

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Chester	33.7%	14.6%	-0.7%	14.1%	4.6%	6.7%
North & Yorkshire	38.0%	9.4%	6.1%	19.7%	2.3%	6.5%
High Street Index - BDSU(BDSU - Comparison)	57.8%	0.5%	12.8%	24.6%	0.5%	11.3%
UK	48.4%	4.8%	13.9%	23.8%	0.8%	8.2%

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

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 10,847,050 which is 33.7% up on the previous year.

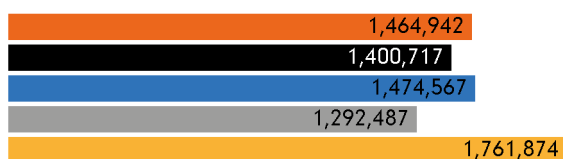
The total number of visitors to Chester in month commencing 31 July 2022 was 1,464,942.

The busiest day in month commencing 31 July 2022 was Saturday 20 August with 74,014 visitors.

The peak hour of the month was 16:00 on Saturday 20 August 2022 with footfall of 8,405.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



	Sun	Cloud	Rain	Wind
Number of days this month	15	1	12	
Number of days same month last year	10	2	15	1
Number of days same month two years ago	9	3	16	

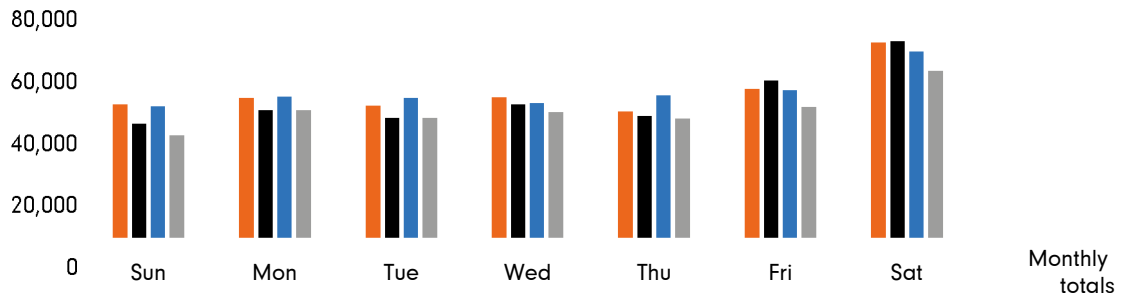
Average temperature

	Maximum temperature	Minimum temperature
2022	23°	13°
2021	20°	12°
2020	21°	14°

SPRINGBOARD.

Footfall by day

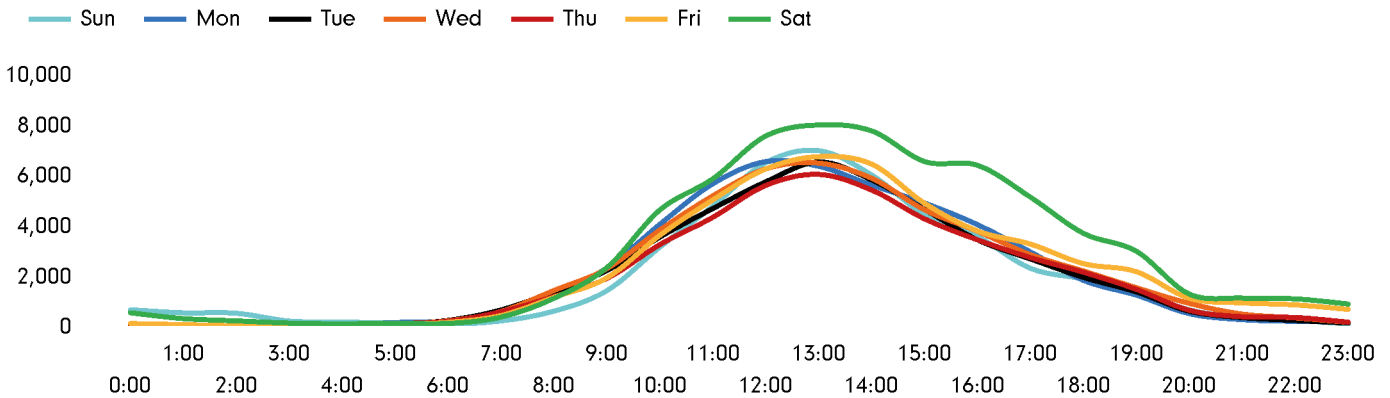
The figures shown below are calculated using weekly averages.



