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	-32.7%	-38.7%	322.7%	-85.4%	80.0%	-69.4%
North & Yorkshire	-33.8%	-31.2%	260.9%	-81.8%	73.6%	-67.0%
High Street Index - BDSU(BDSU - Comparison)	-48.7%	-34.9%	359.7%	-88.5%	93.6%	-75.4%
UK	-39.9%	-32.7%	247.7%	-83.3%	70.1%	-66.7%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors for the year to date is 2,439,277 which is 32.7% down on the previous year.
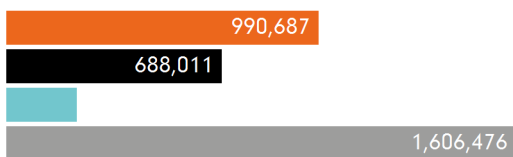
The total number of visitors to Chester in month commencing 4 April 2021 was 990,687.

The busiest day in month commencing 4 April 2021 was Saturday 24 April with 64,431 visitors.

The peak hour of the month was 13:00 on Saturday 17 April 2021 with footfall of 8,496.

Footfall by month

Figures shown below are calculated using monthly totals.

990,687
688,011
1,606,476

- This Month
- Previous Month
- Previous Year
- 2 Years Ago

Weather

	☀	☁	🌧	🌨
Number of days this month	15	5	7	1
Number of days same month last year	19	3	6	
Number of days same month last year	12	6	10	

Average temperature

	Maximum temperature	Minimum temperature
2021	13°	2°
2020	17°	6°
2019	15°	5°

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	29,285	34,281	31,744	31,266	31,663	38,483	50,950	247,672
Previous Month	16,936	19,349	19,516	18,532	17,831	20,820	24,619	137,603
Previous Year	6,176	8,816	8,223	8,782	8,648	8,924	9,028	58,597
2 Years Ago	48,664	55,436	54,661	53,474	55,649	61,484	72,251	401,619
Month on month %	72.9%	77.2%	62.7%	68.7%	77.6%	84.8%	107.0%	
Year on year %	374.2%	288.8%	286.0%	256.0%	266.1%	331.3%	464.3%	
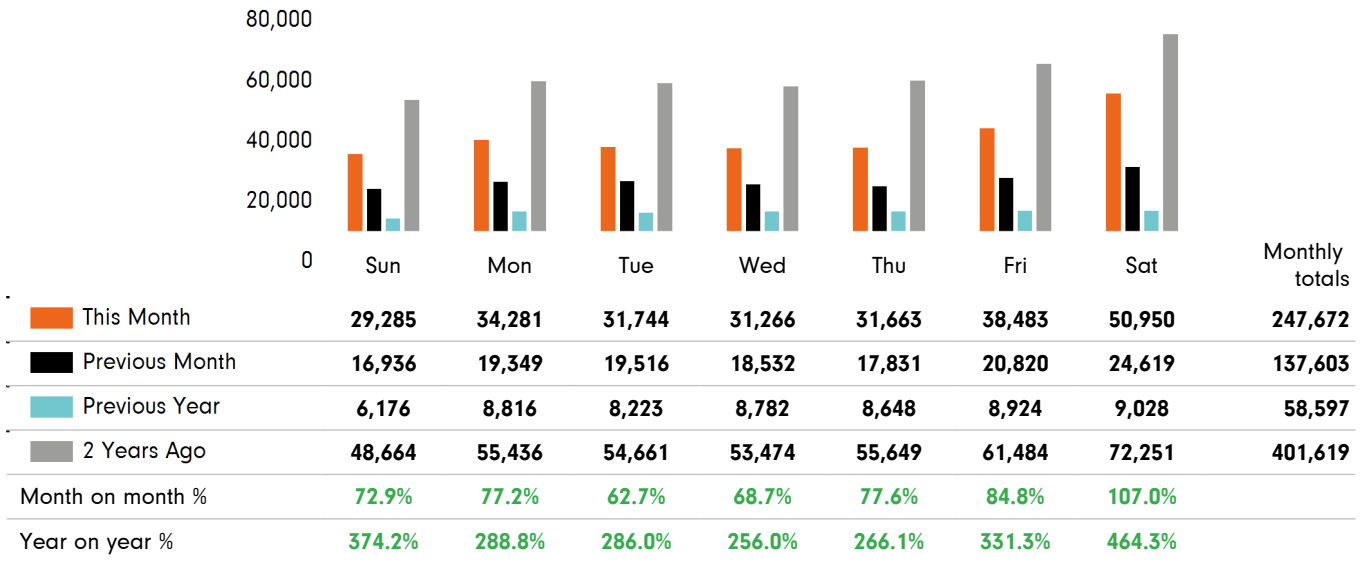
Footfall by hour

