

# Footfall Report for: Chester

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Chester	1.2%	22.8%	-1.3%	-4.9%	-10.3%	-4.8%
North & Yorkshire	0.6%	28.2%	-3.1%	1.3%	-2.3%	0.8%
High Street Index - BDSU (BDSU - Comparison)	5.8%	44.8%	-2.8%	9.2%	0.8%	5.1%
BDO Sales(Weekly)						
UK	3.9%	36.9%	-2.0%	7.8%	-1.1%	2.1%

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

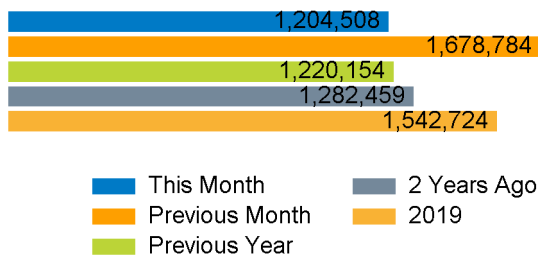
The total number of visitors for the year to date is 13,828,162 which is 1.2% up on the previous year.

The total number of visitors to Chester in month commencing 1 October 2023 was 1,204,508.

The busiest day in month commencing 1 October 2023 was Saturday 7 October with 69,666 visitors.

The peak hour of the month was 12:00 on Saturday 7 October 2023 with footfall of 9,399.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather



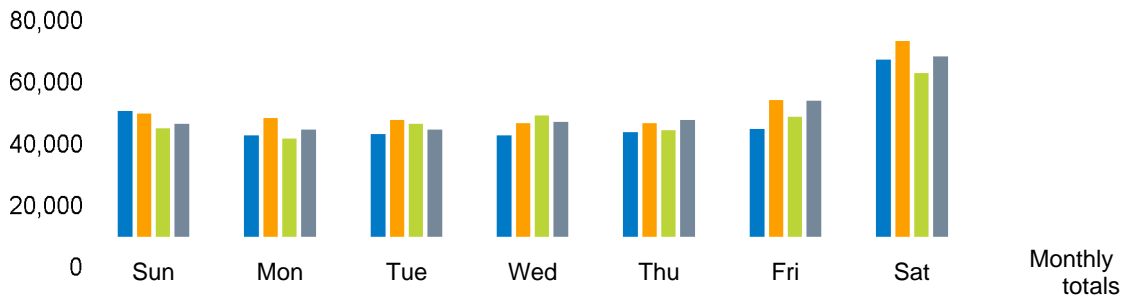
	Sun	Cloud	Rain	Wind
Number of days this month	9	13	5	1
Number of days same month last year	8	16	3	1
Number of days same month two years ago	5	4	19	

## Average temperature

	Maximum temperature	Minimum temperature
2023	17°	8°
2022	16°	8°
2021	16°	10°

## Footfall Counts by day

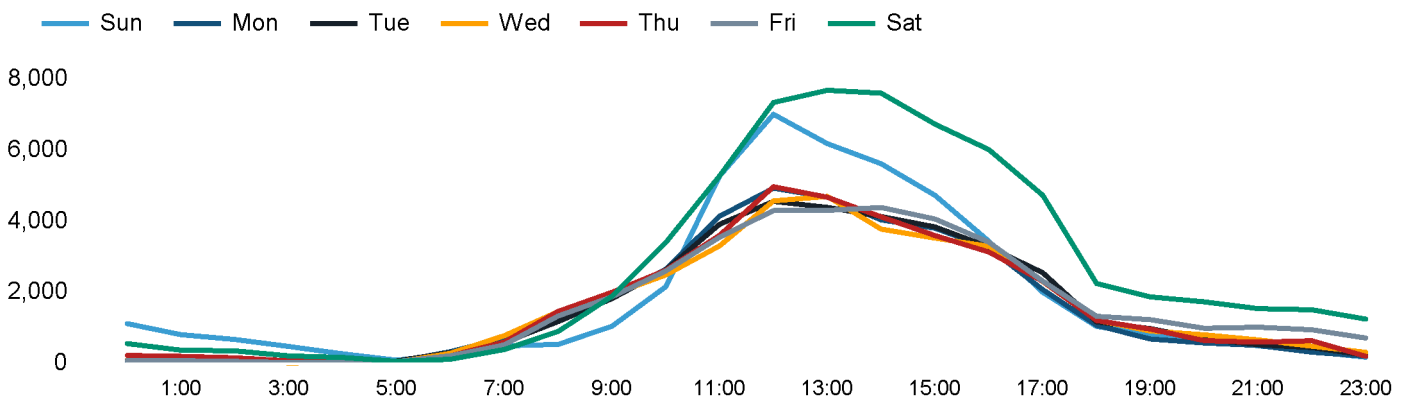
The figures shown below are calculated using weekly averages.



