

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Chester	8.3%	167.4%	16.7%	146.7%	25.9%	7.2%
North & Yorkshire	7.4%	138.3%	11.3%	129.3%	15.2%	7.8%
High Street Index - BDSU(BDSU - Comparison)	23.3%	222.0%	22.1%	215.8%	12.8%	14.6%
UK	15.6%	162.0%	16.1%	155.1%	13.3%	12.2%

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

Headlines

The total number of visitors for the year to date is 2,203,588 which is 8.3% up on the previous year.

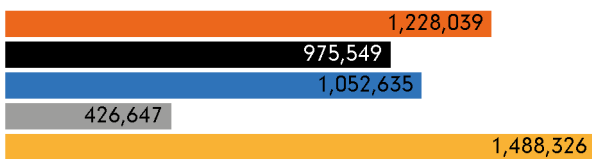
The total number of visitors to Chester in month commencing 29 January 2023 was 1,228,039.

The busiest day in month commencing 29 January 2023 was Saturday 18 February with 67,838 visitors.

The peak hour of the month was 12:00 on Saturday 25 February 2023 with footfall of 8,852.

Footfall by month





Figures shown below are calculated using monthly totals.



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

Weather



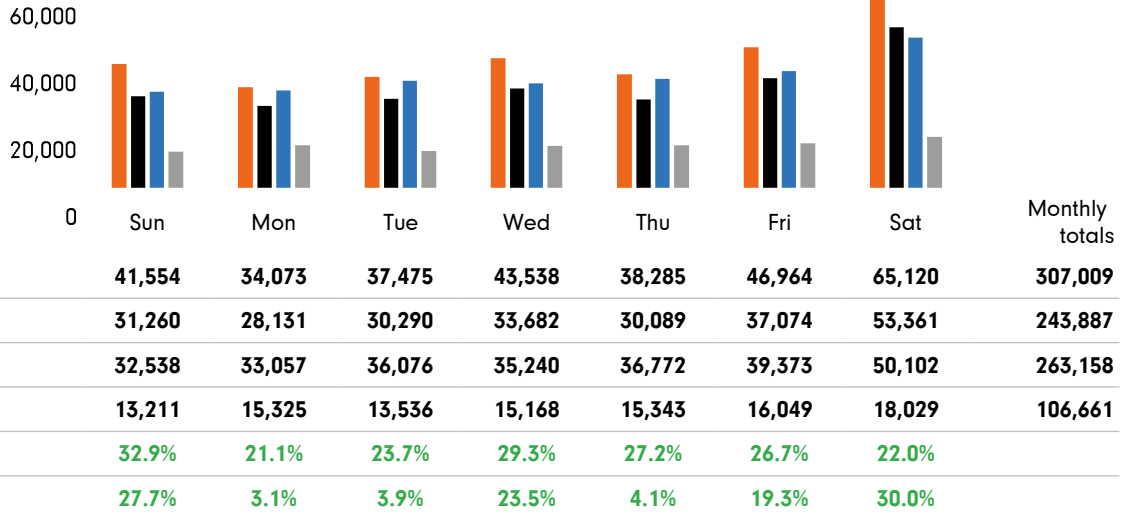
				
Number of days this month	9	19		
Number of days same month last year	4	4	19	1
Number of days same month two years ago	10	5	12	1

