

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	1.2%	78.8%	-1.9%	29.9%	7.0%	3.6%
North & Yorkshire	1.6%	69.1%	1.8%	23.9%	4.5%	2.7%
High Street Index - BDSU (BDSU - Comparison)	10.7%	103.2%	4.9%	37.8%	3.5%	4.3%
UK	7.0%	83.7%	4.4%	33.2%	3.6%	3.6%

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

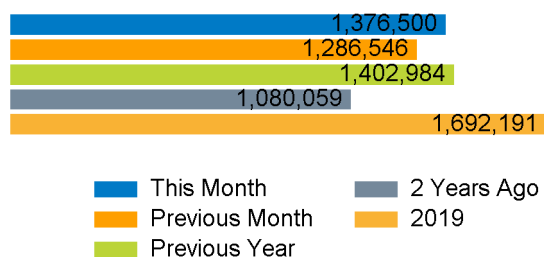
The total number of visitors for the year to date is 6,364,303 which is 1.2% up on the previous year.

The total number of visitors to Chester in month commencing 30 April 2023 was 1,376,500.

The busiest day in month commencing 30 April 2023 was Saturday 27 May with 81,161 visitors.

The peak hour of the month was 13:00 on Saturday 20 May 2023 with footfall of 9,208.

Footfall by month



Figures shown below are calculated using monthly totals.

Weather



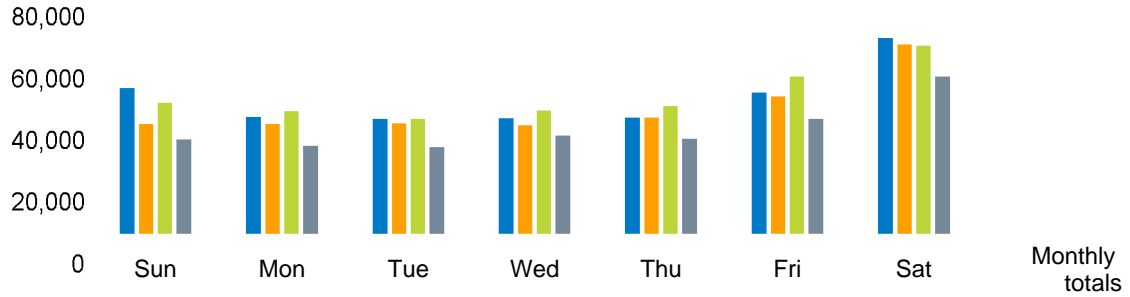
	Sun	Cloud	Rain
Number of days this month	13	9	6
Number of days same month last year	10	4	14
Number of days same month two years ago	2	1	25

Average temperature

	Maximum temperature	Minimum temperature
2023	18°	9°
2022	17°	9°
2021	14°	7°

Footfall by day

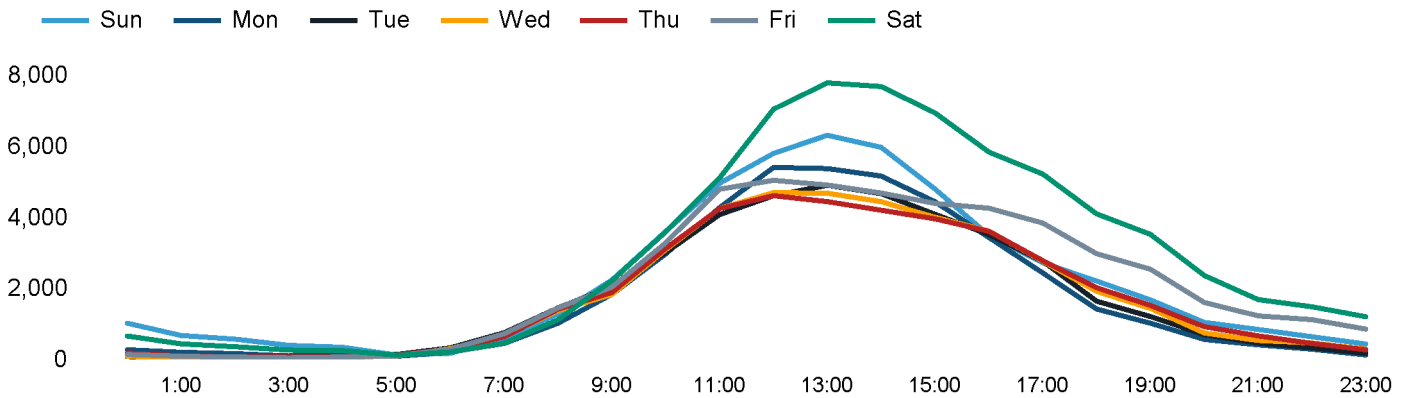
The figures shown below are calculated using weekly averages.