Month on month %	16.7%	9.4%	9.6%	5.1%	3.6%	-5.1%	-0.8%	
Year on year %	1.4%	-0.9%	-5.3%	4.4%	-11.2%	1.0%	4.8%	

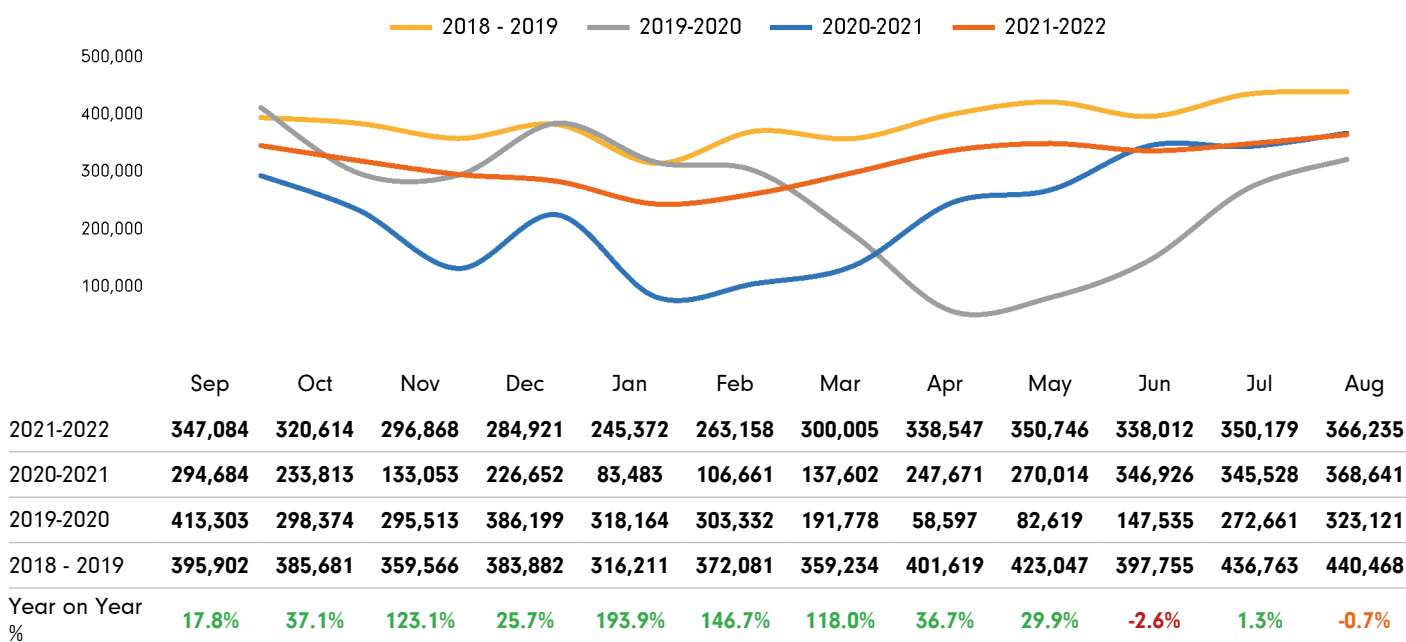
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

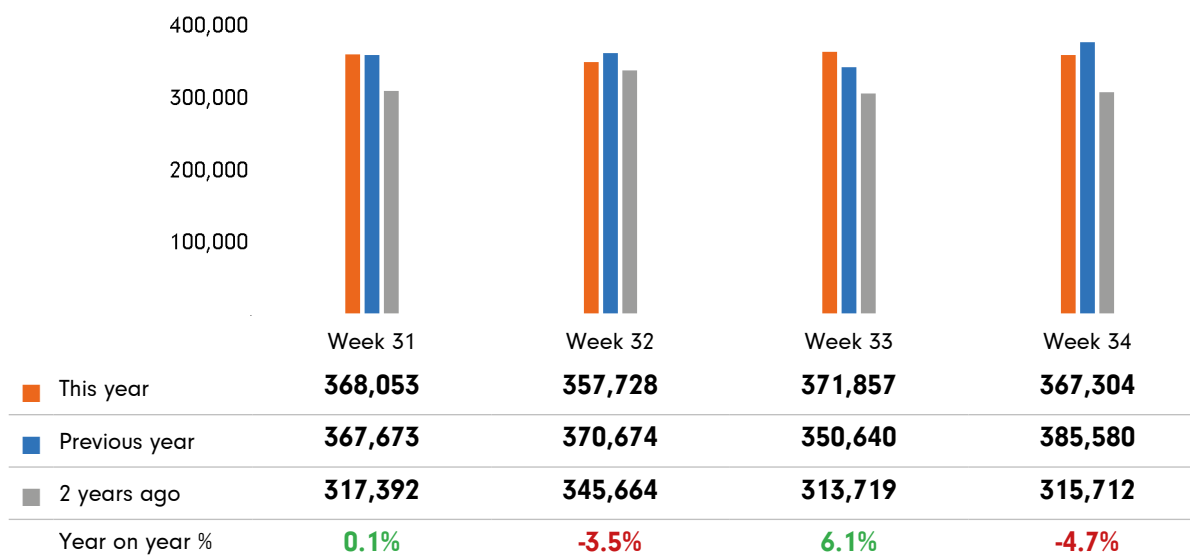
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