Average temperature

	Maximum temperature	Minimum temperature
2023	11°	4°
2022	10°	5°
2021	9°	3°

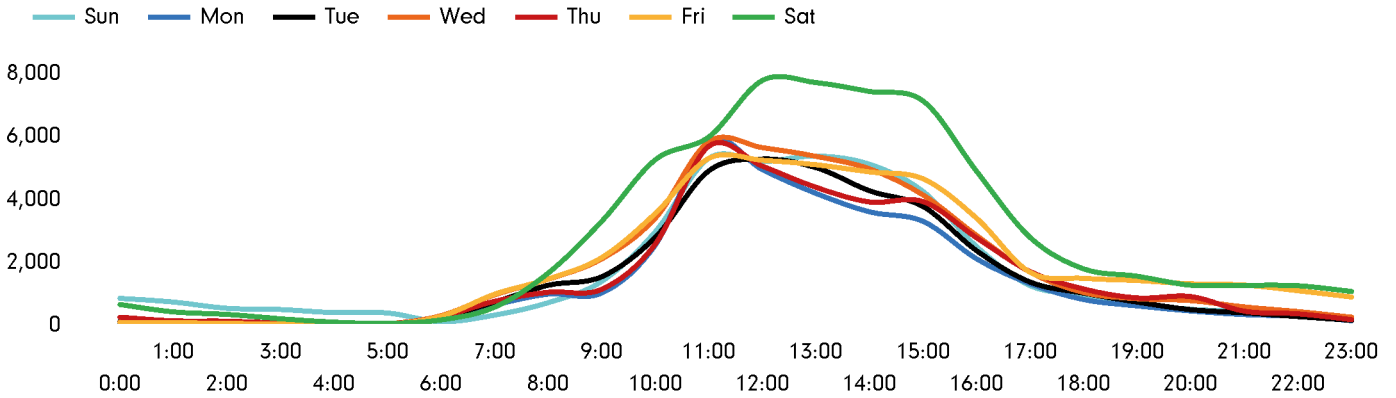
Footfall by day

The figures shown below are calculated using weekly averages.



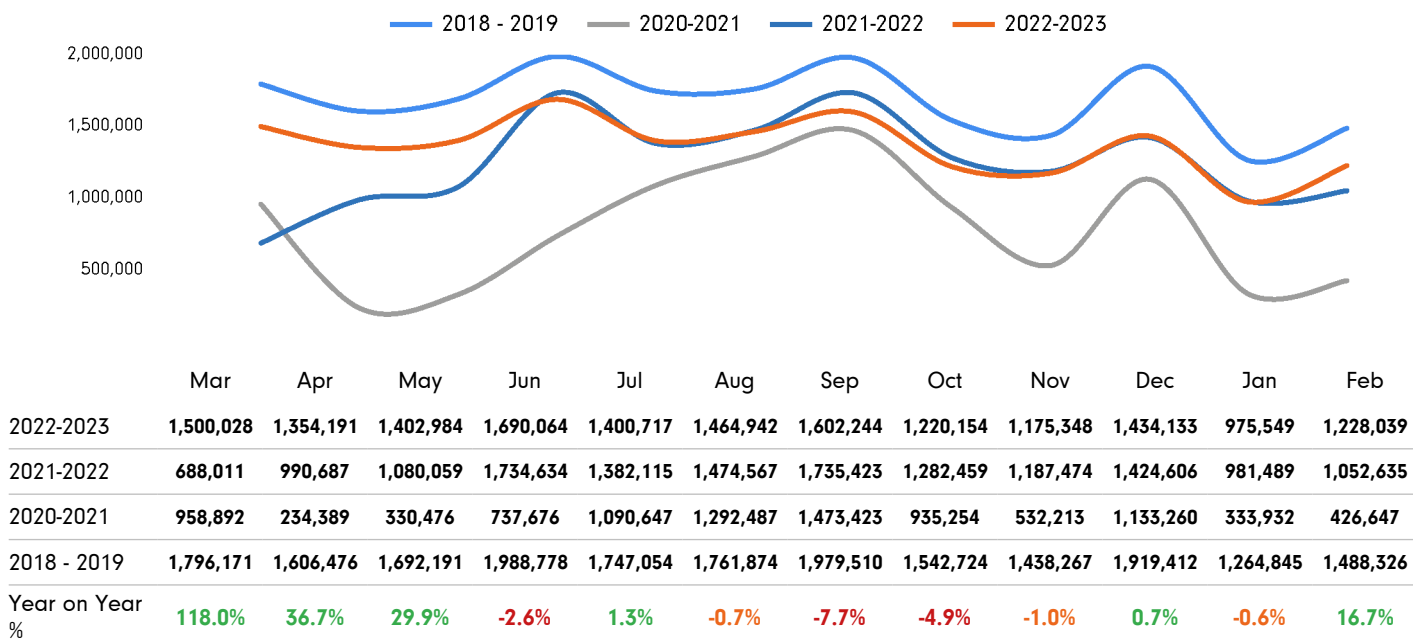
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