This Month	45,974	37,556	37,855	37,354	38,548	39,682	64,158	301,127
Previous Month	45,082	43,522	42,928	41,760	41,846	49,915	70,703	335,756
Previous Year	40,036	36,357	41,492	44,486	39,290	44,090	59,287	305,038
2 Years Ago	41,628	39,498	39,535	42,268	42,787	49,636	65,262	320,614
Month on month %	2.0%	-13.7%	-11.8%	-10.6%	-7.9%	-20.5%	-9.3%	
Year on year %	14.8%	3.3%	-8.8%	-16.0%	-1.9%	-10.0%	8.2%	

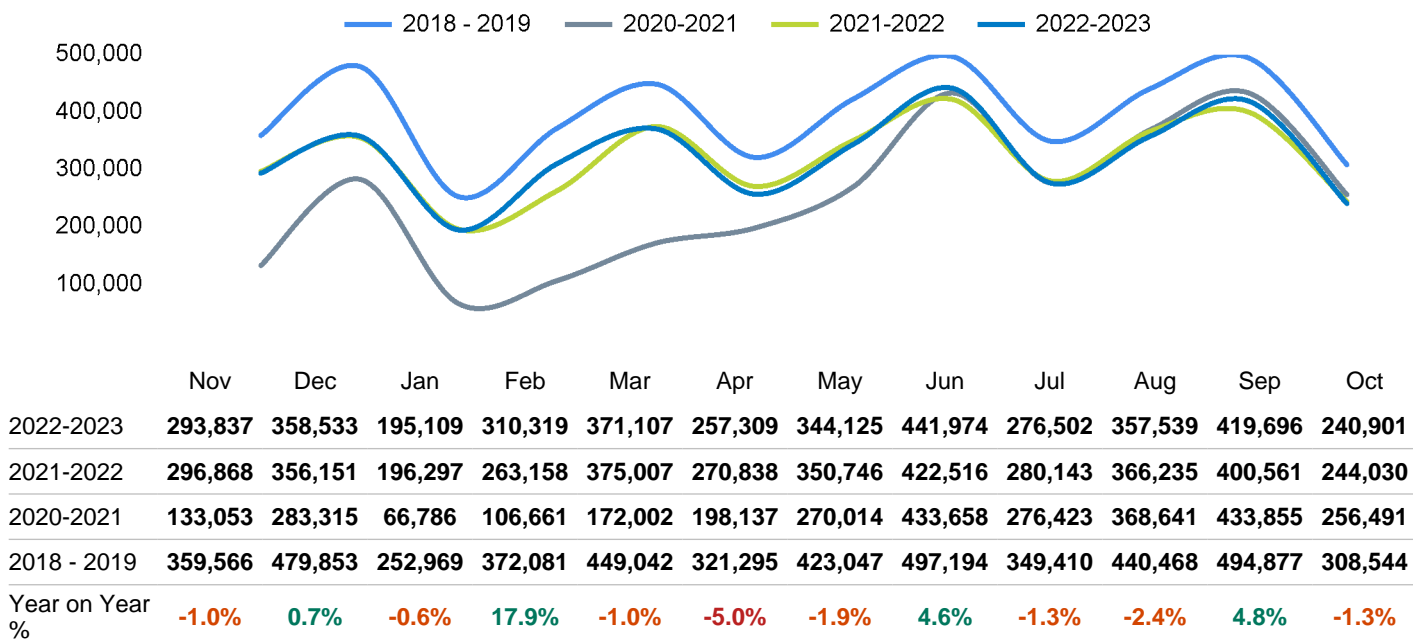
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