The figures shown below are calculated using a weekly average

Footfall Report
Chester
SB.
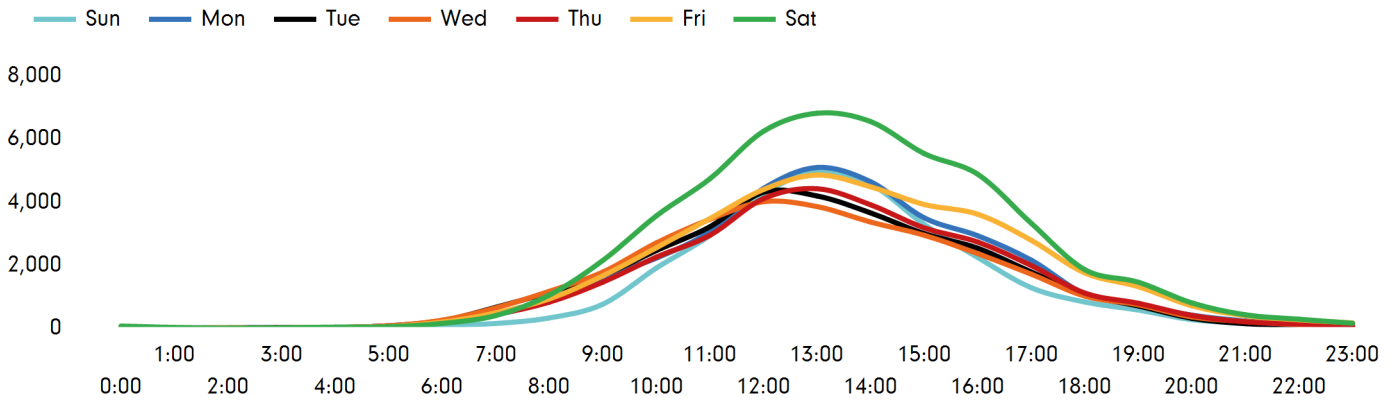
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2020-2021	82,619	147,535	272,661	323,121	294,684	233,813	133,053	226,652	83,483	106,661	137,602	247,671
2019-2020	423,047	397,755	436,763	440,468	395,902	385,681	359,566	383,882	304,568	303,332	191,778	58,597
2018-2019	454,554	437,953	468,324	457,756	414,880	415,815	391,482	405,616	316,211	372,081	359,234	401,619
Year on Year %	-80.5%	-62.9%	-37.6%	-26.6%	-25.6%	-39.4%	-63.0%	-41.0%	-72.6%	-64.8%	-28.2%	322.7%
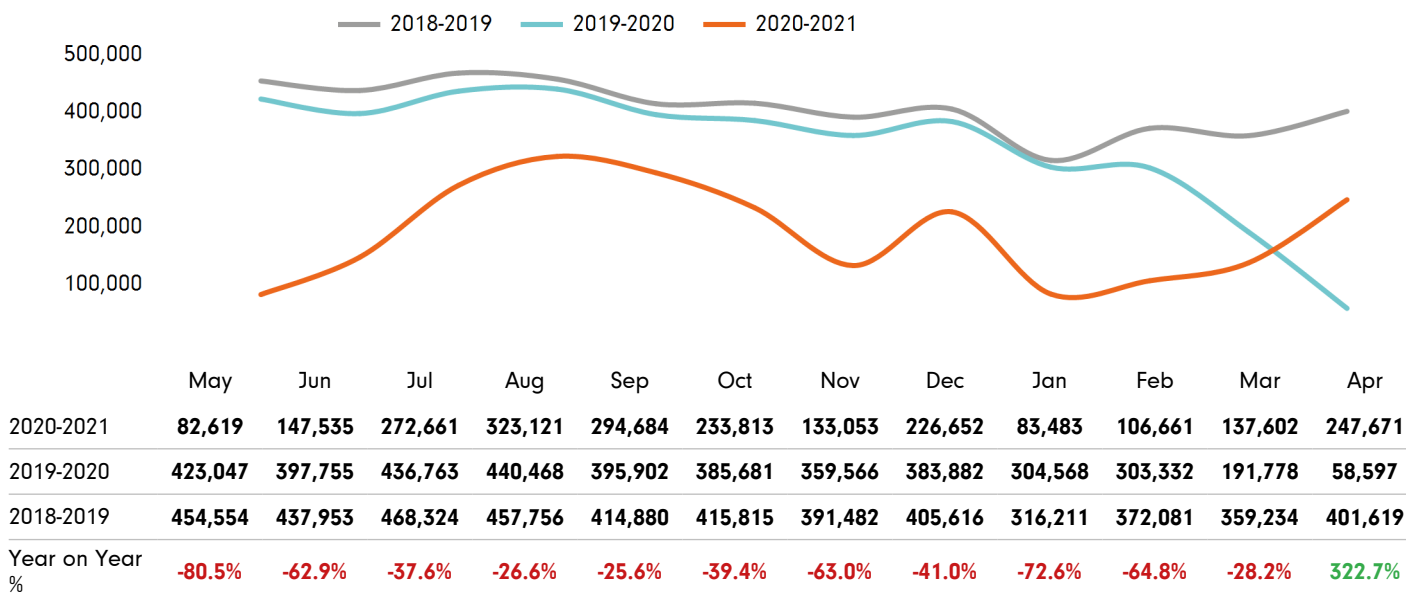
Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for April compares April 2021 to April 2020