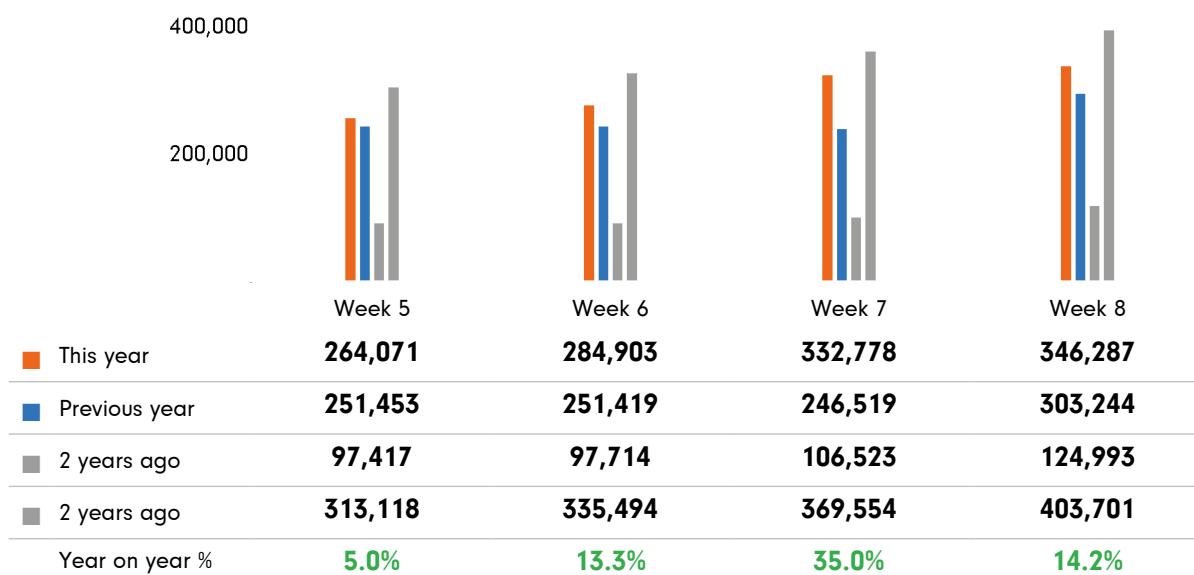
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

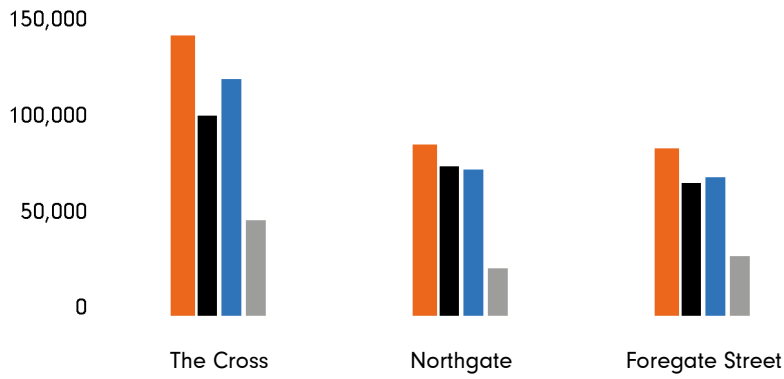
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	138,526	85,229	83,254
Previous Month	100,544	75,742	67,600
Previous Year	118,398	74,275	70,484
2 Years Ago	49,206	25,692	31,763
Year on Year %	17.0 %	14.7 %	18.1 %

