Cheshire V
and Cheste

July 2022. 03 Jul 2022 - 30 Jul 2022
Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Chester	41.4%	14.7%	1.3%	26.7%	3.6%	-0.4%
North & Yorkshire	44.0%	7.5%	10.6%	27.8%	0.2%	-2.4%
High Street Index - BDSU(BDSU - Comparison)	67.3%	-3.6%	24.7%	30.8%	0.0%	-0.3%
UK	55.8%	1.6%	22.7%	31.9%	2.1%	-0.5%

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

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 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors for the year to date is 9,382,108 which is 41.4% up on the previous year.

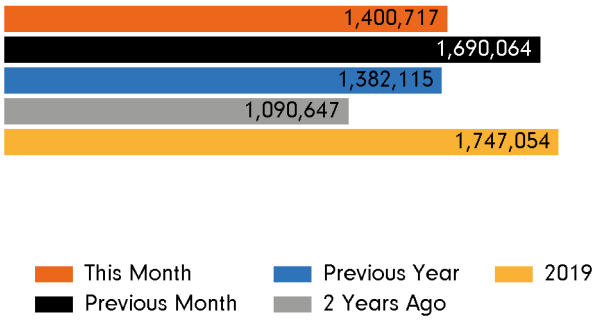
The total number of visitors to Chester in month commencing 3 July 2022 was 1,400,717.

The busiest day in month commencing 3 July 2022 was Saturday 16 July with 81,330 visitors.

The peak hour of the month was 16:00 on Saturday 16 July 2022 with footfall of 8,349.

Footfall by month

Figures shown below are calculated using monthly totals.



Weather

Number of days this month	13	5	10
Number of days same month last year	14	1	13
Number of days same month two years ago	12	4	12

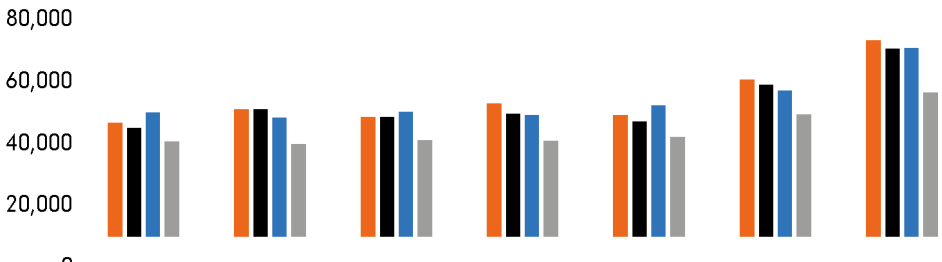
Average temperature

	Maximum temperature	Minimum temperature
2022	22°	14°
2021	23°	14°
2020	19°	12°

SPRINGBOARD.

Footfall by day

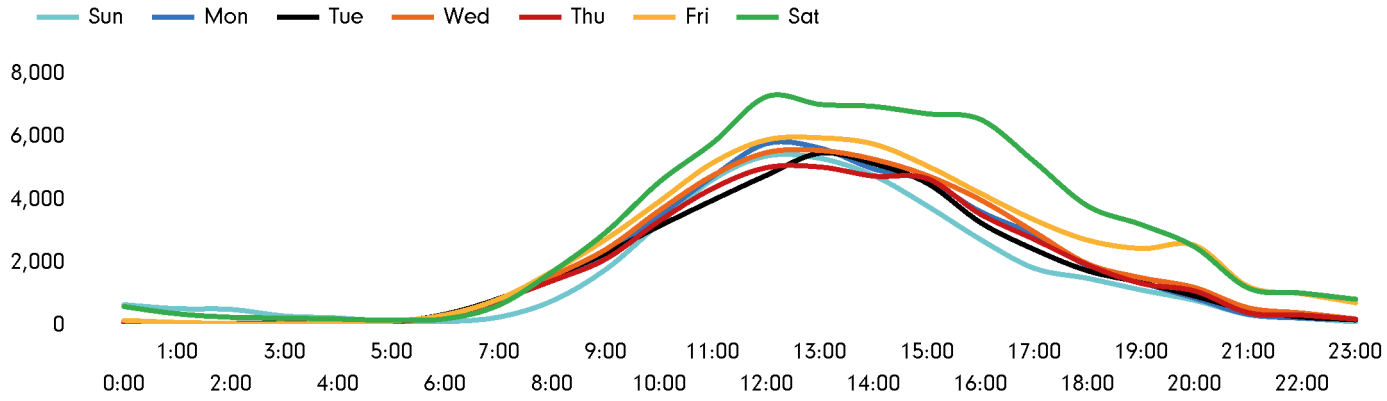
The figures shown below are calculated using weekly averages.



