

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Chester	100.4%	-32.7%	36.7%	322.7%	12.8%	80.0%
North & Yorkshire	87.1%	-33.8%	24.8%	260.9%	1.2%	73.6%
High Street Index - BDSU(BDSU - Comparison)	133.0%	-47.8%	43.6%	369.3%	4.6%	97.4%
UK	104.7%	-39.9%	39.0%	247.7%	3.8%	70.1%

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 4,888,343 which is 100.4% up on the previous year.

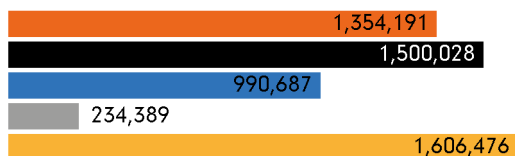
The total number of visitors to Chester in month commencing 3 April 2022 was 1,354,191.

The busiest day in month commencing 3 April 2022 was Saturday 16 April with 67,898 visitors.

The peak hour of the month was 13:00 on Friday 15 April 2022 with footfall of 8,213.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



Number of days this month	10	6	12	
Number of days same month last year	14	5	8	1
Number of days same month two years ago	20	2	6	

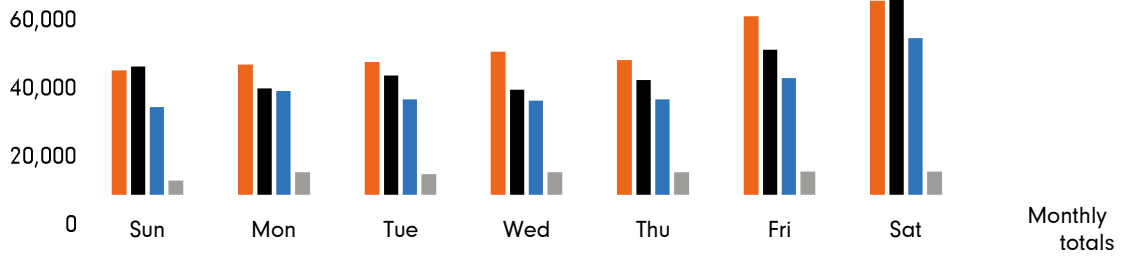
Average temperature

	Maximum temperature	Minimum temperature
2022	15°	5°
2021	13°	2°
2020	17°	6°

SPRINGBOARD.

Footfall by day

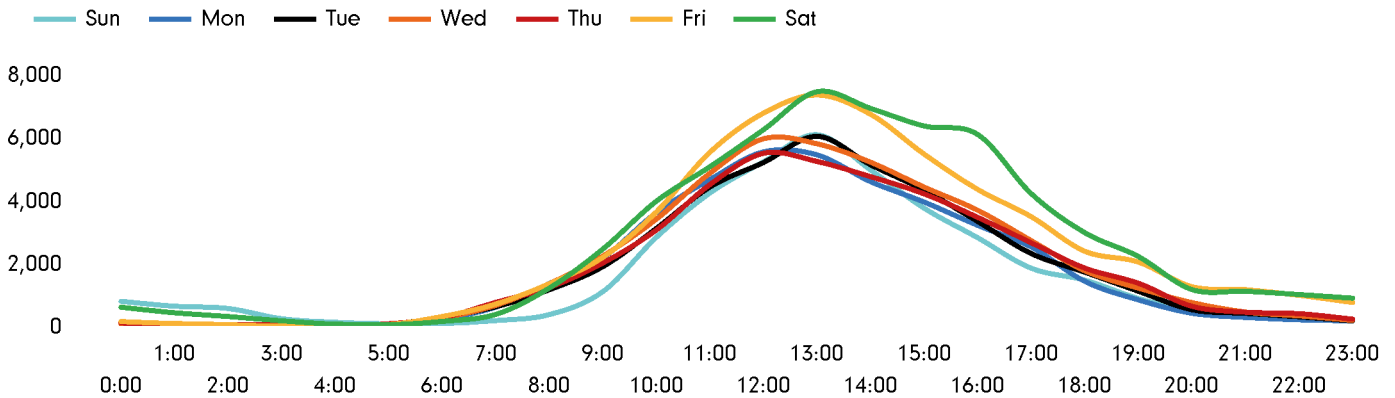
The figures shown below are calculated using weekly averages.



