

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	22.8%	17.3%	-4.9%	37.1%	-4.8%	-7.6%
North & Yorkshire	28.2%	14.2%	1.3%	40.1%	0.8%	0.2%
High Street Index - BDSU(BDSU - Comparison)	44.8%	8.8%	9.2%	51.6%	5.1%	3.4%
UK	36.9%	10.8%	7.8%	42.1%	2.1%	2.7%

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 13,669,448 which is 22.8% up on the previous year.

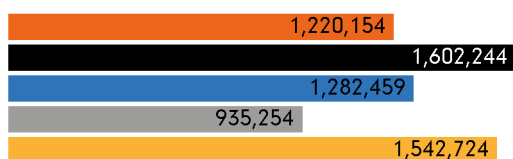
The total number of visitors to Chester in month commencing 2 October 2022 was 1,220,154.

The busiest day in month commencing 2 October 2022 was Saturday 8 October with 61,099 visitors.

The peak hour of the month was 12:00 on Saturday 8 October 2022 with footfall of 8,916.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



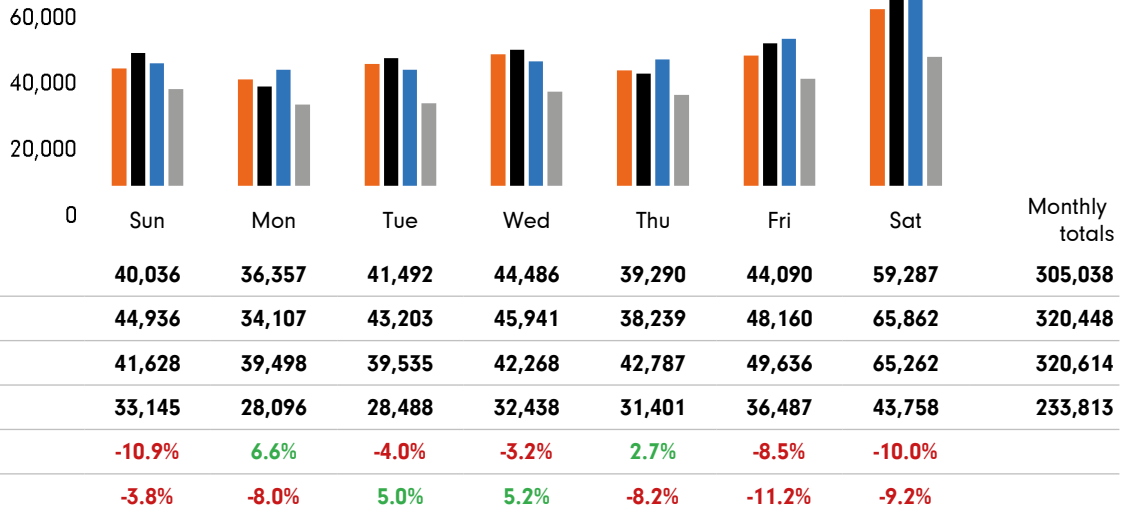
	Sun	Cloud	Rain	Sun behind cloud
Number of days this month	8	16	3	1
Number of days same month last year	5	4	19	
Number of days same month two years ago	6	1	21	

