Footfall Report for: Chester

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Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Chester	-0.6%	193.9%	-0.6%	193.9%	-15.0%	-13.9%
North & Yorkshire	3.1%	147.5%	3.1%	147.5%	-18.1%	-17.7%
High Street Index - BDSU(BDSU - Comparison)	24.5%	228.4%	23.9%	228.4%	-26.2%	-27.1%
UK	15.0%	169.1%	15.0%	169.1%	-17.7%	-19.6%

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

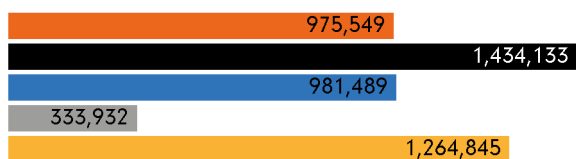The total number of visitors for the year to date is 975,549 which is 0.6% down on the previous year.

The total number of visitors to Chester in month commencing 1 January 2023 was 975,549.

The busiest day in month commencing 1 January 2023 was Saturday 21 January with 57,008 visitors.

The peak hour of the month was 13:00 on Saturday 21 January 2023 with footfall of 7,428.

Footfall by month

Figures shown below are calculated using monthly totals.

	Footfall
This Month	975,549
Previous Month	1,434,133
Previous Year	981,489
2 Years Ago	333,932
2019	1,264,845

Legend:
- This Month
- Previous Month
- Previous Year
- 2 Years Ago
- 2019

Weather

	☀	☁	🌧	🌨
Number of days this month	8	17	3	
Number of days same month last year	13	7	7	1
Number of days same month two years ago	6	3	15	4

Average temperature

	Maximum temperature	Minimum temperature
2023	8°	3°
2022	8°	2°
2021	6°	1°

Footfall by day

The figures shown below are calculated using weekly averages.
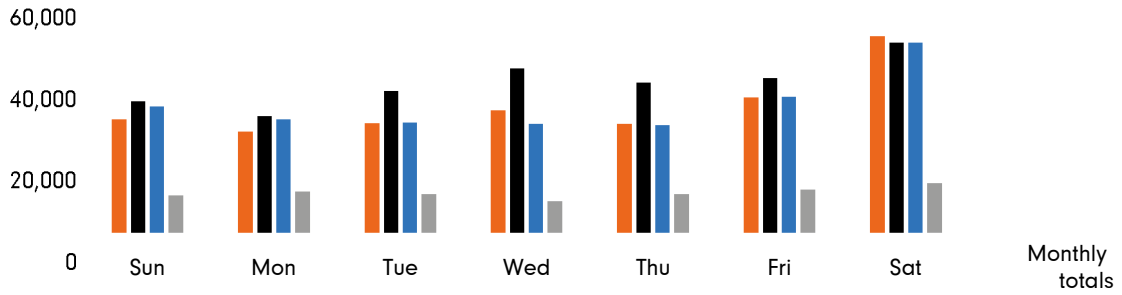
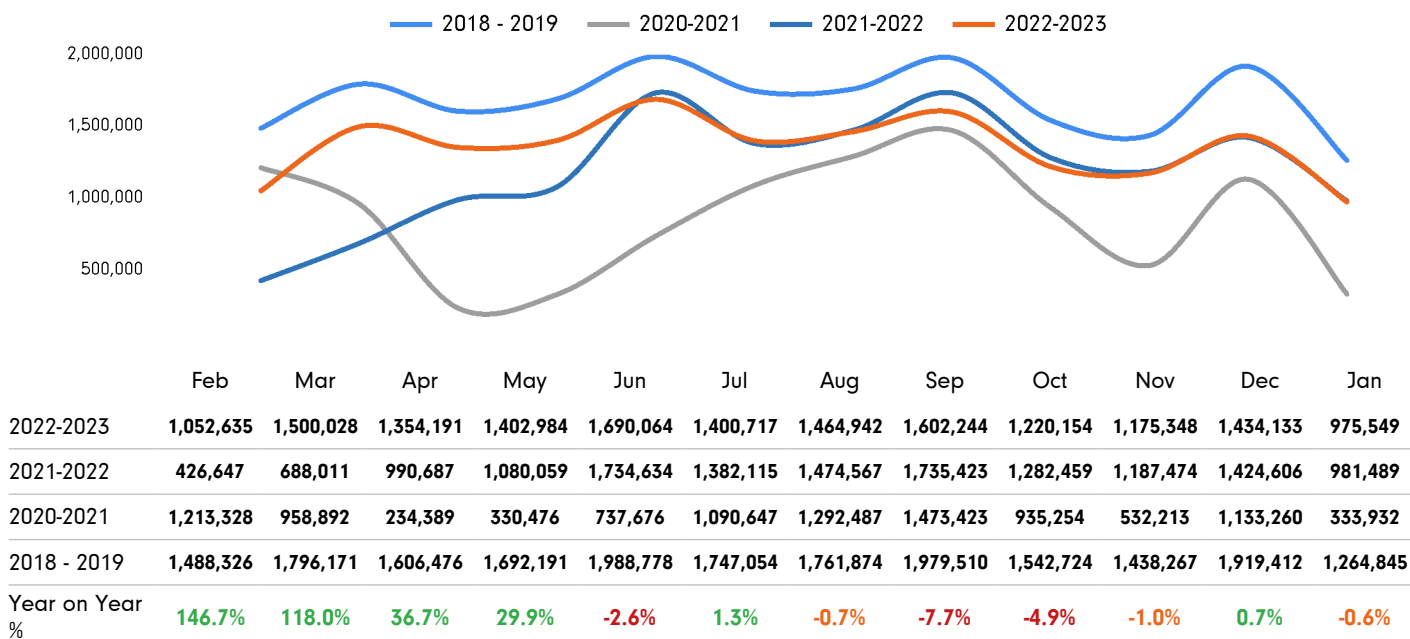|	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	31,260	28,131	30,290	33,682	30,089	37,074	53,361	243,887
Previous Month	36,138	32,171	38,767	44,803	41,037	42,252	51,658	286,826
Previous Year	34,780	31,415	30,475	30,064	29,786	37,324	51,528	245,372
2 Years Ago	11,314	12,226	11,500	9,664	11,596	12,752	14,431	83,483
Month on month %	-13.5%	-12.6%	-21.9%	-24.8%	-26.7%	-12.3%	3.3%	
Year on year %	-10.1%	-10.5%	-0.6%	12.0%	1.0%	-0.7%	3.6%	

