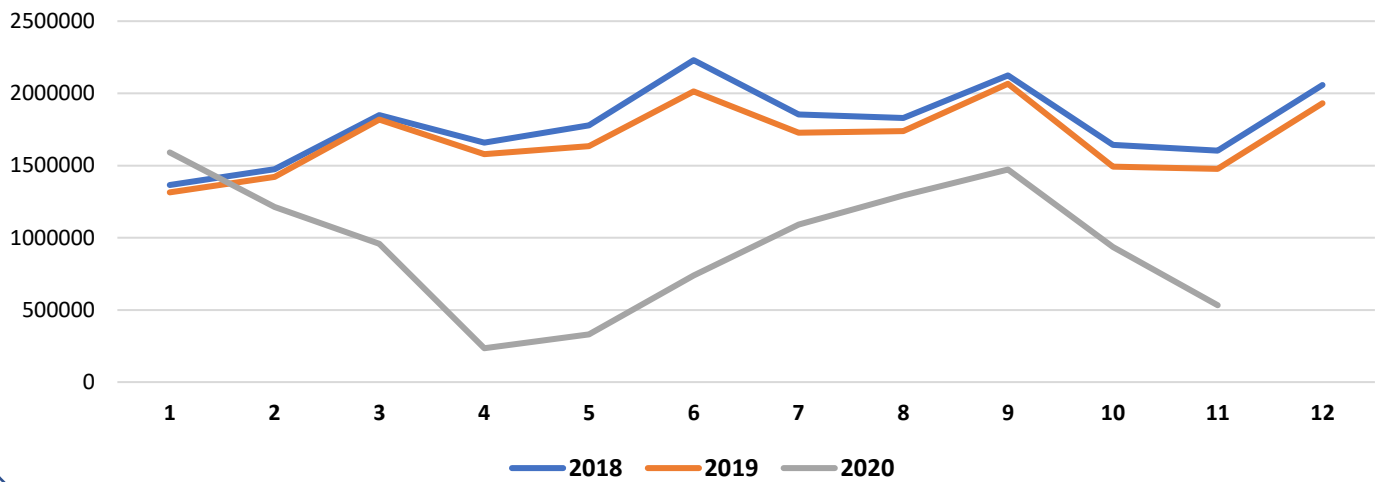
#### Footfall Figures

**Week 48, Comparison of 2019 and 2020**

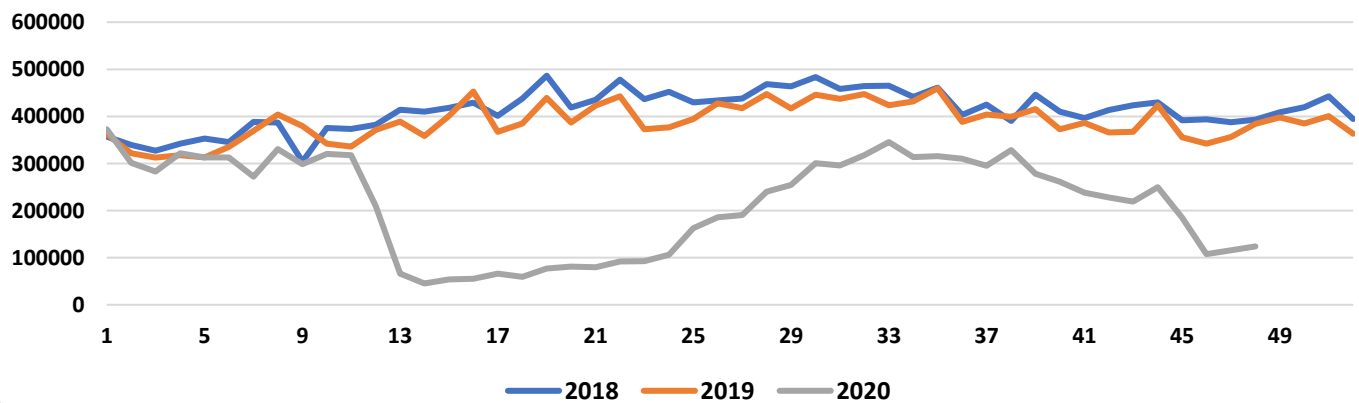
(Sunday 22nd November 2020 - Saturday 28th November 2020)