This Month	52,787	42,651	41,964	42,285	42,563	51,393	70,482	344,125
Previous Month	40,349	40,295	40,465	39,724	42,590	49,989	68,224	321,636
Previous Year	47,676	44,767	42,091	44,984	46,591	56,826	67,811	350,746
2 Years Ago	34,831	32,534	32,246	36,200	35,042	42,142	57,019	270,014
Month on month %	30.8%	5.8%	3.7%	6.4%	-0.1%	2.8%	3.3%	
Year on year %	10.7%	-4.7%	-0.3%	-6.0%	-8.6%	-9.6%	3.9%	

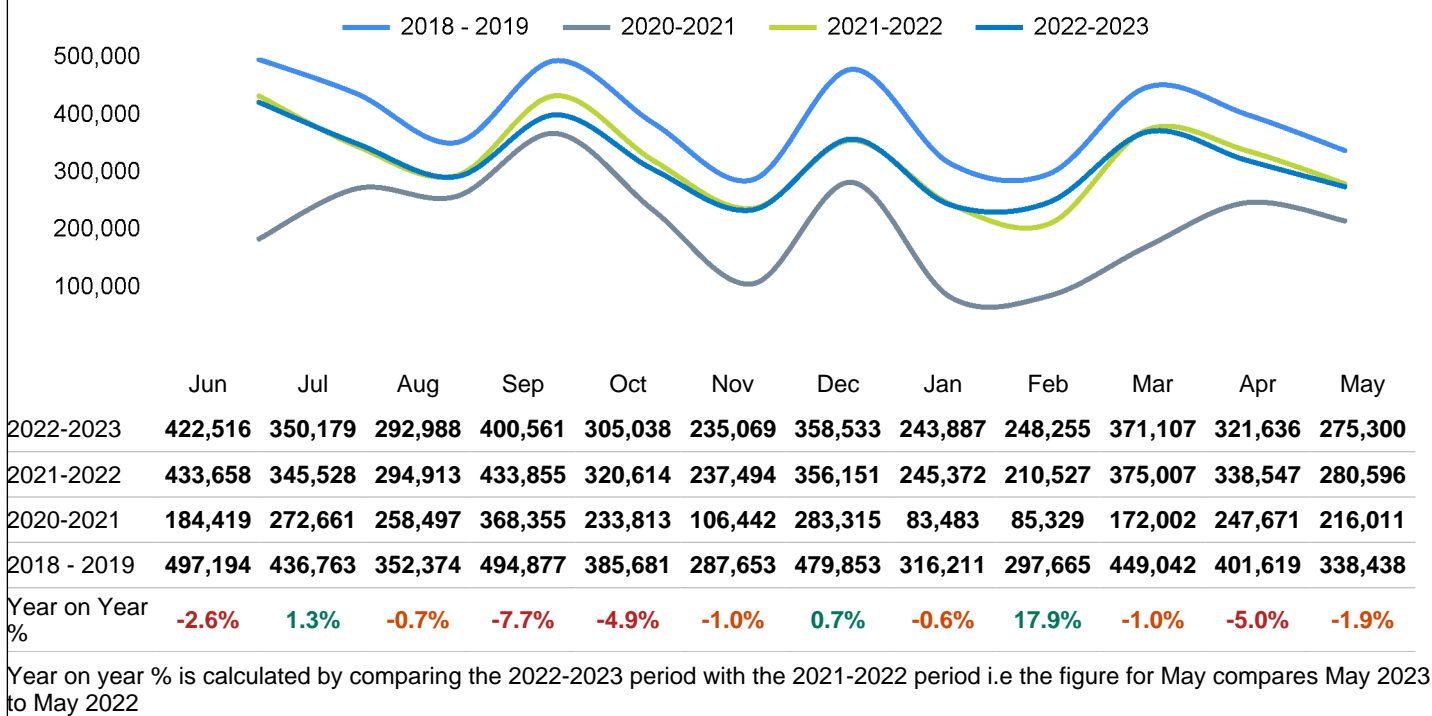
Footfall by hour

