Cheshire W and Cheste

April 2023. 02 Apr 2023 - 29 Apr 2023
Footfall Report for: Chester

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	2.0%	100.4%	-5.0%	36.7%	8.3%	12.8%
North & Yorkshire	1.5%	87.1%	0.7%	24.8%	8.8%	1.2%
High Street Index - BDSU(BDSU - Comparison)	12.3%	133.0%	6.5%	43.6%	8.3%	4.6%
UK	7.7%	104.7%	4.6%	39.0%	9.5%	3.8%

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 4,987,803 which is 2% up on the previous year.

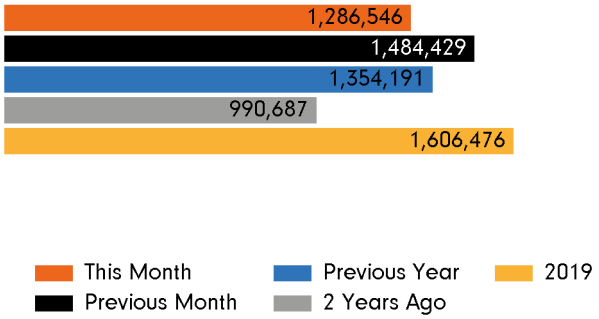
The total number of visitors to Chester in month commencing 2 April 2023 was 1,286,546.

The busiest day in month commencing 2 April 2023 was Saturday 29 April with 73,178 visitors.

The peak hour of the month was 13:00 on Saturday 8 April 2023 with footfall of 8,940.

Footfall by month

Figures shown below are calculated using monthly totals.



Weather

Number of days this month	13	10	5	
Number of days same month last year	10	6	12	
Number of days same month two years ago	14	5	8	1

Average temperature

	Maximum temperature	Minimum temperature
2023	13°	4°
2022	15°	5°
2021	13°	2°

SPRINGBOARD.
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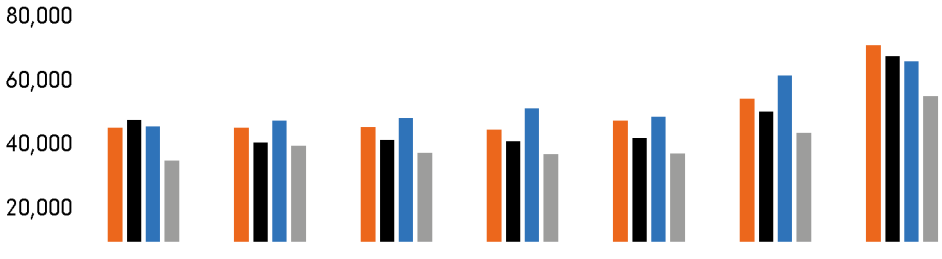
Footfall by day

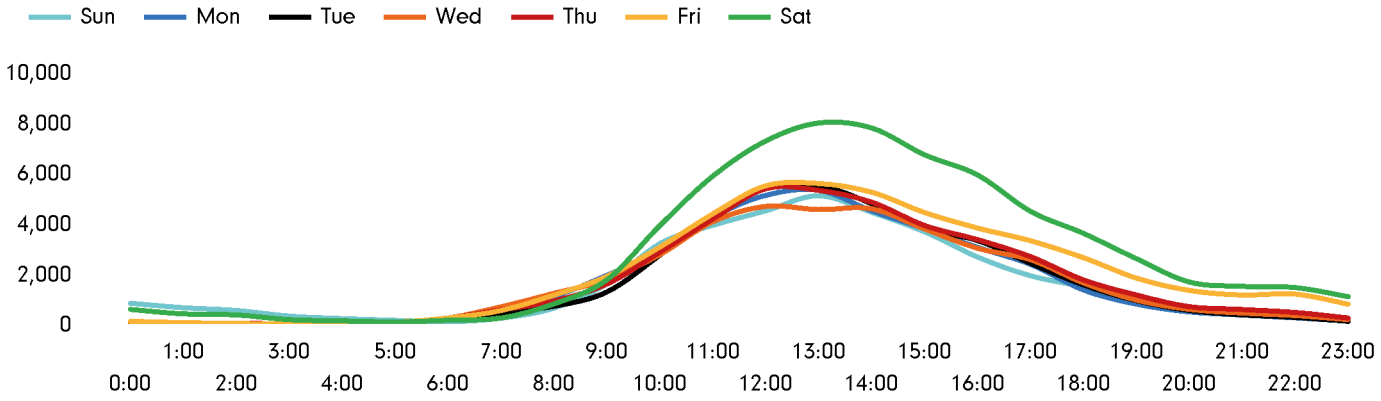
The figures shown below are calculated using weekly averages.