Footfall by hour

The figures shown below are calculated using a weekly average
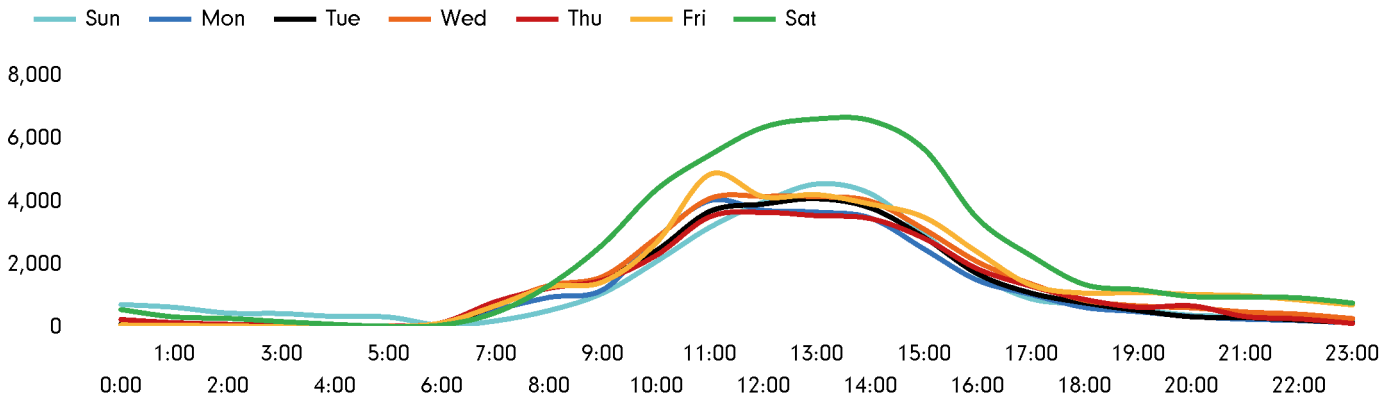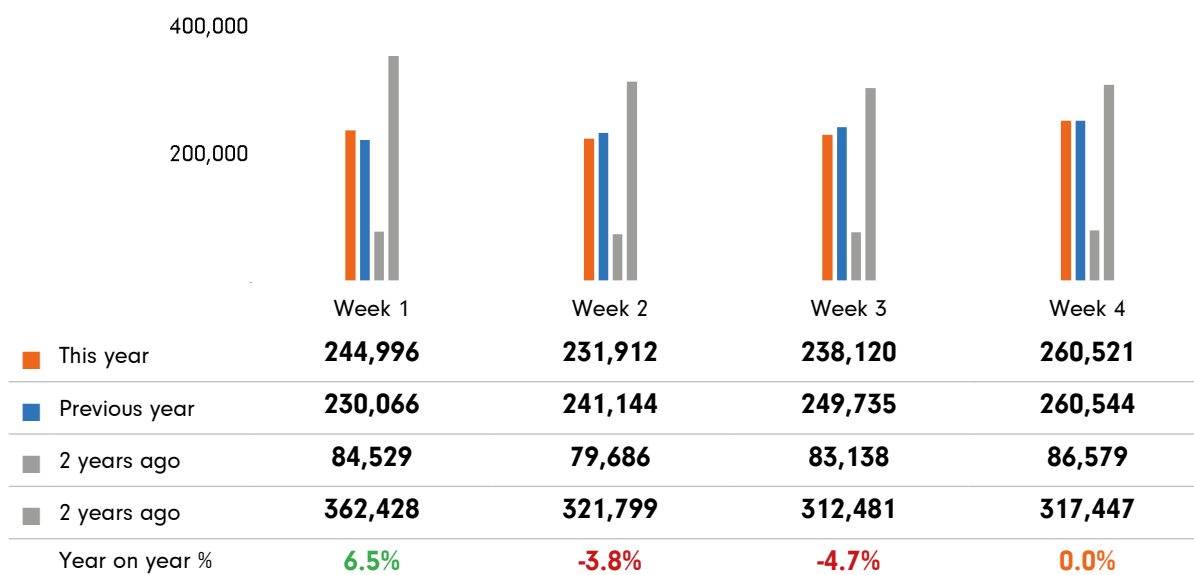
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
2022-2023	1,052,635	1,500,028	1,354,191	1,402,984	1,690,064	1,400,717	1,464,942	1,602,244	1,220,154	1,175,348	1,434,133	975,549
2021-2022	426,647	688,011	990,687	1,080,059	1,734,634	1,382,115	1,474,567	1,735,423	1,282,459	1,187,474	1,424,606	981,489
2020-2021	1,213,328	958,892	234,389	330,476	737,676	1,090,647	1,292,487	1,473,423	935,254	532,213	1,133,260	333,932
2018 - 2019	1,488,326	1,796,171	1,606,476	1,692,191	1,988,778	1,747,054	1,761,874	1,979,510	1,542,724	1,438,267	1,919,412	1,264,845
Year on Year %	146.7%	118.0%	36.7%	29.9%	-2.6%	1.3%	-0.7%	-7.7%	-4.9%	-1.0%	0.7%	-0.6%

Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for January compares January 2023 to January 2022

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 1	Week 2	Week 3	Week 4
This year	244,996	231,912	238,120	260,521
Previous year	230,066	241,144	249,735	260,544
2 years ago	84,529	79,686	83,138	86,579
2 years ago	362,428	321,799	312,481	317,447
Year on year %	6.5%	-3.8%	-4.7%	0.0%

Footfall by location

The figures shown below are calculated using weekly averages.

Legend: ■ This month ■ Previous month ■ Previous year ■ 2 Years ago
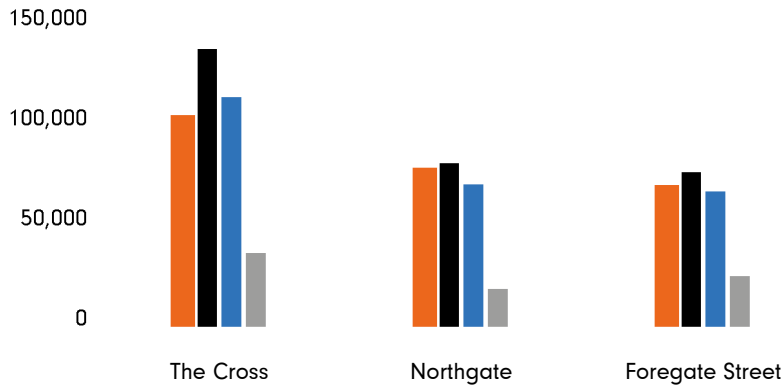
	The Cross	Northgate	Foregate Street
This Month	**100,544**	**75,742**	**67,600**
Previous Month	**132,720**	**79,107**	**74,999**
Previous Year	**110,140**	**69,192**	**66,039**
2 Years Ago	37,036	20,153	26,293
Year on Year %	**-8.7 %**	**9.5 %**	**2.4 %**

Footfall by location

- The Cross, 41.2 %
- Northgate, 31.1 %
- Foregate Street, 27.7 %

Reporting dates

This month - 01 January 2023 - 28 January 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to January , 2023 Vs January, 2022 to January , 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.January, 2023 Vs January, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month.1 2023 Vs December 2022

