

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	20.5%	23.0%	-1.0%	123.1%	-3.7%	-7.4%
North & Yorkshire	25.3%	20.3%	0.4%	113.9%	-2.5%	-1.8%
High Street Index - BDSU(BDSU - Comparison)	41.0%	16.0%	11.0%	129.0%	3.5%	-2.4%
UK	33.3%	16.9%	5.6%	107.4%	-2.2%	-0.6%

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

Headlines

The total number of visitors for the year to date is 14,844,796 which is 20.5% up on the previous year.

The total number of visitors to Chester in month commencing 30 October 2022 was 1,175,348.

The busiest day in month commencing 30 October 2022 was Saturday 12 November with 67,735 visitors.

The peak hour of the month was 14:00 on Saturday 12 November 2022 with footfall of 8,947.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



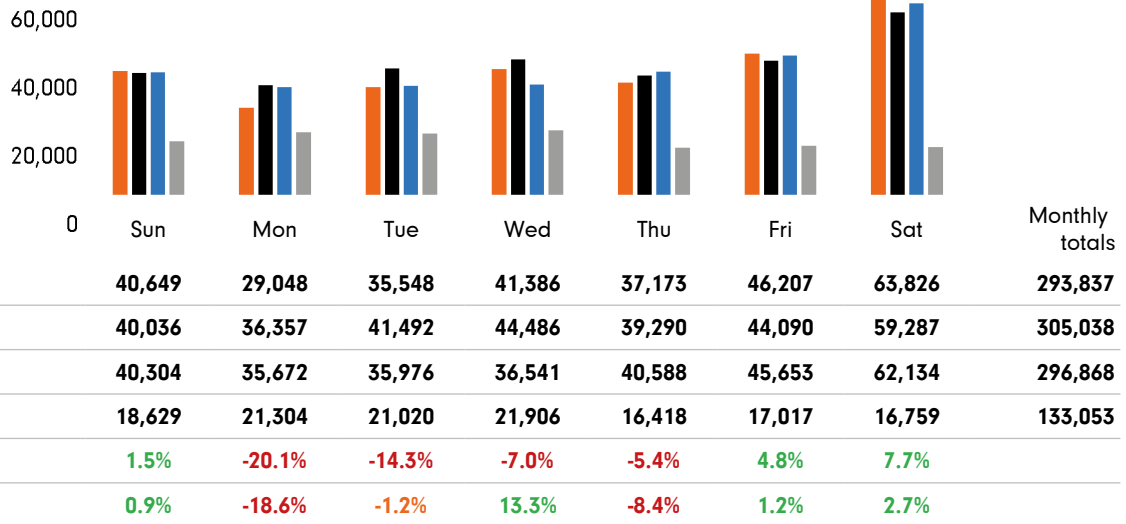
Number of days this month	10	14	3	1
Number of days same month last year	5	8	15	
Number of days same month two years ago	5	5	18	