**Annual Performance 2018 - 2020, Month by Month**

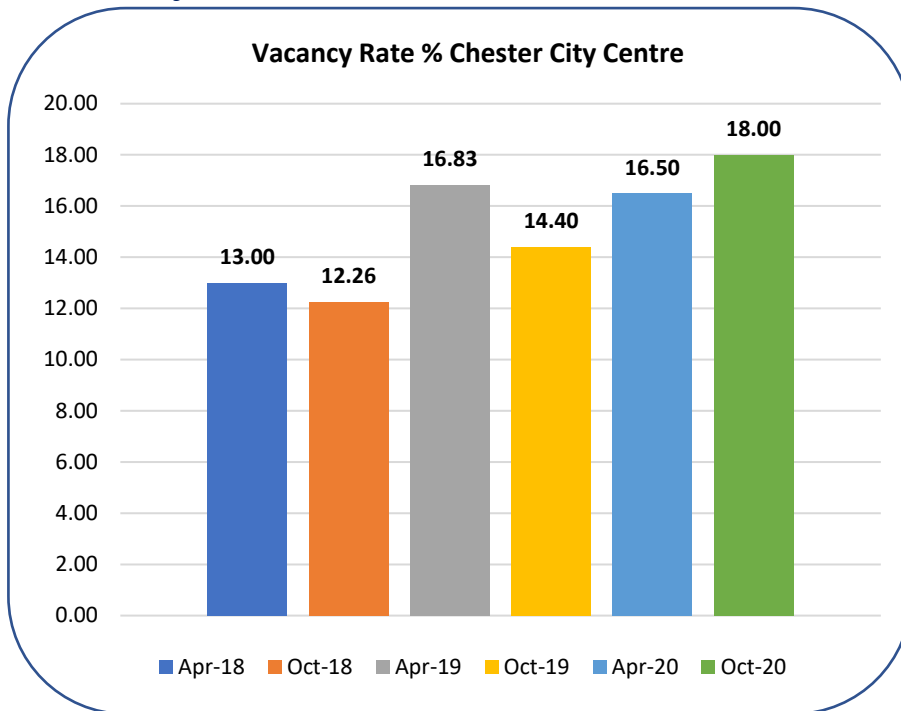


**Annual Performance 2018-2020, Week by Week**



(Source: Springboard)

## Vacancy Rates



October 2020 Figures:

**18.0%** **108**

Vacancy Rate

Vacant Units

**↑ 1.5%** increase from  
April 2020

April 2020 Figures:

**16.5%** **99**

Vacancy Rate

Vacant Units

**↑ 2.1%** increase from  
October 2019

Local Data Company  
National Vacancy Rate  
H1 2020:

**13%**

## 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

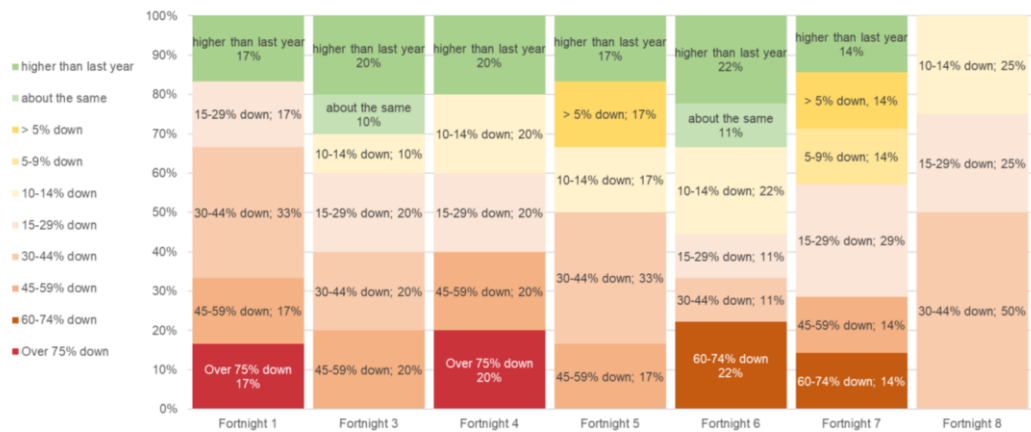
### NatWest Tourism Business Barometer

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.

