

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Chester	14.7%	-48.5%	26.7%	-37.6%	-0.4%	84.8%
North & Yorkshire	7.5%	-43.2%	27.8%	-39.1%	-2.4%	60.4%
High Street Index - BDSU(BDSU - Comparison)	-4.1%	-49.4%	31.0%	-51.7%	-1.3%	74.2%
UK	1.6%	-45.8%	31.9%	-47.2%	-0.5%	58.5%

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 6,636,085 which is 14.7% up on the previous year.

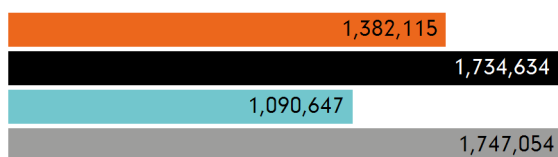
The total number of visitors to Chester in month commencing 4 July 2021 was 1,382,115.

The busiest day in month commencing 4 July 2021 was Saturday 10 July with 71,998 visitors.

The peak hour of the month was 12:00 on Saturday 10 July 2021 with footfall of 7,345.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



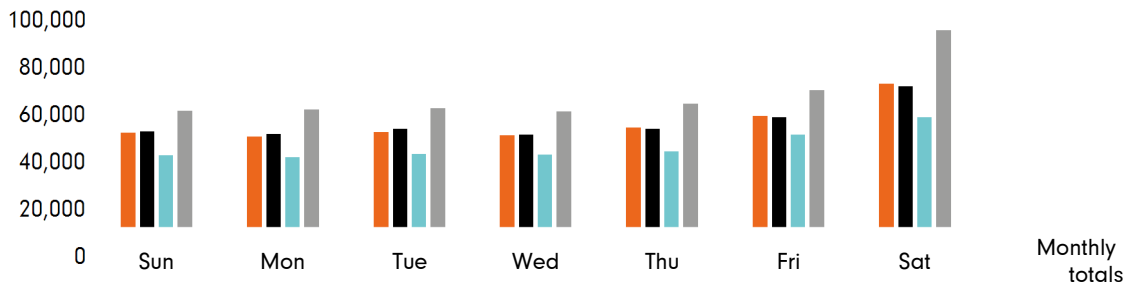
	Sun	Cloud	Rain
Number of days this month	14	1	13
Number of days same month last year	12	5	11
Number of days same month two years ago	11	5	12

Average temperature

	Maximum temperature	Minimum temperature
2021	23°	14°
2020	19°	12°
2019	22°	14°

Footfall by day

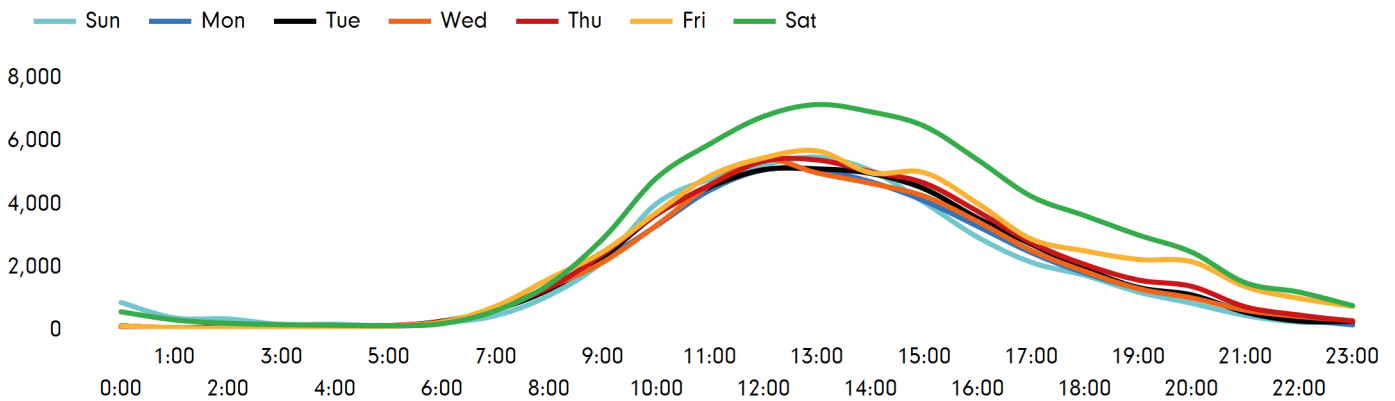
The figures shown below are calculated using weekly averages.