Average temperature

	Maximum temperature	Minimum temperature
2022	12°	7°
2021	11°	6°
2020	12°	7°

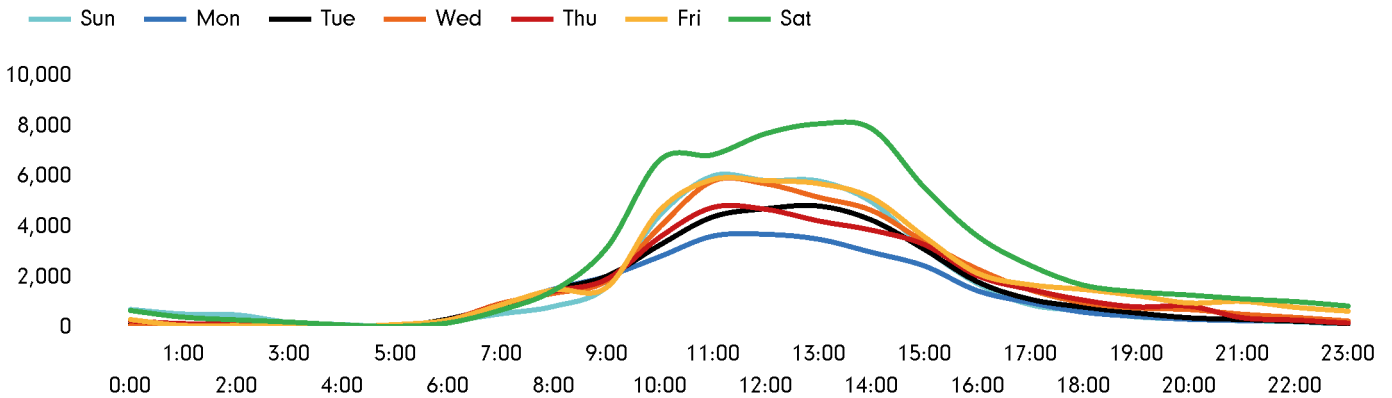
Footfall by day

The figures shown below are calculated using weekly averages.



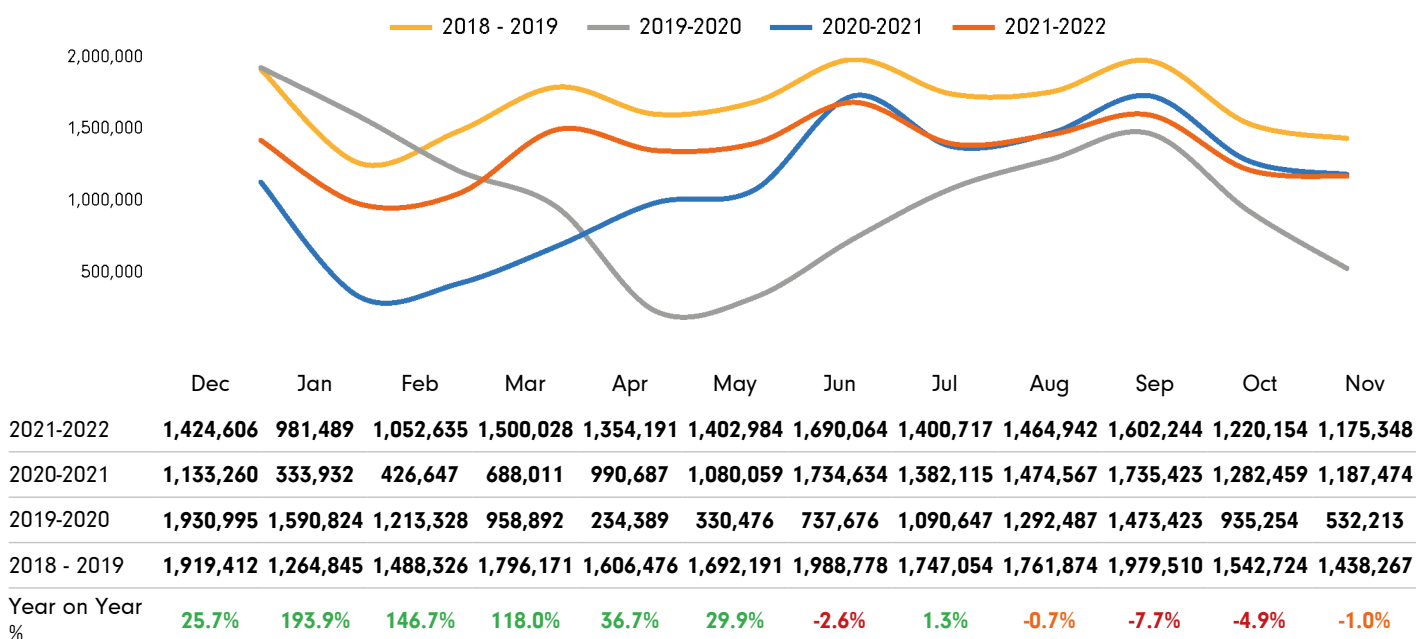
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

