

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Chester	0.9%	33.7%	-2.4%	-0.7%	3.4%	4.6%
North & Yorkshire	1.1%	38.0%	-0.3%	6.1%	2.9%	2.3%
High Street Index - BDSU (BDSU - Comparison)	7.8%	57.8%	4.1%	12.8%	1.5%	0.5%
BDO Sales(Weekly)						
UK	5.1%	48.4%	1.2%	13.9%	0.7%	0.8%

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

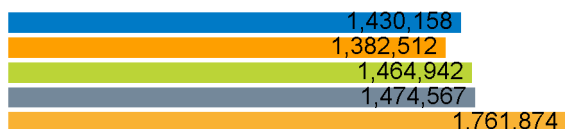
The total number of visitors for the year to date is 10,944,870 which is 0.9% up on the previous year.

The total number of visitors to Chester in month commencing 30 July 2023 was 1,430,158.

The busiest day in month commencing 30 July 2023 was Saturday 19 August with 79,880 visitors.

The peak hour of the month was 13:00 on Saturday 19 August 2023 with footfall of 9,547.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



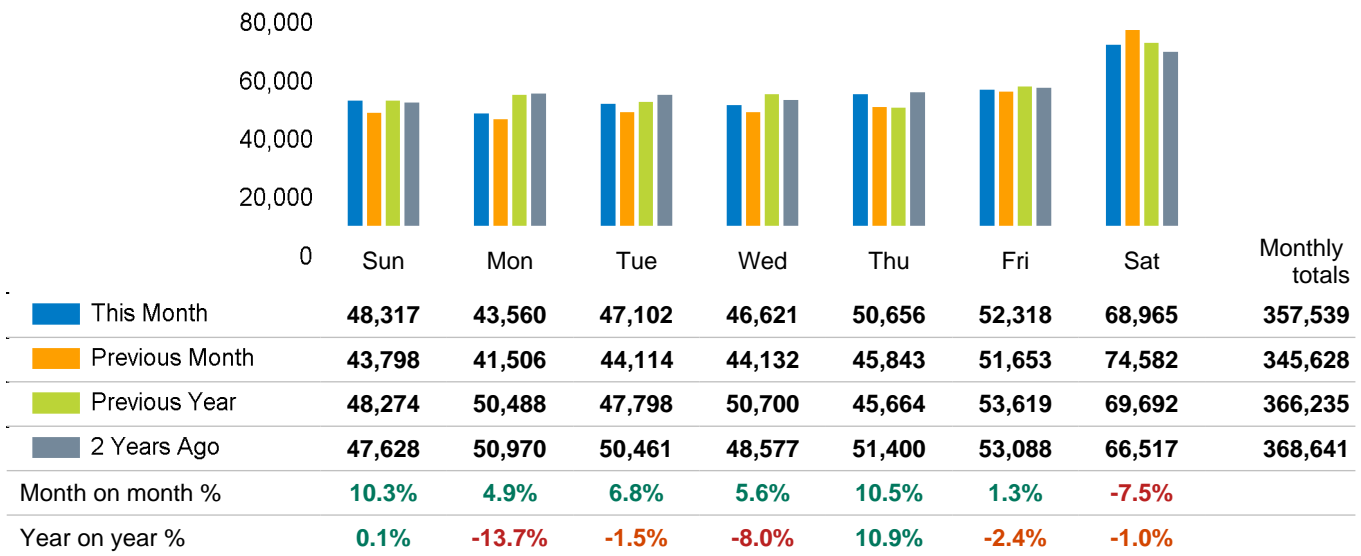
Number of days this month	7	19	2	
Number of days same month last year	15	1	12	
Number of days same month two years ago	10	2	15	1