This Month	45,029	43,263	45,360	44,113	47,509	52,797	67,457	345,528
Previous Month	45,680	44,654	46,878	44,348	46,872	52,105	66,389	346,926
Previous Year	34,870	34,135	35,418	35,173	36,582	44,377	52,107	272,662
2 Years Ago	55,090	55,805	56,414	54,730	58,336	64,493	91,897	436,765
Month on month %	-1.4%	-3.1%	-3.2%	-0.5%	1.4%	1.3%	1.6%	
Year on year %	29.1%	26.7%	28.1%	25.4%	29.9%	19.0%	29.5%	

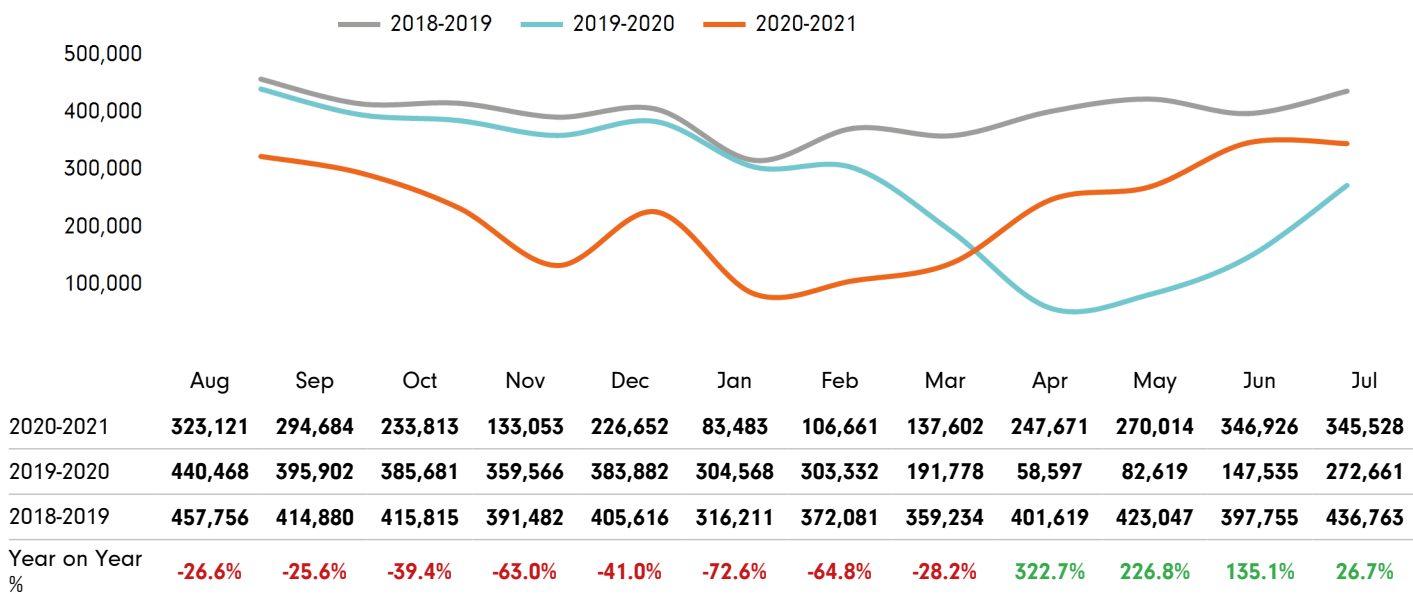
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

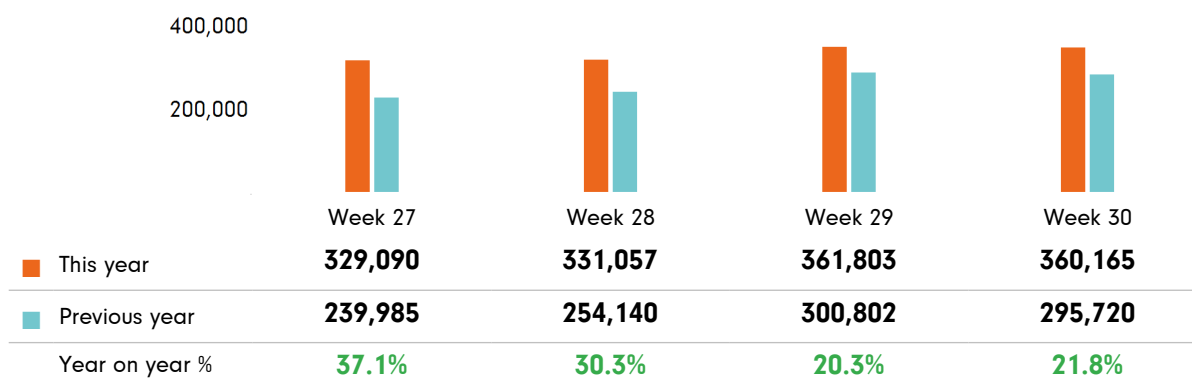
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