This Month	40,804	42,676	43,529	46,719	44,074	58,021	62,724	338,547
Previous Month	41,991	35,084	39,323	34,701	37,827	47,392	63,687	300,005
Previous Year	29,284	34,281	31,743	31,266	31,662	38,483	50,952	247,671
2 Years Ago	6,176	8,816	8,223	8,782	8,648	8,923	9,029	58,597
Month on month %	-2.8%	21.6%	10.7%	34.6%	16.5%	22.4%	-1.5%	
Year on year %	39.3%	24.5%	37.1%	49.4%	39.2%	50.8%	23.1%	

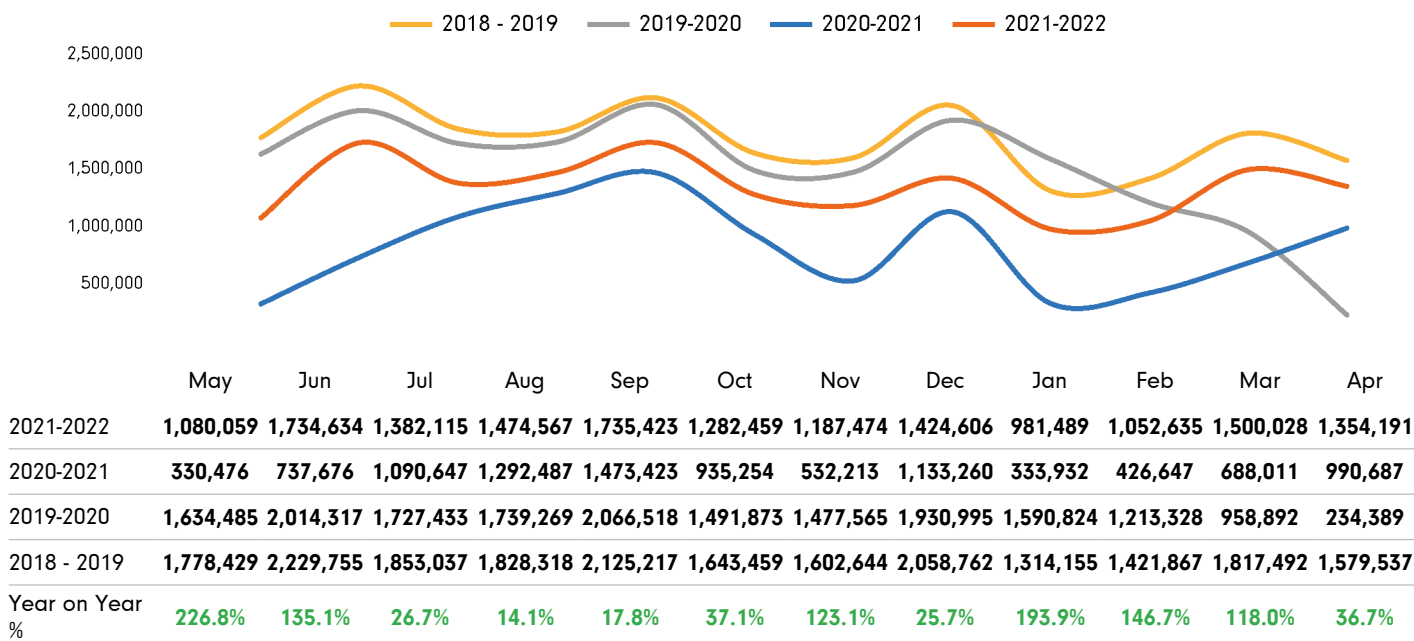
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