	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	41,382	46,140	43,607	48,225	44,065	56,507	70,253	350,179
Previous Month	39,590	46,267	43,527	44,713	41,960	54,652	67,303	338,012
Previous Year	45,029	43,263	45,360	44,113	47,509	52,797	67,457	345,528
2 Years Ago	34,869	34,135	35,418	35,172	36,581	44,377	52,109	272,661
Month on month %	4.5%	-0.3%	0.2%	7.9%	5.0%	3.4%	4.4%	
Year on year %	-8.1%	6.7%	-3.9%	9.3%	-7.2%	7.0%	4.1%	

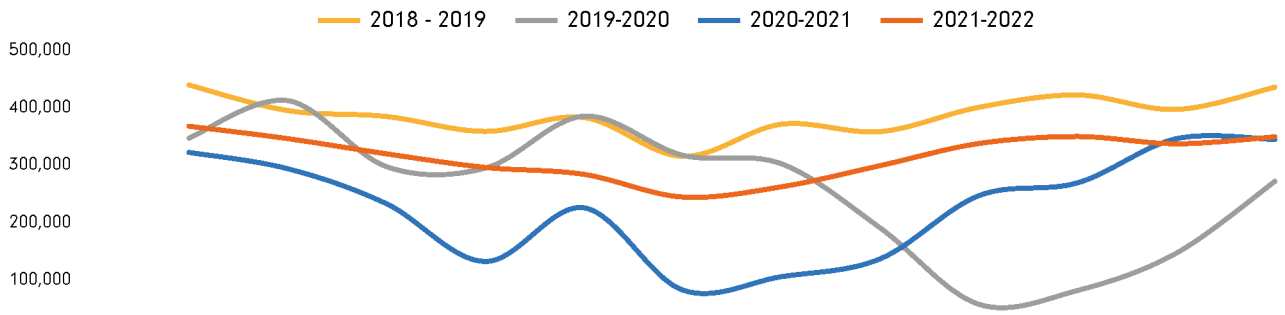
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

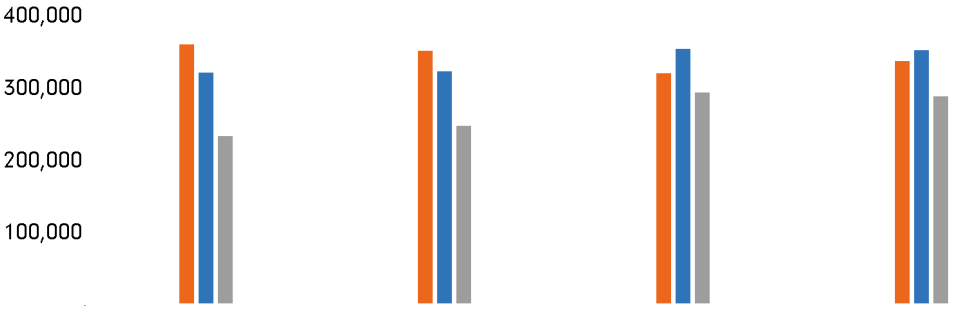


	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
2021-2022	**368,641**	**347,084**	**320,614**	**296,868**	**284,921**	**245,372**	**263,158**	**300,005**	**338,547**	**350,746**	**338,012**	**350,179**
2020-2021	**323,121**	**294,684**	**233,813**	**133,053**	**226,652**	**83,483**	**106,661**	**137,602**	**247,671**	**270,014**	**346,926**	**345,528**
2019-2020	**347,853**	**413,303**	**298,374**	**295,513**	**386,199**	**318,164**	**303,332**	**191,778**	**58,597**	**82,619**	**147,535**	**272,661**
2018 - 2019	**440,468**	**395,902**	**385,681**	**359,566**	**383,882**	**316,211**	**372,081**	**359,234**	**401,619**	**423,047**	**397,755**	**436,763**
Year on Year %	**14.1%**	**17.8%**	**37.1%**	**123.1%**	**25.7%**	**193.9%**	**146.7%**	**118.0%**	**36.7%**	**29.9%**	**-2.6%**	**1.3%**

