

January 2021. 03 Jan 2021 - 30 Jan 2021

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

| | Year to date % | | Year on year % | | Month on month % | |
|---|----------------|--------|----------------|--------|------------------|---------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 |
| Chester | -72.6 % | -2.2 % | -72.6 % | -2.2 % | -63.2 % | -17.6 % |
| North & Yorkshire | -68.7 % | -0.3 % | -68.7 % | -0.3 % | -57.0 % | -19.5 % |
| High Street Index - BDSU(BDSU - Comparison) | -79.5 % | -2.8 % | -79.5 % | -2.8 % | -65.5 % | -22.9 % |
| UK | -72.5 % | -1.8 % | -72.6 % | -1.8 % | -54.6 % | -17.2 % |

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

The total number of visitors for the year to date is 333,932 which is 72.6% down on the previous year.

The total number of visitors to Chester in month commencing 3 January 2021 was 333,932.

The busiest day in month commencing 3 January 2021 was Saturday 9 January with 15,452 visitors.

The peak hour of the month was 11:00 on Saturday 9 January 2021 with footfall of 2,503.

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 | 6 | 3 | 14 | 5 | |
| Number of days same month last year | 9 | 13 | 11 | 1 | 1 |

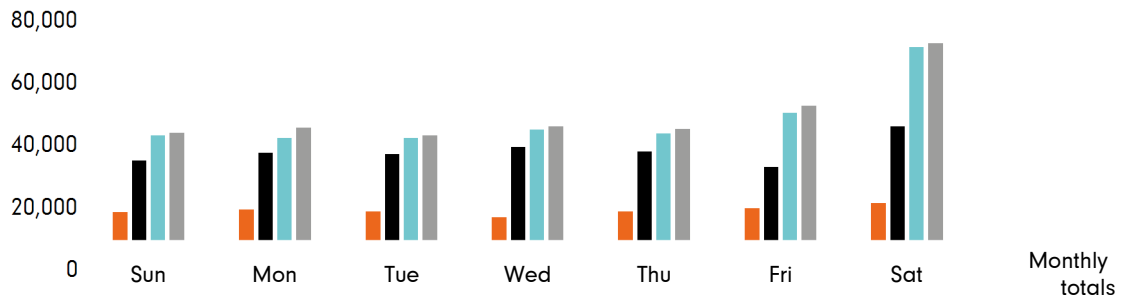
Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2021 | 6° | 1° |
| 2020 | 10° | 4° |

SPRINGBOARD.

Footfall by day

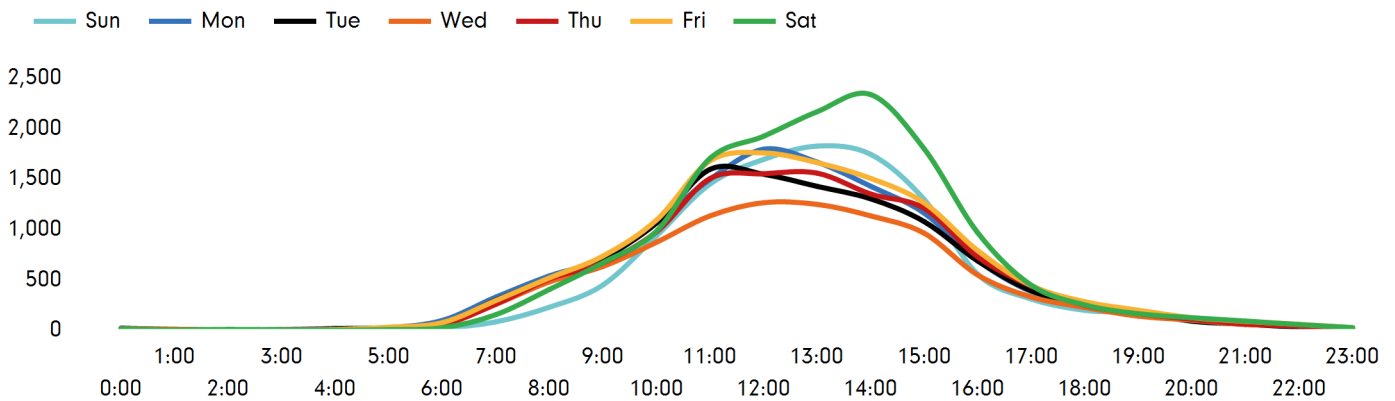
The figures shown below are calculated using weekly averages.



| | | | | | | | | |
|------------------|---------|---------|---------|---------|---------|---------|---------|--|
| Month on month % | -61.2 % | -61.6 % | -63.4 % | -71.5 % | -64.0 % | -52.7 % | -64.9 % | |
| Year on year % | -70.2 % | -67.0 % | -68.9 % | -75.7 % | -70.0 % | -72.1 % | -78.9 % | |