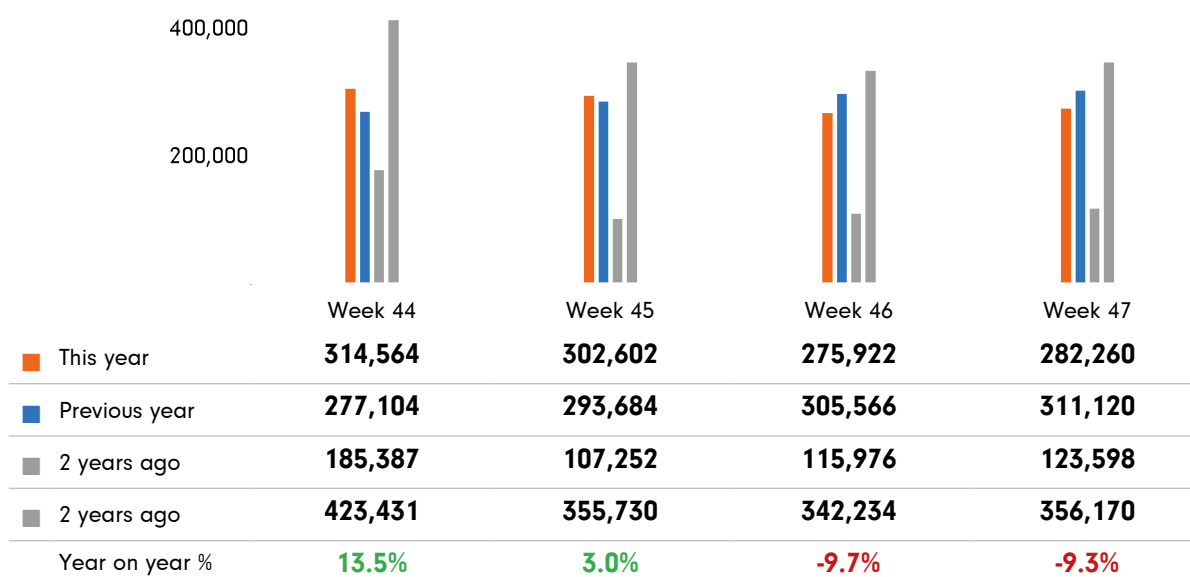
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

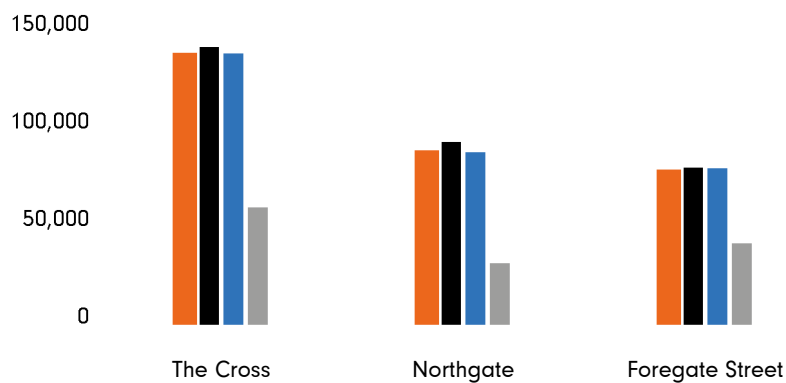
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	132,471	85,344	76,021
Previous Month	136,285	90,571	78,181
Previous Year	133,259	85,629	77,980
2 Years Ago	59,153	32,023	41,876
Year on Year %	-0.6 %	-0.3 %	-2.5 %

Footfall by location



Reporting dates

This month - 30 October 2022 - 26 November 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 November, 2022 Vs January, 2021 to November, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2022 Vs 10 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