	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	40,349	40,295	40,465	39,724	42,590	49,989	68,224	321,636
Previous Month	42,823	35,173	36,044	35,642	36,888	45,812	64,503	296,885
Previous Year	40,804	42,676	43,529	46,719	44,074	58,021	62,724	338,547
2 Years Ago	29,284	34,281	31,743	31,266	31,662	38,483	50,952	247,671
Month on month %	-5.8%	14.6%	12.3%	11.5%	15.5%	9.1%	5.8%	
Year on year %	-1.1%	-5.6%	-7.0%	-15.0%	-3.4%	-13.8%	8.8%	

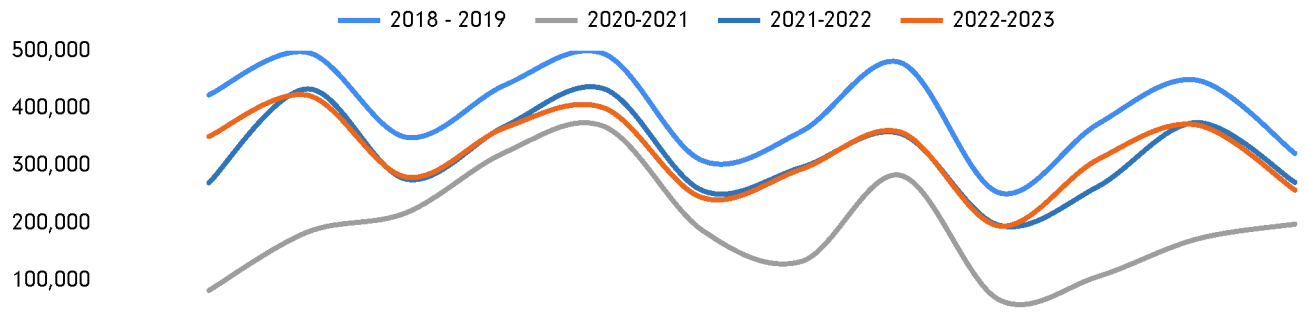
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

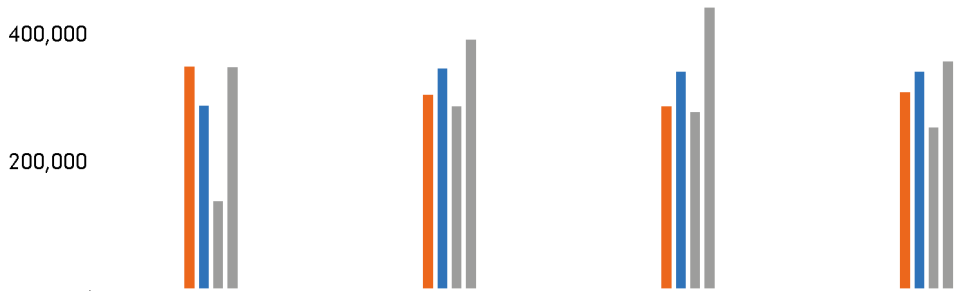


	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2022-2023	**350,746**	**422,516**	**280,143**	**366,235**	**400,561**	**244,030**	**293,837**	**358,533**	**195,109**	**310,319**	**371,107**	**257,309**
2021-2022	**270,014**	**433,658**	**276,423**	**368,641**	**433,855**	**256,491**	**296,868**	**356,151**	**196,297**	**263,158**	**375,007**	**270,838**
2020-2021	**82,619**	**184,419**	**218,129**	**323,121**	**368,355**	**187,050**	**133,053**	**283,315**	**66,786**	**106,661**	**172,002**	**198,137**
2018 - 2019	**423,047**	**497,194**	**349,410**	**440,468**	**494,877**	**308,544**	**359,566**	**479,853**	**252,969**	**372,081**	**449,042**	**321,295**
Year on Year %	**29.9%**	**-2.6%**	**1.3%**	**-0.7%**	**-7.7%**	**-4.9%**	**-1.0%**	**0.7%**	**-0.6%**	**17.9%**	**-1.0%**	**-5.0%**

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

Footfall by week of month

The figures shown below are calculated using weekly totals.