Average temperature

	Maximum temperature	Minimum temperature
2023	22°	12°
2022	23°	13°
2021	20°	12°

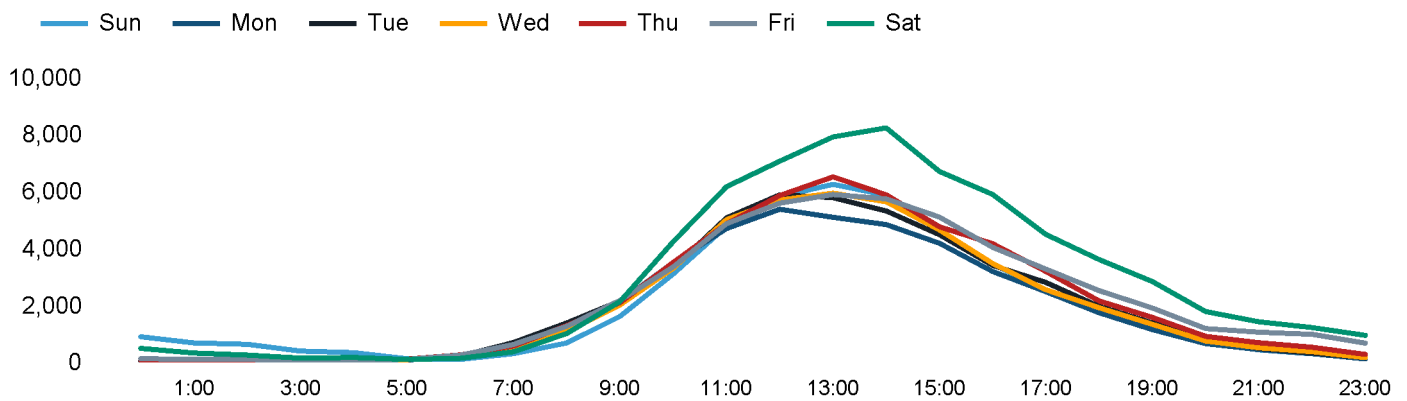
Footfall Counts by day

The figures shown below are calculated using weekly averages.