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 14	Week 15	Week 16	Week 17
This year	144,968	296,157	286,986	262,576
Previous year	53,895	55,023	66,112	59,359
Year on year %	169.0%	438.2%	334.1%	342.4%

Footfall by location

The figures shown below are calculated using weekly averages.

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

	The Cross	Foregate Street	Northgate
This Month	**118,255**	**71,588**	**57,828**
Previous Month	64,028	41,713	31,860
Previous Year	25,178	19,457	13,962
2 Years Ago	193,462	109,567	98,588
Year on Year %	369.7 %	267.9 %	314.2 %

Footfall by location

- The Cross, 47.7 %
- Foregate Street, 28.9 %
- Northgate, 23.3 %

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 April , 2021 Vs January, 2020 to April , 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.4 2021 Vs 3 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for:
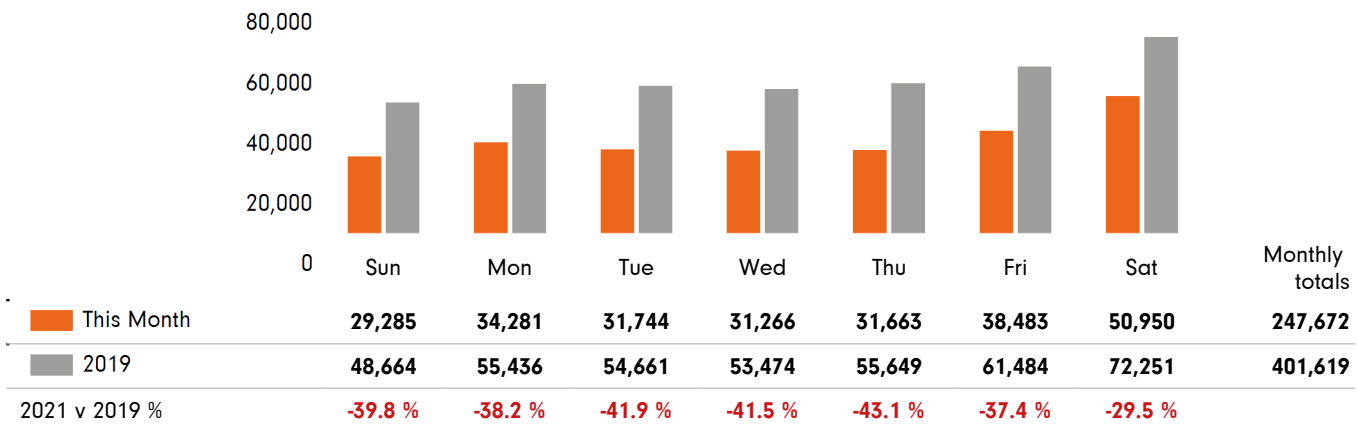# Chester

2019 comparison for Chester

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2021 against the similar time period in 2019

Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Chester	**-60.4 %**	**-38.3 %**
North & Yorkshire	**-50.0 %**	**-33.0 %**
High Street Index - BDSU(BDSU - Comparison)	**-66.7 %**	**-47.1 %**
UK	**-58.7 %**	**-41.5 %**

Footfall by day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	29,285	34,281	31,744	31,266	31,663	38,483	50,950	247,672
2019	48,664	55,436	54,661	53,474	55,649	61,484	72,251	401,619
2021 v 2019 %	-39.8 %	-38.2 %	-41.9 %	-41.5 %	-43.1 %	-37.4 %	-29.5 %	

Footfall by location

The figures shown below are calculated using weekly averages.

	This month	2019	2021 - 2019 %	
Foregate Street	71,588	109,567	-34.7 %	
Northgate	57,828	98,588	-41.3 %	
The Cross	118,255	193,462	-38.9 %	