	Week 14	Week 15	Week 16	Week 17
This year	**359,187**	**313,672**	**295,828**	**317,859**
Previous year	**297,193**	**355,536**	**351,189**	**350,273**
2 years ago	**144,968**	**296,157**	**286,986**	**262,576**
2 years ago	**358,256**	**401,471**	**452,591**	**367,219**
Year on year %	**20.9%**	**-11.8%**	**-15.8%**	**-9.3%**

Footfall by location

The figures shown below are calculated using weekly averages.

This Month	**145,374**	**89,697**	**86,564**
Previous Month	**130,011**	**84,970**	**81,904**
Previous Year	**166,994**	**83,788**	**87,764**
2 Years Ago	**118,255**	**71,588**	**57,828**
Year on Year %	**-12.9 %**	**7.1 %**	**-1.4 %**

Footfall by location

Reporting dates

This month - 02 April 2023 - 29 April 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 April , 2023 Vs January, 2022 to April , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.4 2023 Vs 3 2023

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

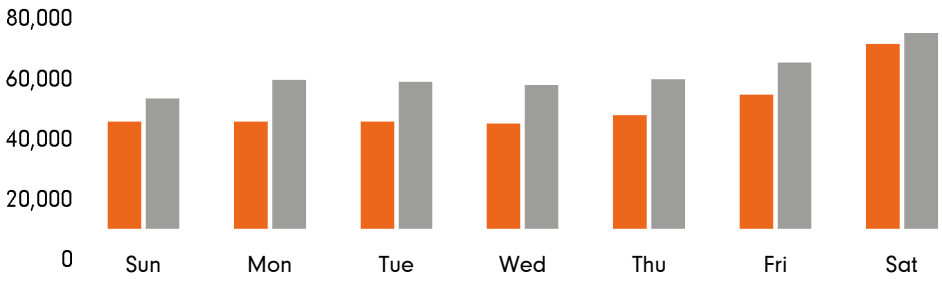
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Chester	**-19.0 %**	**-19.9 %**
North & Yorkshire	**-19.9 %**	**-18.0 %**
High Street Index - BDSU(BDSU - Comparison)	**-18.5 %**	**-18.8 %**
UK	**-16.2 %**	**-15.6 %**

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	**40,349**	**40,295**	**40,465**	**39,724**	**42,590**	**49,989**	**68,224**	**321,636**
Year 2019	**48,664**	**55,436**	**54,660**	**53,474**	**55,648**	**61,484**	**72,253**	**401,619**
2023 v 2019 %	**-17.1 %**	**-27.3 %**	**-26.0 %**	**-25.7 %**	**-23.5 %**	**-18.7 %**	**-5.6 %**	

Footfall by week of month

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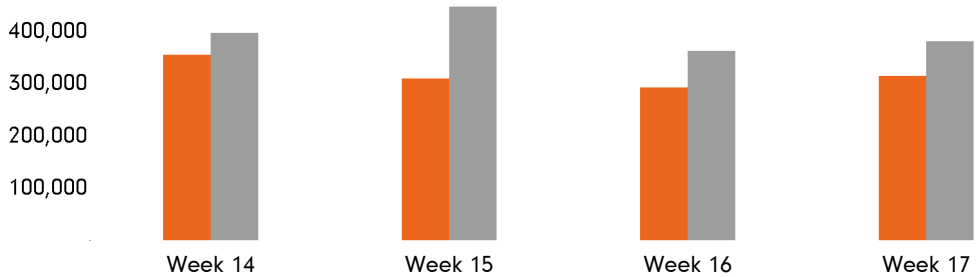
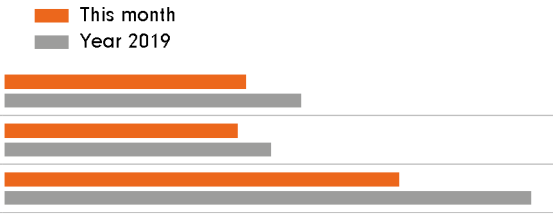


	Week 14	Week 15	Week 16	Week 17
2023	**359,187**	**313,672**	**295,828**	**317,859**
2019	**401,471**	**452,591**	**367,219**	**385,195**
Year on year %	**-10.5%**	**-30.7%**	**-19.4%**	**-17.5%**

Footfall by location

The figures shown below are calculated using weekly averages.

	This month	2019	2023 - 2019 %
Foregate Street	**89,697**	**109,567**	**-18.1 %**
Northgate	**86,564**	**98,588**	**-12.2 %**
The Cross	**145,374**	**193,462**	**-24.9 %**