The figures shown below are calculated using a weekly average



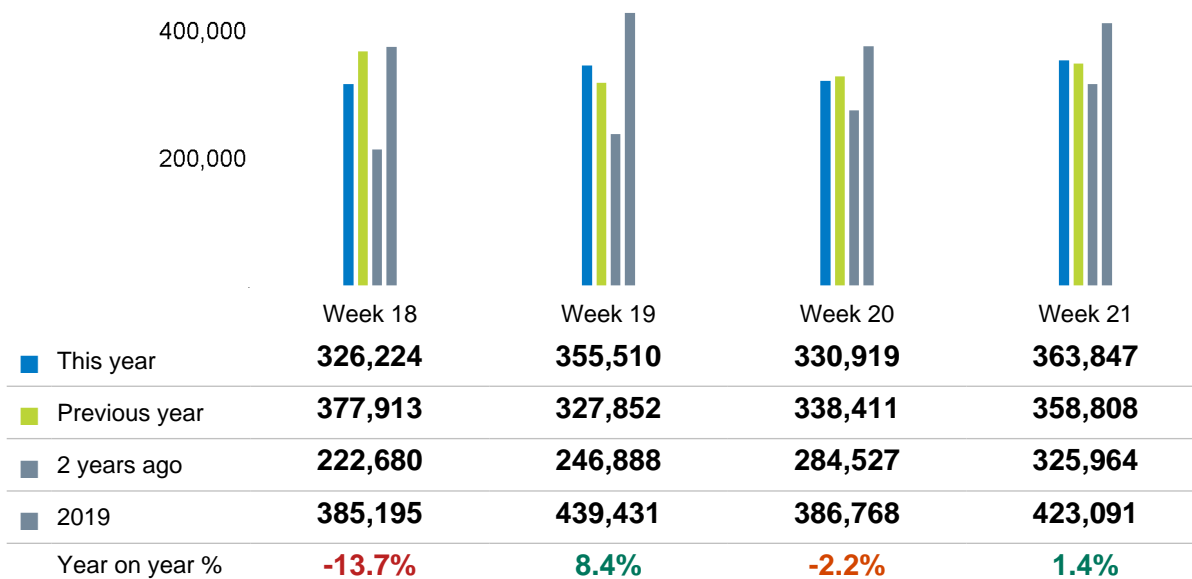
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



Footfall by week of month

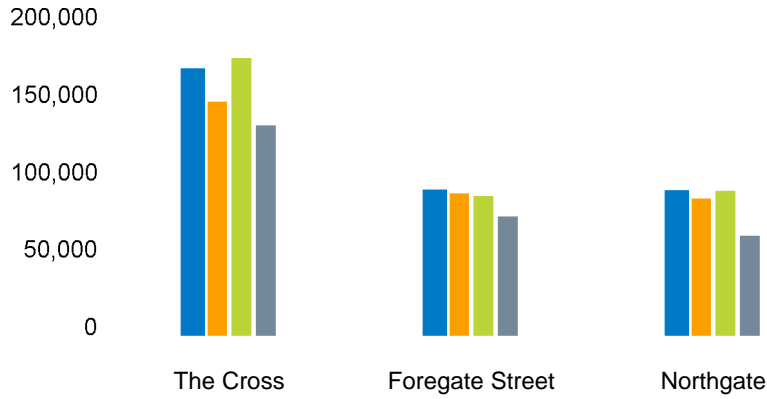
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	164,066	90,236	89,821
Previous Month	145,374	89,697	86,564
Previous Year	171,709	88,056	90,980
2 Years Ago	130,826	75,433	63,755
Year on Year %	-4.5 %	2.5 %	-1.3 %