Average temperature

	Maximum temperature	Minimum temperature
2022	16°	8°
2021	16°	10°
2020	13°	8°

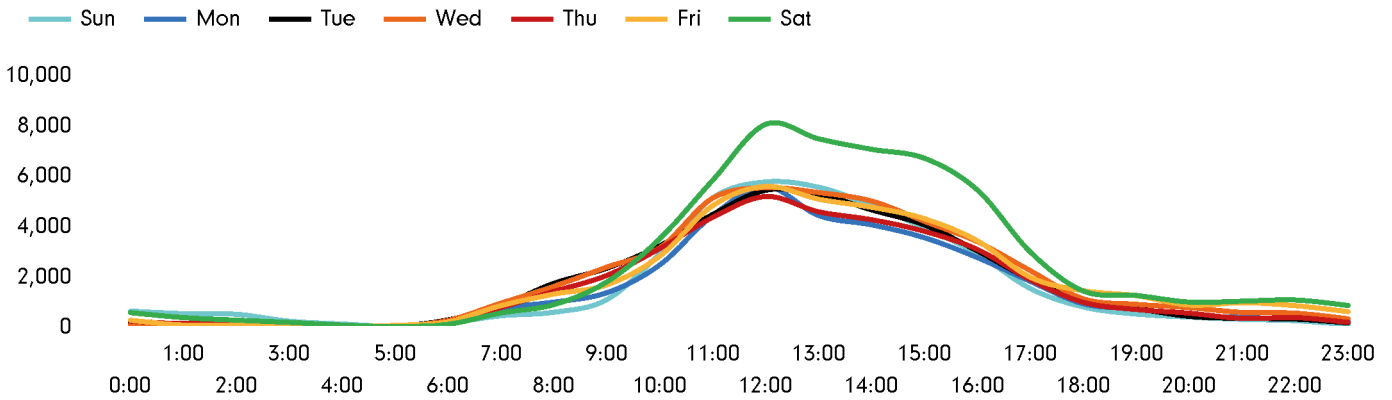
Footfall by day

The figures shown below are calculated using weekly averages.



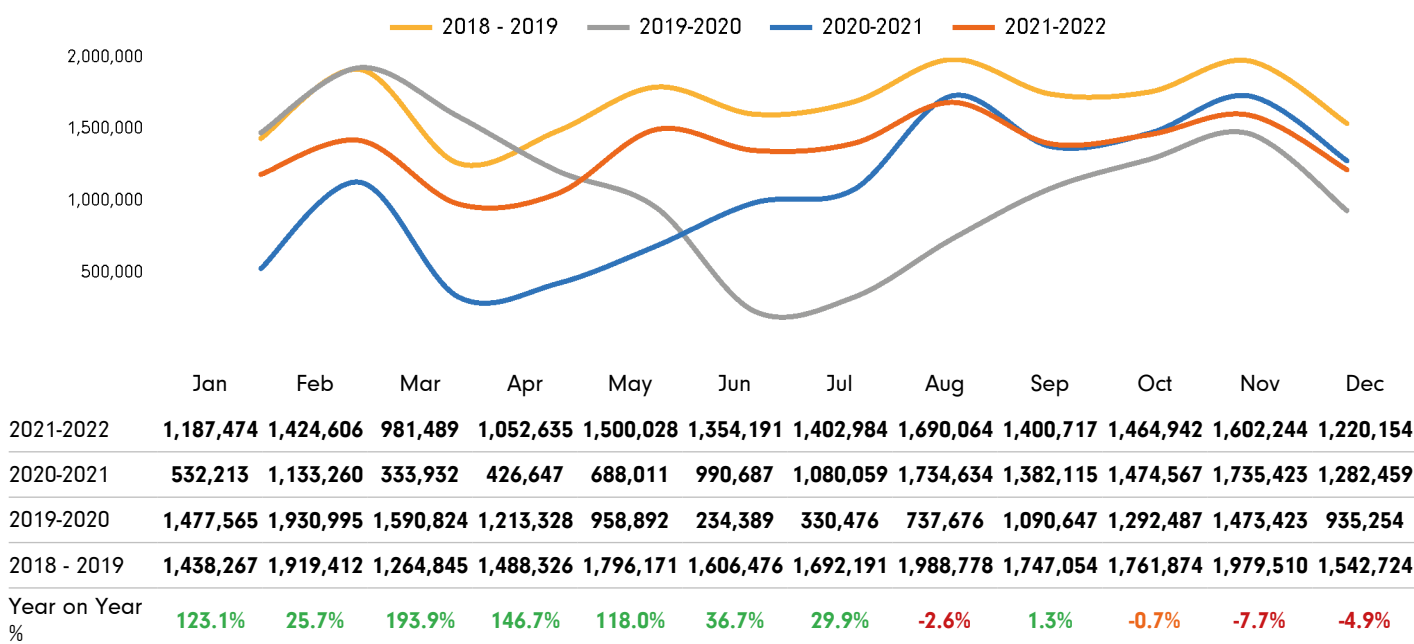
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