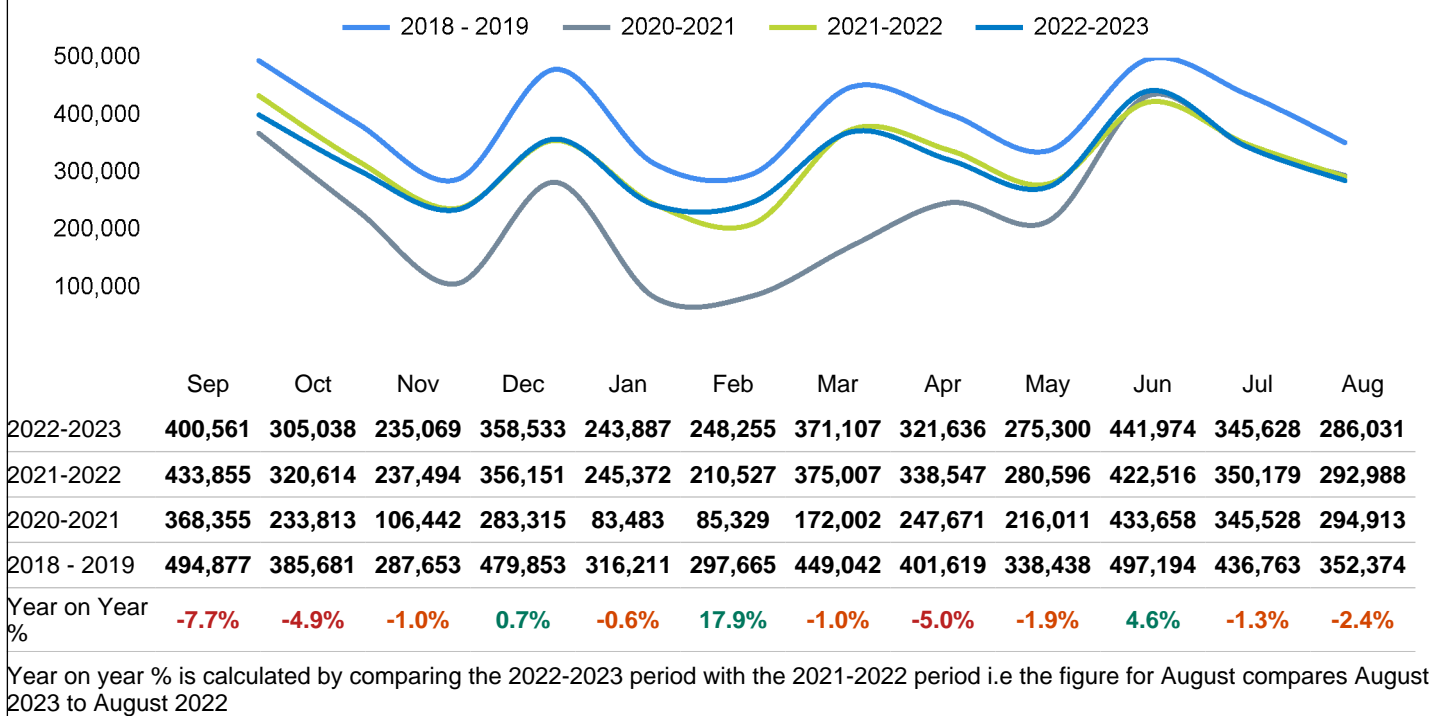
Footfall Counts by hour

The figures shown below are calculated using a weekly average



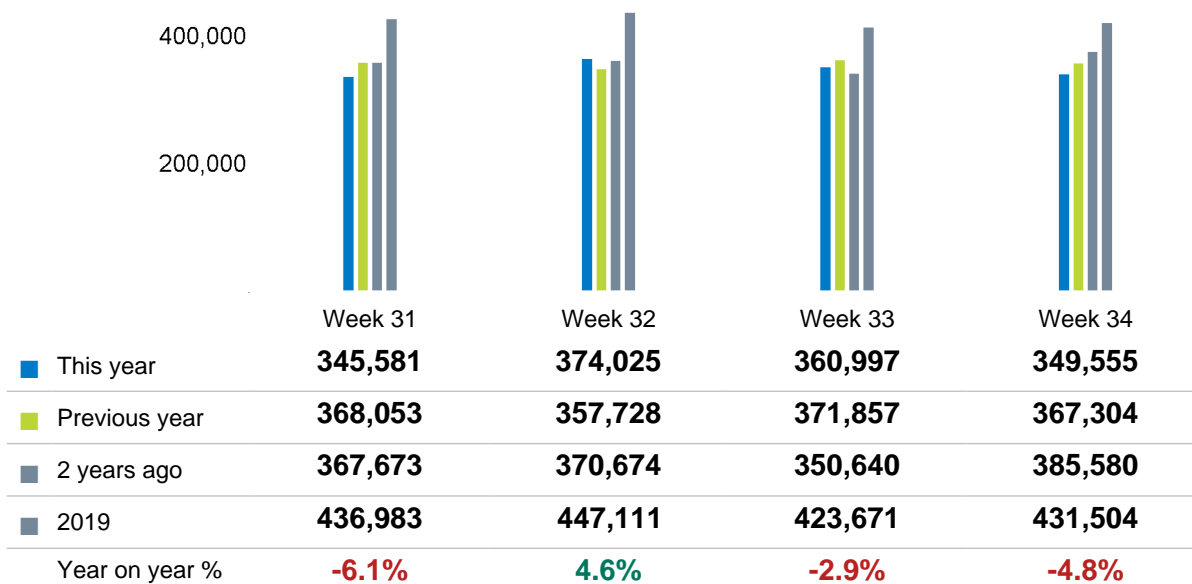
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

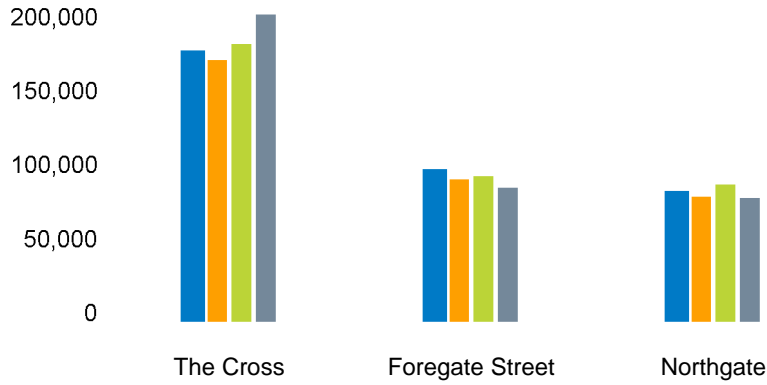
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	174,230	98,457	84,852
Previous Month	169,357	93,543	82,727
Previous Year	179,671	95,923	90,640
2 Years Ago	198,461	88,389	81,791
Year on Year %	-3.0 %	2.6 %	-6.4 %