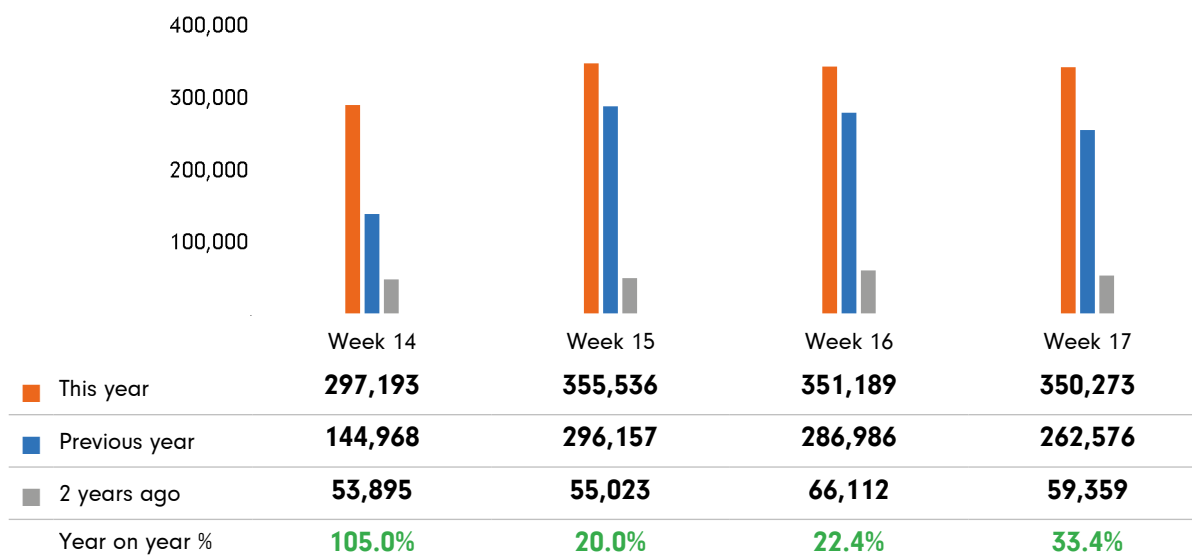
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for April compares April 2022 to April 2021

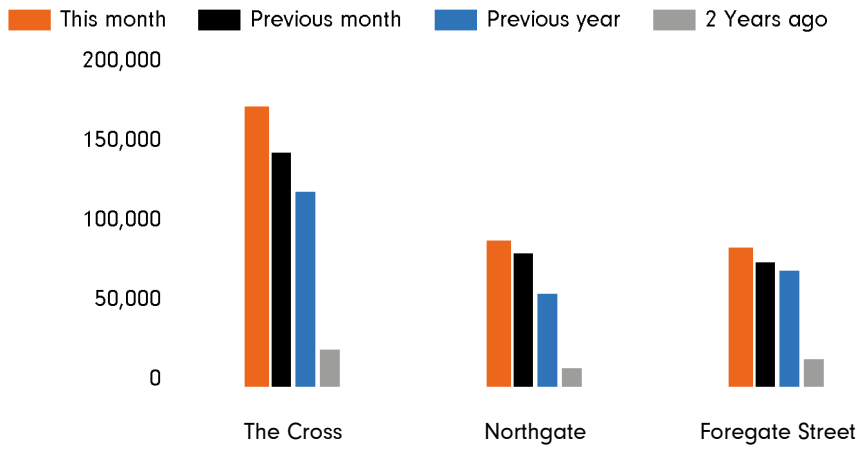
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	166,994	87,764	83,788
Previous Month	141,463	81,958	76,583
Previous Year	118,255	57,828	71,588
2 Years Ago	25,178	13,962	19,457
Year on Year %	41.2 %	51.8 %	17.0 %

Footfall by location



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to April, 2022 Vs January, 2021 to April, 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. April, 2022 Vs April, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2022 Vs 3 2022

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 2022 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 2022 against the similar time period in 2019