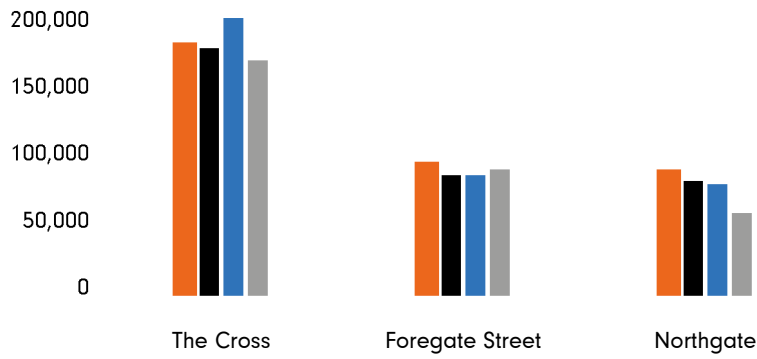
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	179,671	95,923	90,640
Previous Month	177,509	88,463	84,206
Previous Year	198,461	88,389	81,791
2 Years Ago	168,935	92,413	61,772
Year on Year %	-9.5 %	8.5 %	10.8 %

Footfall by location



Reporting dates

This month - 31 July 2022 - 27 August 2022

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 August, 2022 Vs January, 2021 to August, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2022 Vs 7 2022

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

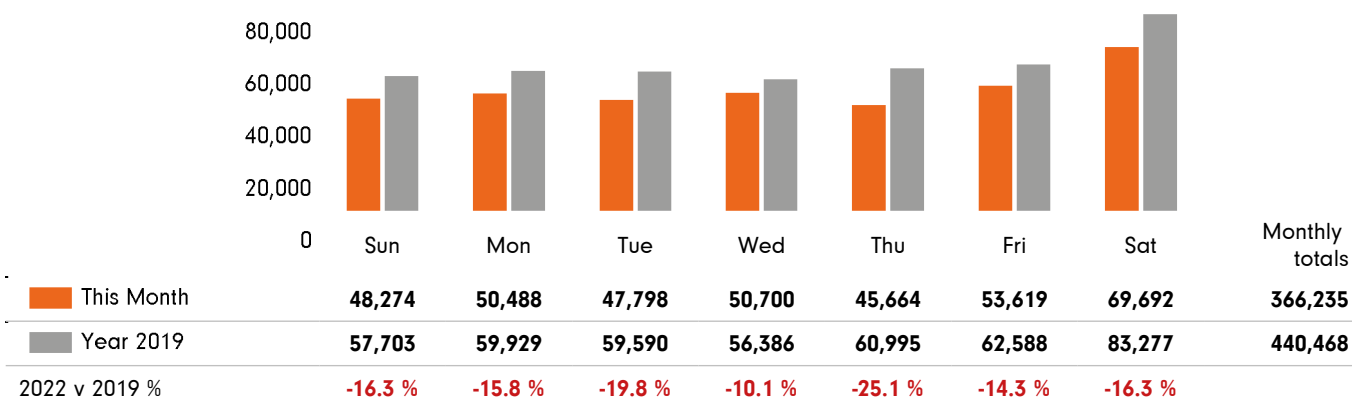
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Chester	-18.7 %	-16.9 %
North & Yorkshire	-19.8 %	-15.2 %
High Street Index - BDSU(BDSU - Comparison)	-21.4 %	-16.8 %
UK	-18.8 %	-15.1 %

Chester is compared to the high street index.

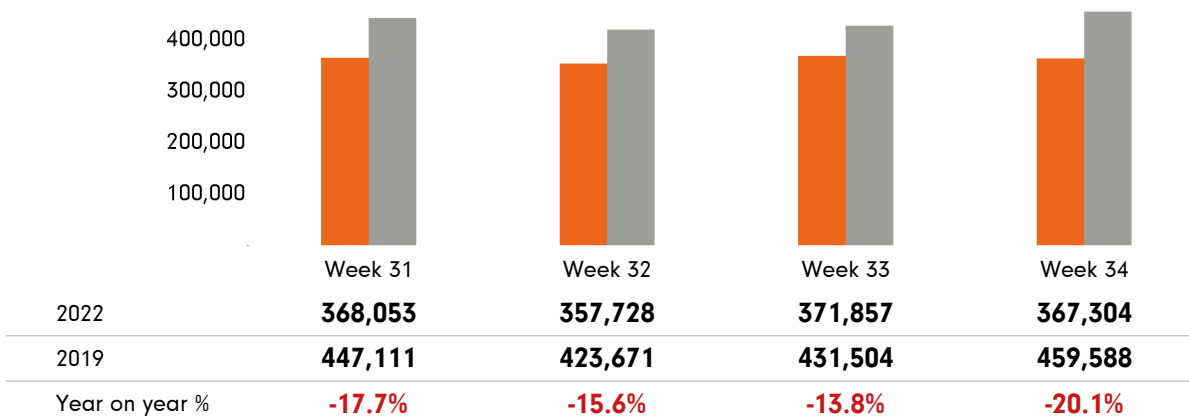
Footfall by day

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.

	This month	2019	2022 - 2019 %	 This month	 Year 2019
Foregate Street	383,695	473,744	-19.0 %		
Northgate	362,561	396,685	-8.6 %		
The Cross	718,686	891,445	-19.4 %	