Footfall Counts by location



■ The Cross, 48.7 %
■ Foregate Street, 27.5 %
■ Northgate, 23.7 %

Reporting dates

This month - 30 July 2023 - 26 August 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 August, 2023 Vs January, 2022 to August, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2023 Vs 7 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

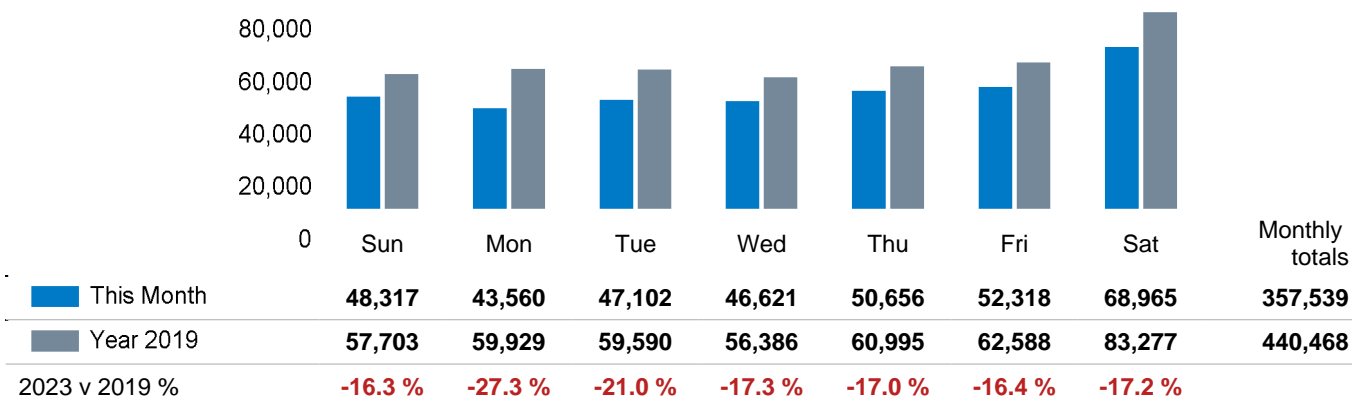
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Chester	-18.0 %	-18.8 %
North & Yorkshire	-16.6 %	-14.7 %
High Street Index - BDSU (BDSU - Comparison)	-17.0 %	-16.0 %
BDO Sales(Weekly)		
UK	-14.3 %	-13.4 %

Chester is compared to the high street index.

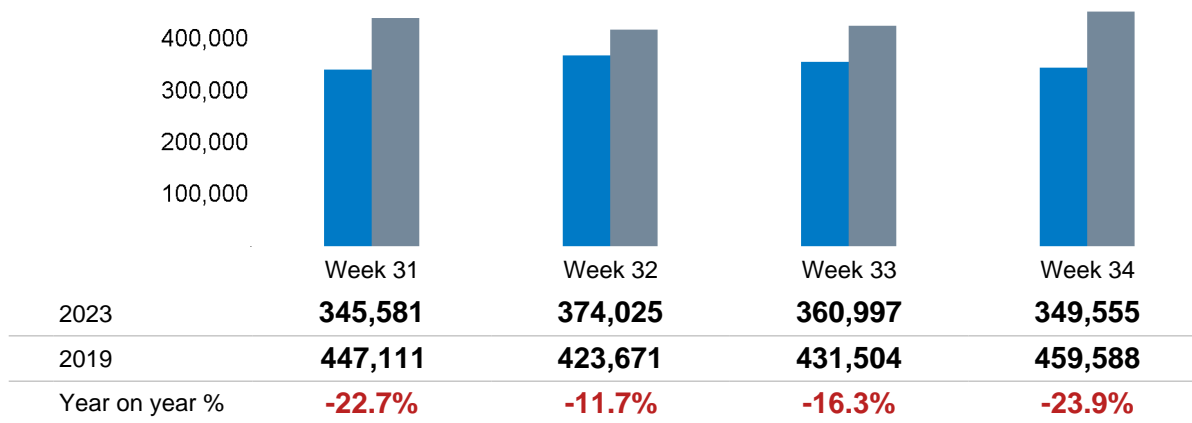
Footfall Counts by day

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