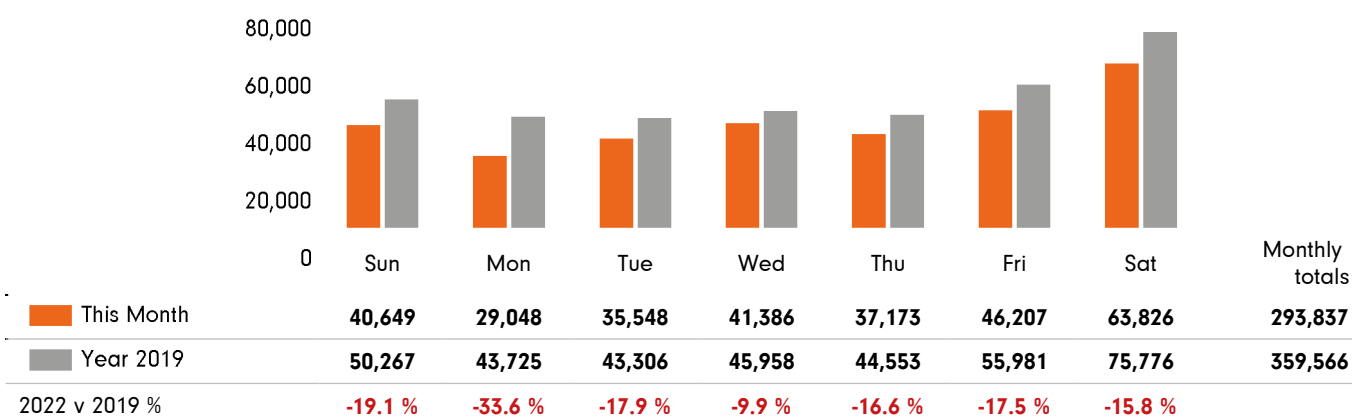
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Chester	-18.9 %	-18.3 %
North & Yorkshire	-18.7 %	-17.7 %
High Street Index - BDSU(BDSU - Comparison)	-20.0 %	-15.8 %
UK	-17.2 %	-12.4 %

Chester is compared to the high street index.

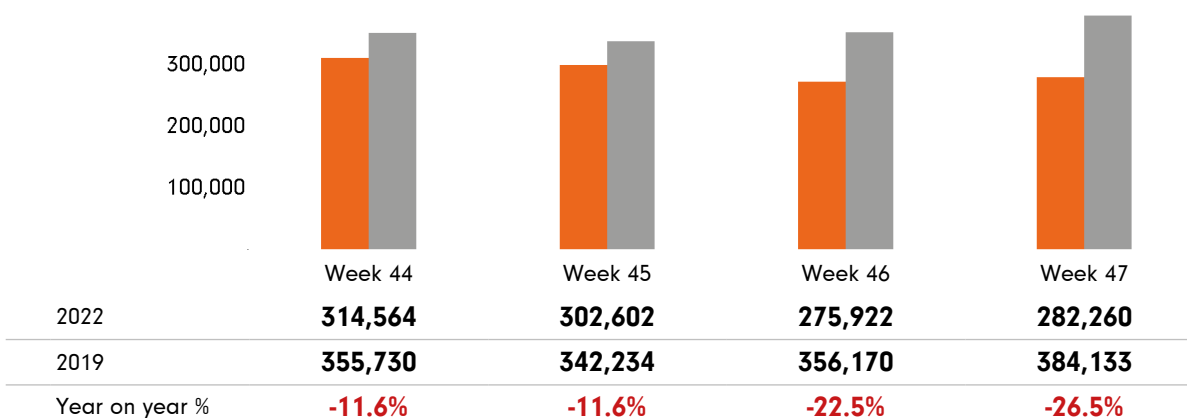
Footfall by day

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	304,087	467,821	-35.0 %		
Northgate	341,377	304,995	11.9 %		
The Cross	529,884	665,451	-20.4 %	