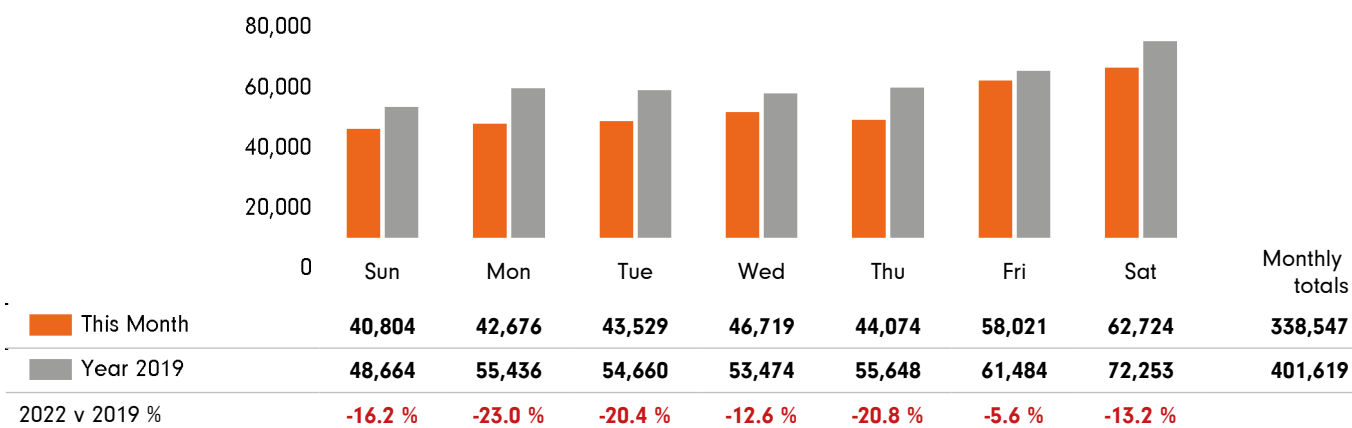
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Chester	-20.6 %	-15.7 %
North & Yorkshire	-20.5 %	-17.3 %
High Street Index - BDSU(BDSU - Comparison)	-23.7 %	-19.6 %
UK	-21.5 %	-18.5 %

Chester is compared to the high street index.

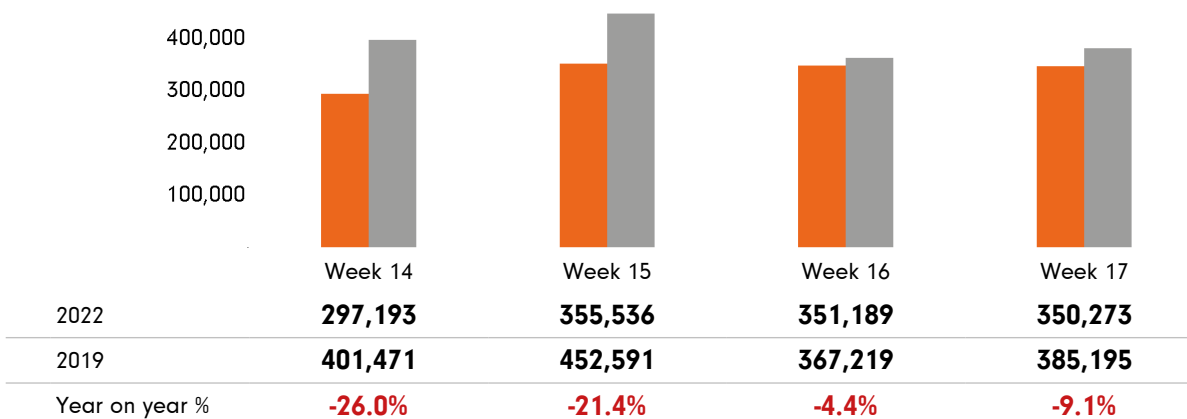
Footfall by day

The figures shown below are calculated using weekly averages.



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.