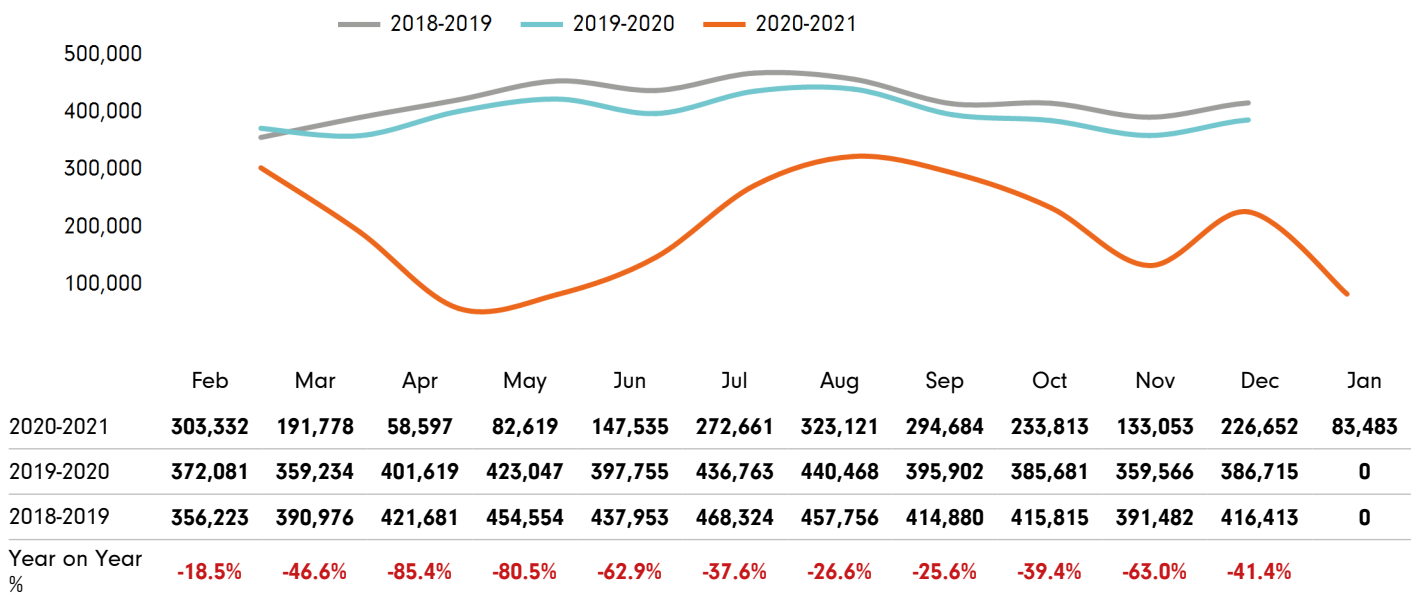
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

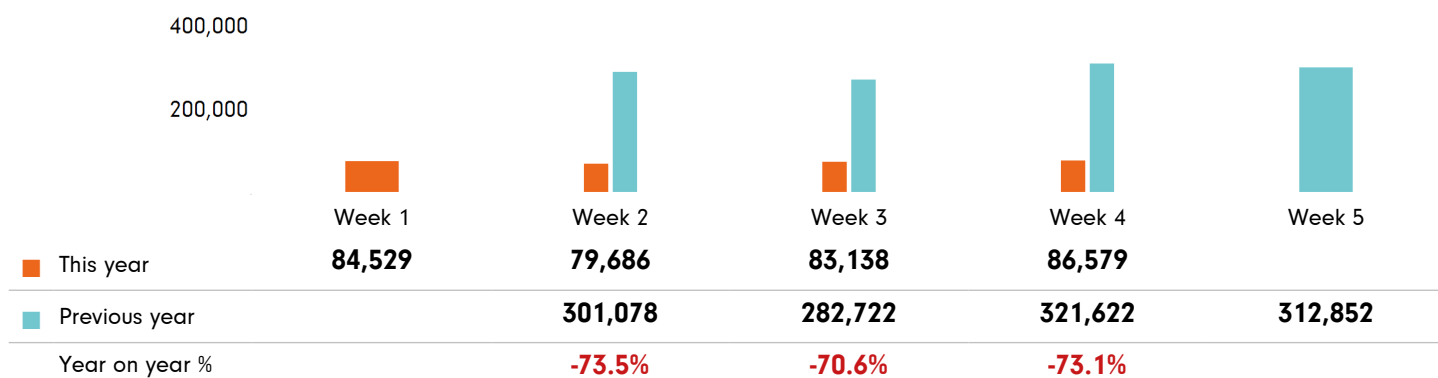
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for January compares January 2021 to January 2020

Footfall by week of month

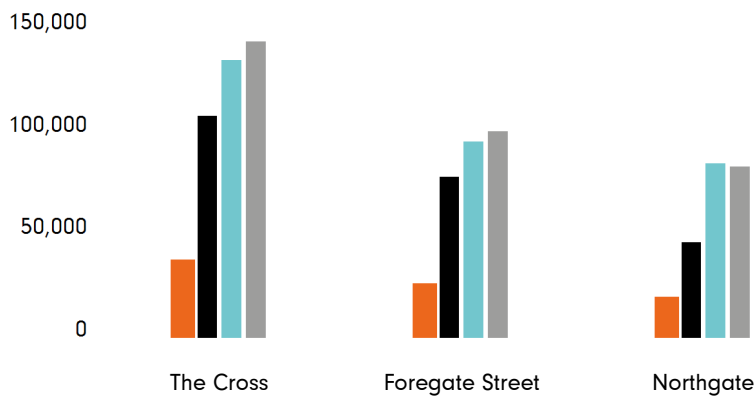
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



| | | | |
|----------------|----------------|----------------|----------------|
| This Month | 37,036 | 26,293 | 20,153 |
| Previous Month | 104,283 | 76,280 | 46,088 |
| Previous Year | 129,751 | 92,468 | 82,349 |
| 2 Years Ago | 138,209 | 97,061 | 80,941 |
| Year on Year % | -71.5 % | -71.6 % | -75.5 % |

Footfall by location



■ The Cross, 44.4 %
■ Foregate Street, 31.5 %
■ Northgate, 24.1 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to January, 2021 Vs January, 2020 to January, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2021 Vs January, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2021 Vs December 2020