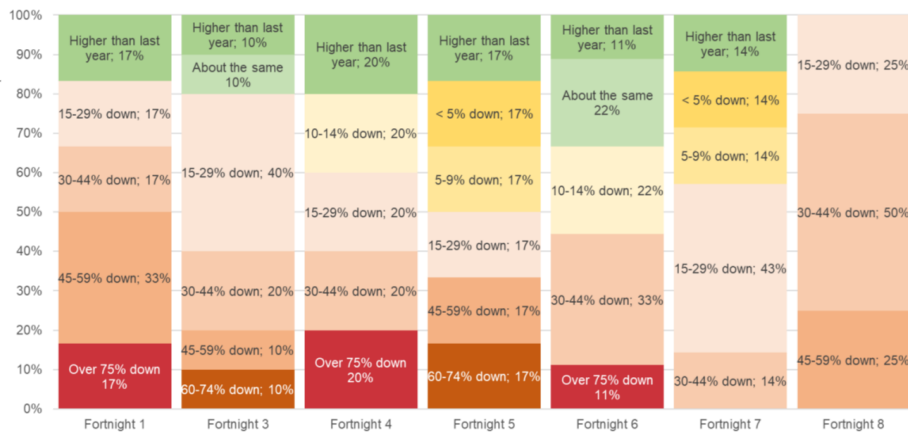
#### Revenue levels compared to business as usual

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



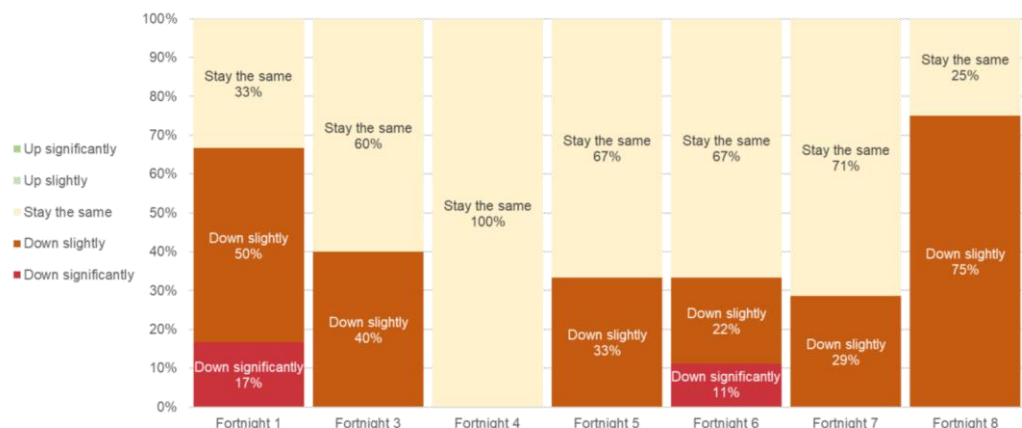
#### Visitor numbers compared to business as usual

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



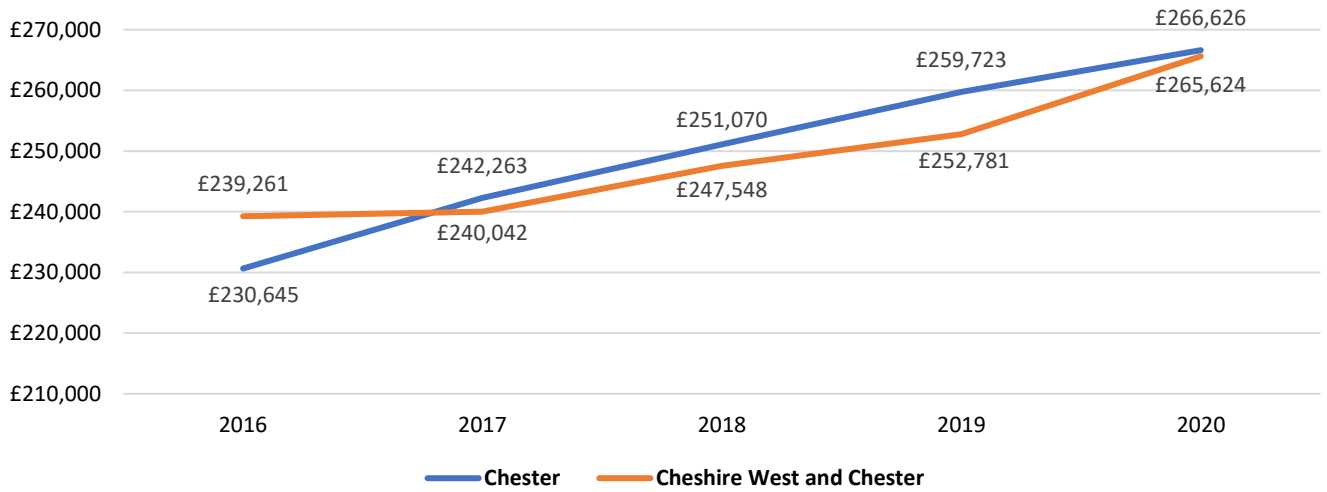
#### Employment shifts – permanent staff