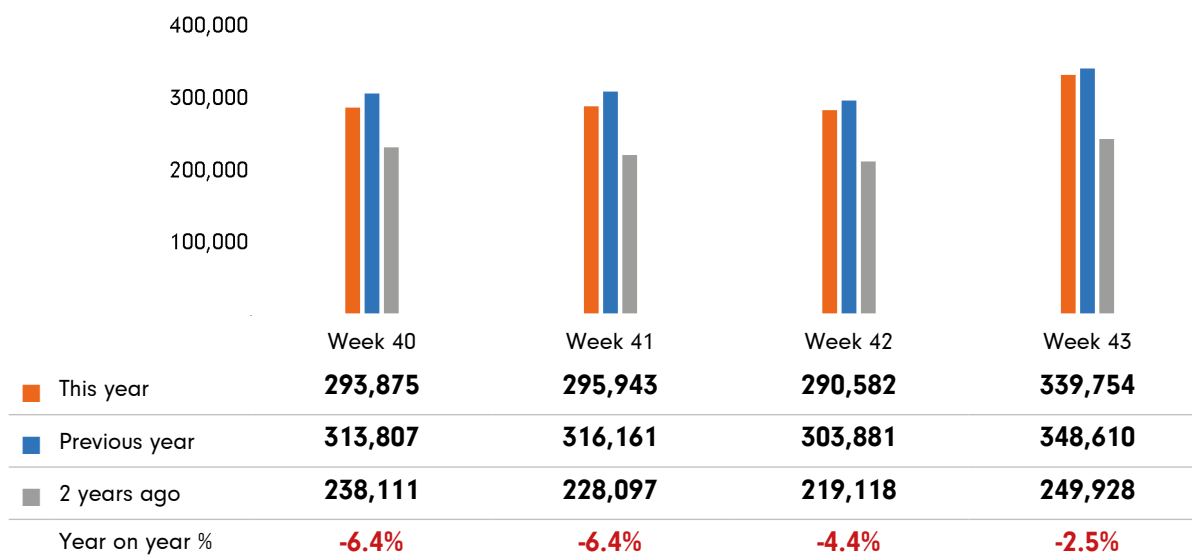
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

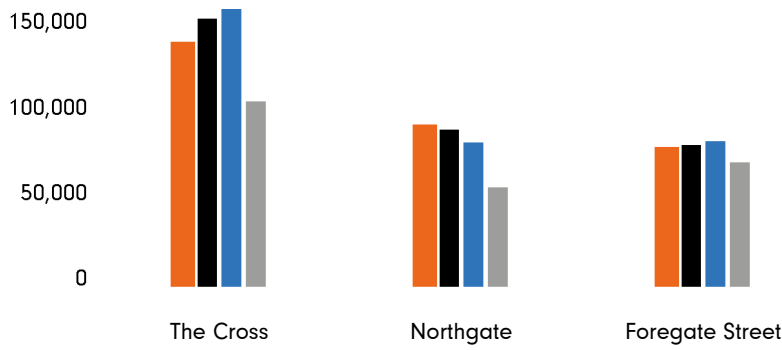
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	136,285	90,571	78,181
Previous Month	150,154	89,380	80,913
Previous Year	155,514	82,204	82,895
2 Years Ago	104,806	57,584	71,422
Year on Year %	-12.4 %	10.2 %	-5.7 %

Footfall by location



■ The Cross, 44.7 %
■ Northgate, 29.7 %
■ Foregate Street, 25.6 %

Reporting dates

This month - 02 October 2022 - 29 October 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 October, 2022 Vs January, 2021 to October, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2022 Vs 9 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