Footfall by location



■ The Cross, 45.1 %
■ Northgate, 27.8 %
■ Foregate Street, 27.1 %

Reporting dates

This month - 29 January 2023 - 25 February 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 February, 2023 Vs January, 2022 to February, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2023 Vs 1 2023

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

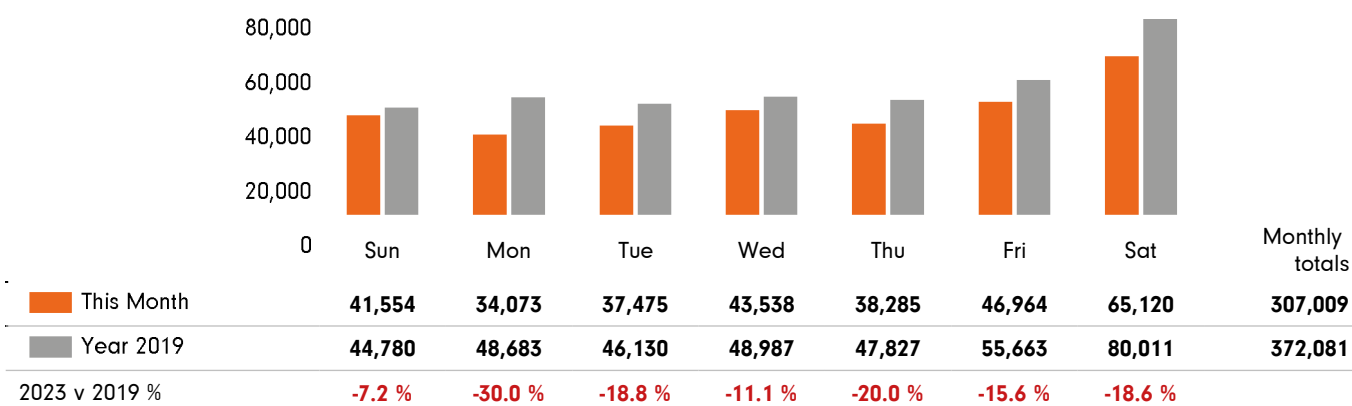
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Chester	-20.0 %	-17.5 %
North & Yorkshire	-19.8 %	-20.2 %
High Street Index - BDSU(BDSU - Comparison)	-16.9 %	-15.1 %
UK	-15.0 %	-15.1 %

Chester is compared to the high street index.

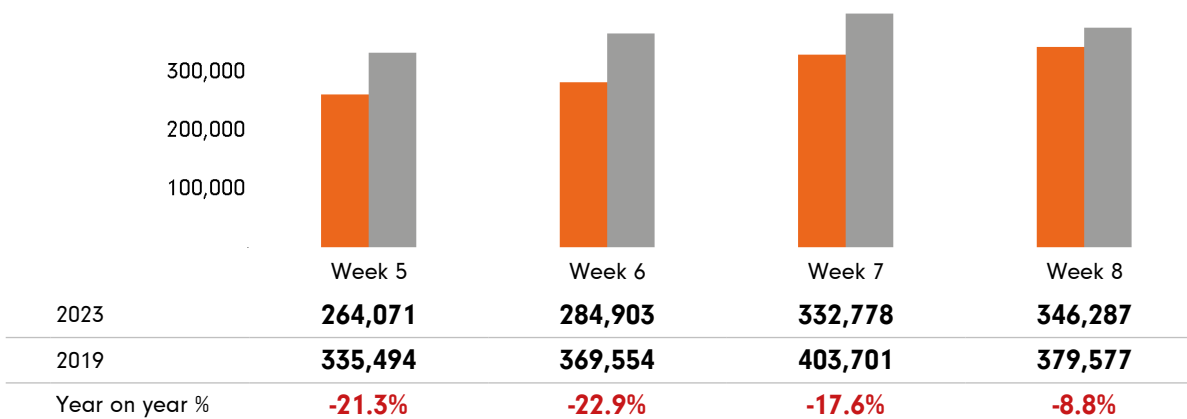
Footfall by day

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.