Footfall by location



■ The Cross, 47.7 %
■ Foregate Street, 26.2 %
■ Northgate, 26.1 %

Reporting dates

This month - 30 April 2023 - 27 May 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 May, 2023 Vs January, 2022 to May, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2023 Vs 4 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

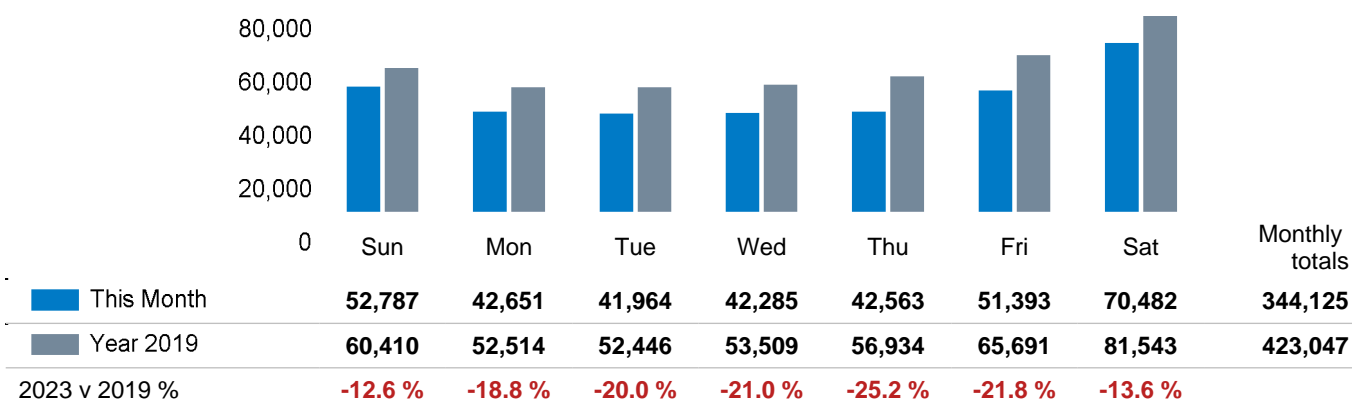
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Chester	-18.9 %	-18.7 %
North & Yorkshire	-18.8 %	-14.2 %
High Street Index - BDSU (BDSU - Comparison)	-17.9 %	-15.6 %
UK	-15.6 %	-12.8 %

Chester is compared to the high street index.

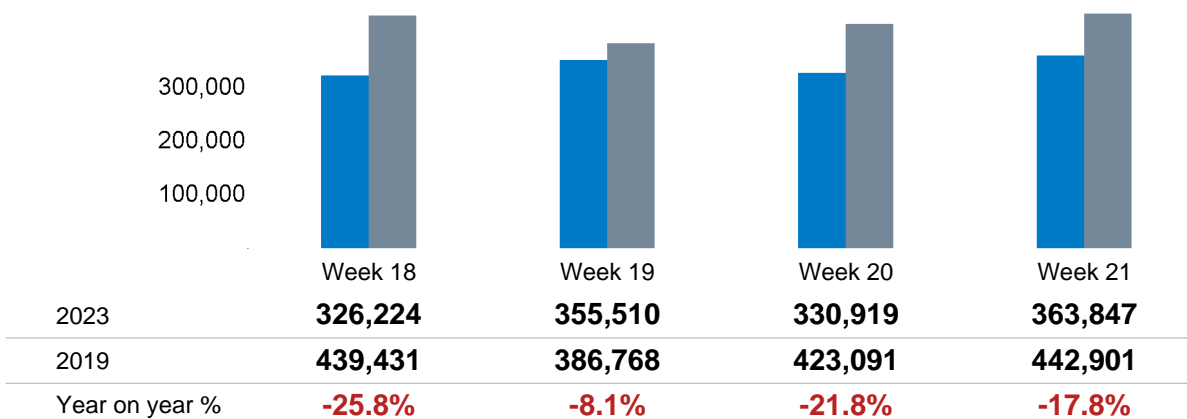
Footfall by day

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.