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



## Housing

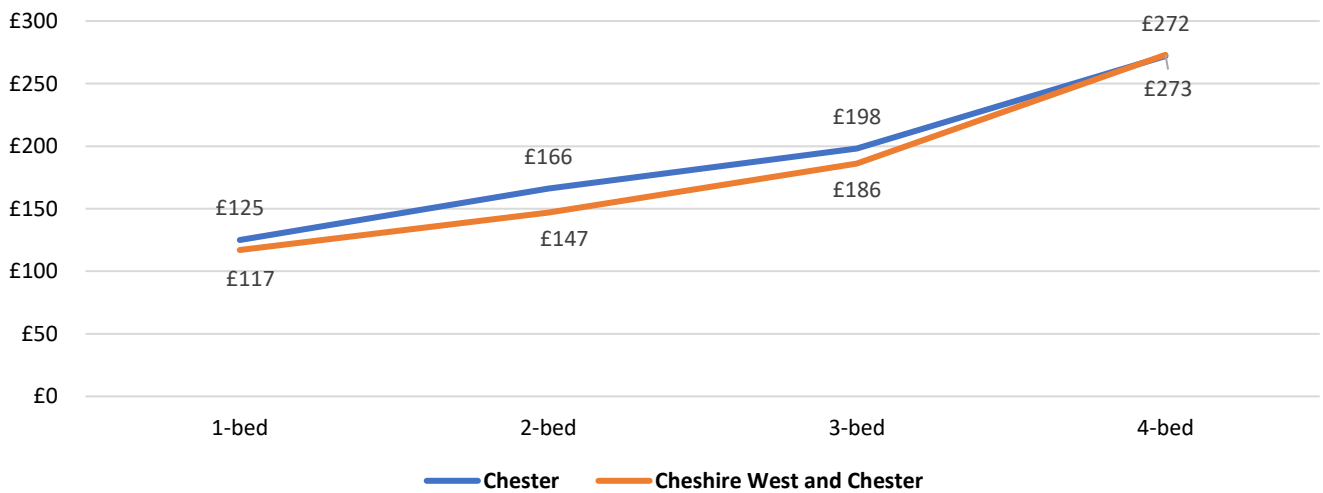
**Average Annual House Prices 2016-2020**



(Source: Hometrack. Average over the half year January - June for each year shown. Updated: 17/08/2020)

Chester figures have been collated from the following individual old ward boundary data: Blacon, Boughton, Chester City, Chester Villages, Dodleston and Huntington, Garden Quarter, Great Boughton, Handbridge Park, Hoole, Lache, Newton, Saughall and Mollington, Upton.

**Average Weekly Rental Values by No. of Bedrooms**



(Source: Hometrack. Annual median over the full year July 2019 - June 2020. Updated: 17/08/2020)

Chester figures have been collated from the following individual old ward boundary data: Blacon, Boughton, Chester City, Chester Villages, Dodleston and Huntington, Garden Quarter, Great Boughton, Handbridge Park, Hoole, Lache, Newton, Saughall and Mollington, Upton.

### Total number of sales

completed in the borough during the year to June 2020 was

**4,142**



**around 30%**

from 5,870 during the year to June 2019 and 6,180 during the year to June 2018.

**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 (£)
<b>England</b>	56,959	51,364,000	295,791,000	5.76
<b>North West</b>	7,226	7,368,000	43,033,000	5.84
<b>City of Chester</b>	155	164,000	1,015,000	6.17
<b>Congleton</b>	75	90,000	576,000	6.43
<b>Crewe and Nantwich</b>	84	81,000	465,000	5.77
<b>Eddisbury</b>	112	114,000	798,000	6.99
<b>Ellesmere Port and Neston</b>	79	78,000	451,000	5.81
<b>Macclesfield</b>	101	78,000	547,000	6.97
<b>Tatton</b>	123	138,000	968,000	7.01
<b>Warrington North</b>	45	53,000	332,000	6.23
<b>Warrington South</b>	95	102,000	634,000	6.19
<b>Weaver Vale</b>	94	92,000	427,000	4.65