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

Footfall by week of month

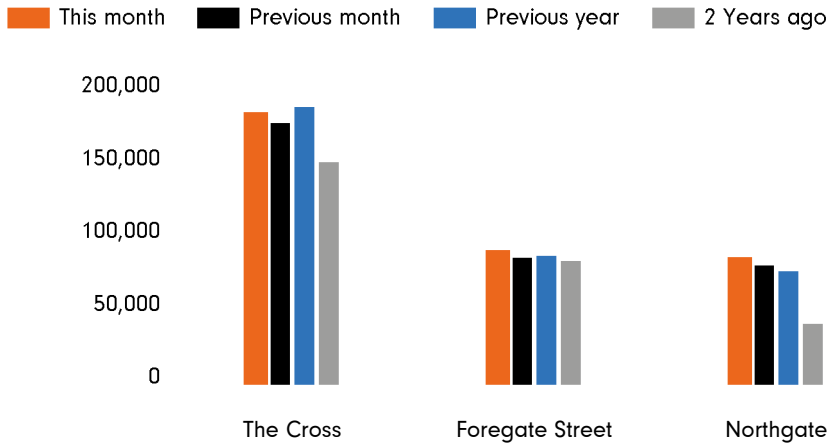
The figures shown below are calculated using weekly totals.



	Week 27	Week 28	Week 29	Week 30
This year	**368,322**	**359,290**	**328,051**	**345,054**
Previous year	**329,090**	**331,057**	**361,803**	**360,165**
2 years ago	**239,985**	**254,140**	**300,802**	**295,720**
Year on year %	**11.9%**	**8.5%**	**-9.3%**	**-4.2%**

Footfall by location

The figures shown below are calculated using weekly averages.



This Month	**177,509**	**88,463**	**84,206**
Previous Month	**172,217**	**85,368**	**80,427**
Previous Year	**182,521**	**86,383**	**76,624**
2 Years Ago	**147,017**	**83,067**	**42,576**
Year on Year %	**-2.7 %**	**2.4 %**	**9.9 %**

Footfall by location

Notes

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 July , 2022 Vs January, 2021 to July , 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2022 Vs 6 2022

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

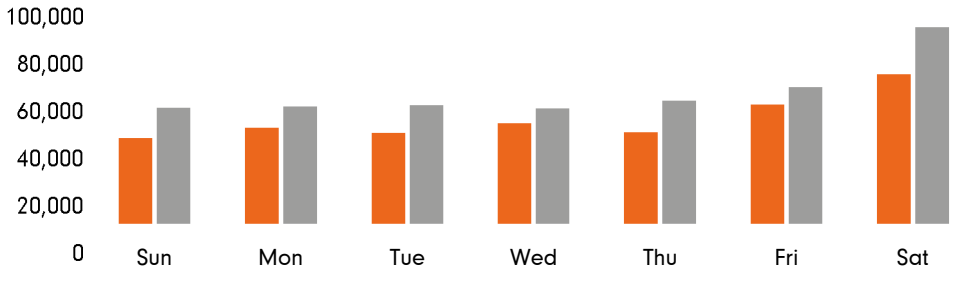
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Chester	-19.0 %	-19.8 %
North & Yorkshire	-18.6 %	-17.3 %
High Street Index - BDSU(BDSU - Comparison)	-20.7 %	-18.9 %
UK	-19.0 %	-17.0 %

Chester is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



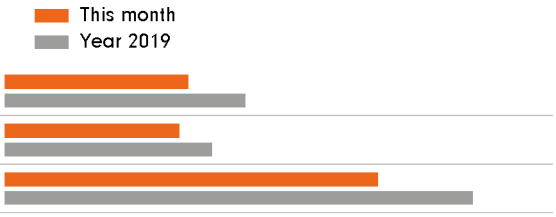
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	41,382	46,140	43,607	48,225	44,065	56,507	70,253	350,179
Year 2019	55,090	55,804	56,413	54,730	58,335	64,493	91,898	436,763
2022 v 2019 %	-24.9 %	-17.3 %	-22.7 %	-11.9 %	-24.5 %	-12.4 %	-23.6 %	

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 27	Week 28	Week 29	Week 30
2022	368,322	359,290	328,051	345,054
2019	447,190	416,982	445,899	436,983
Year on year %	-17.6%	-13.8%	-26.4%	-21.0%

Footfall by location

The figures shown below are calculated using weekly averages.

	This month	2019	2022 - 2019 %
Foregate Street	**353,855**	**460,847**	**-23.2 %**
Northgate	**336,824**	**397,912**	**-15.4 %**
The Cross	**710,038**	**888,295**	**-20.1 %**