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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
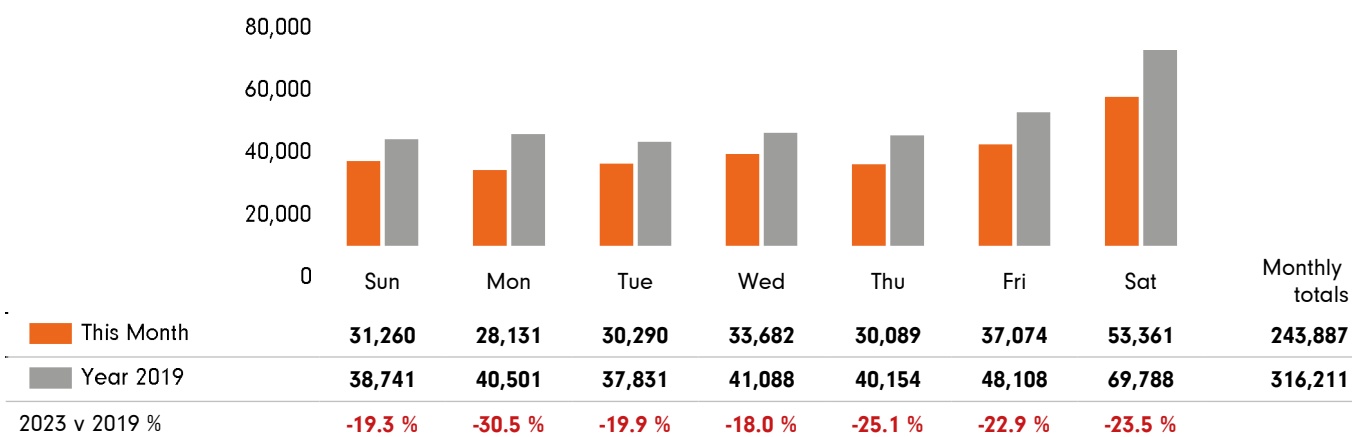
Headlines

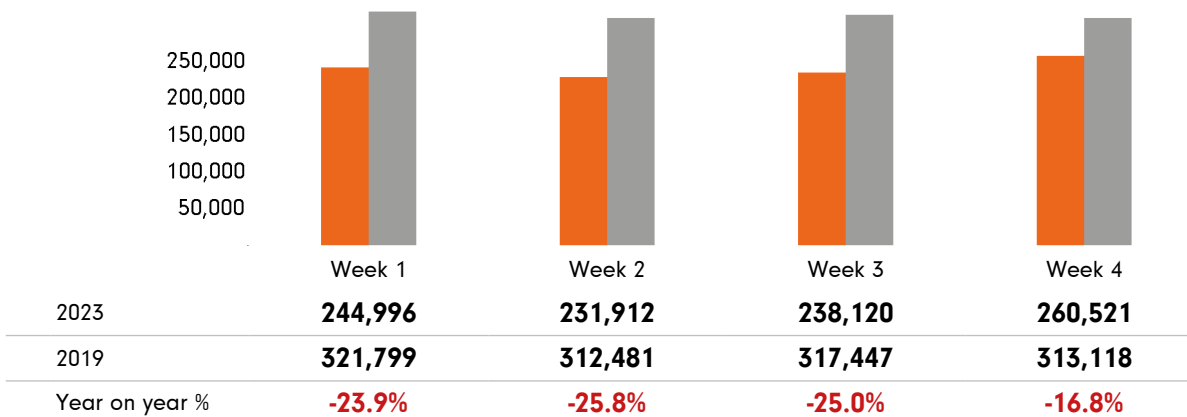|	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Chester	**-22.9 %**	**-22.9 %**
North & Yorkshire	**-20.8 %**	**-20.8 %**
High Street Index - BDSU(BDSU - Comparison)	**-18.9 %**	**-18.0 %**
UK	**-16.1 %**	**-15.8 %**

Chester is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	31,260	28,131	30,290	33,682	30,089	37,074	53,361	243,887
Year 2019	38,741	40,501	37,831	41,088	40,154	48,108	69,788	316,211
2023 v 2019 %	**-19.3 %**	**-30.5 %**	**-19.9 %**	**-18.0 %**	**-25.1 %**	**-22.9 %**	**-23.5 %**	

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 1	Week 2	Week 3	Week 4
2023	**244,996**	**231,912**	**238,120**	**260,521**
2019	**321,799**	**312,481**	**317,447**	**313,118**
Year on year %	**-23.9%**	**-25.8%**	**-25.0%**	**-16.8%**

Footfall by location

The figures shown below are calculated using weekly averages.

	This month	2019	2023 - 2019 %	
				■ This month ■ Year 2019
Foregate Street	270,402	388,244	-30.4 %	
Northgate	302,971	323,765	-6.4 %	
The Cross	402,176	552,836	-27.3 %	