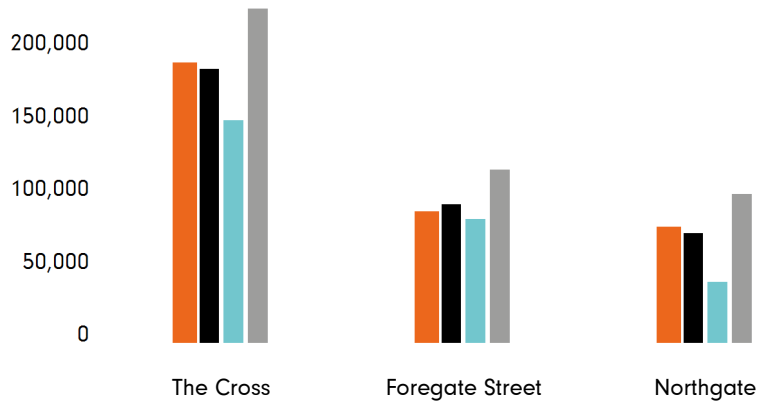
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	182,521	86,383	76,624
Previous Month	180,110	92,698	74,118
Previous Year	147,017	83,067	42,576
2 Years Ago	222,073	115,211	99,478
Year on Year %	24.1 %	4.0 %	80.0 %

Footfall by location



■ The Cross, 52.8 %
■ Foregate Street, 25.0 %
■ Northgate, 22.2 %

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 July, 2021 Vs January, 2020 to July, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2021 Vs 6 2021

2021 versus 2019 comparison follows on subsequent pages

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

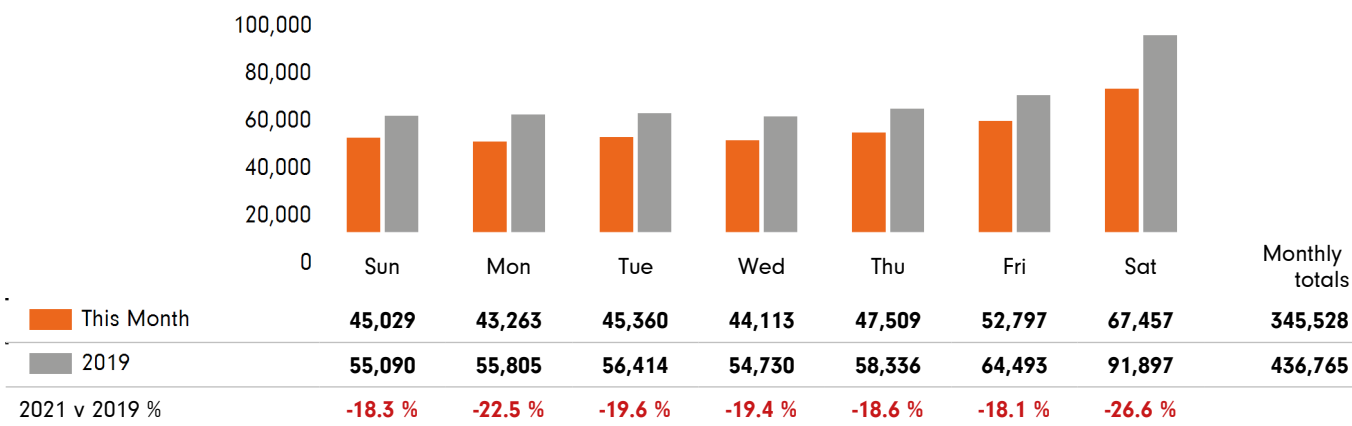
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Chester	-42.7 %	-20.9 %
North & Yorkshire	-33.8 %	-23.8 %
High Street Index - BDSU(BDSU - Comparison)	-51.5 %	-35.3 %
UK	-43.7 %	-30.5 %

Chester is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