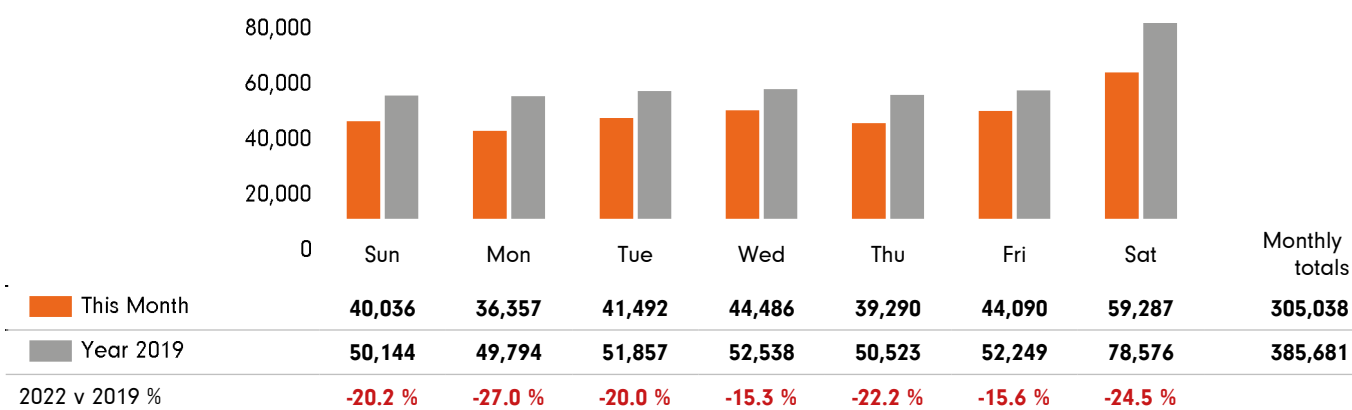
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Chester	-19.0 %	-20.9 %
North & Yorkshire	-18.8 %	-12.8 %
High Street Index - BDSU(BDSU - Comparison)	-20.5 %	-12.3 %
UK	-17.7 %	-10.5 %

Chester is compared to the high street index.

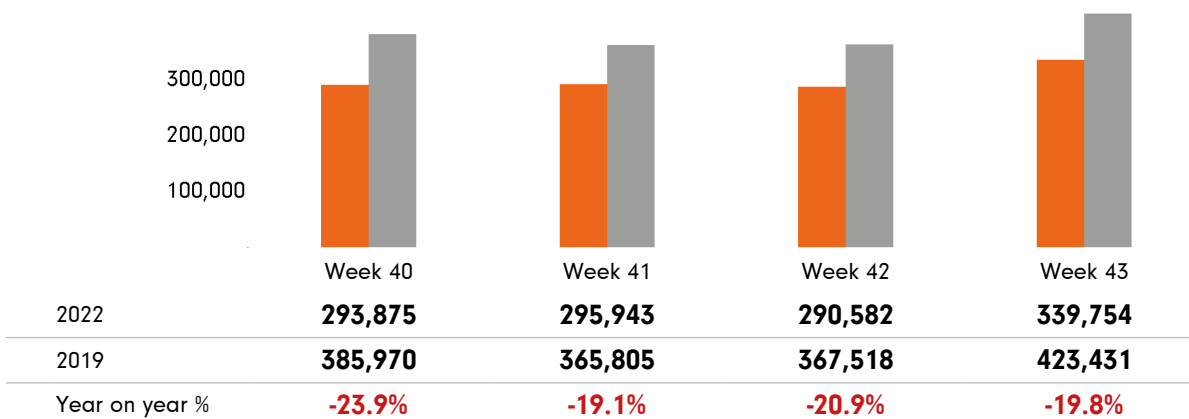
Footfall by day

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.