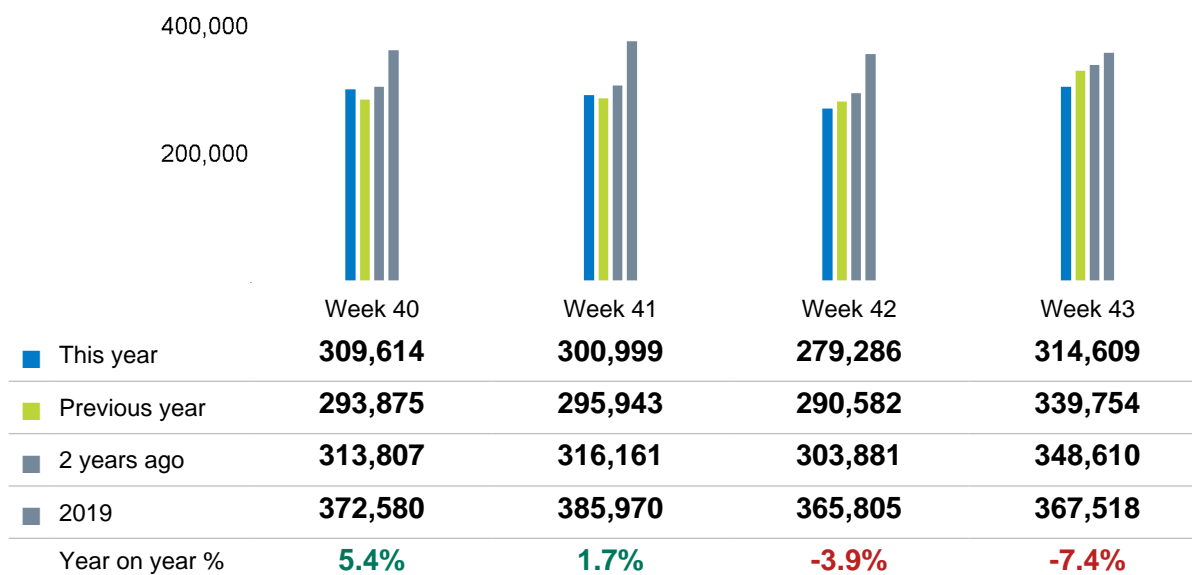
The figures shown below are calculated using weekly averages.



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

## Footfall Counts by week of month

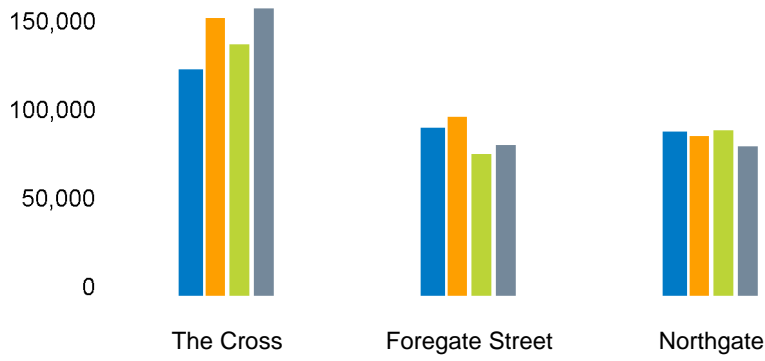
The figures shown below are calculated using weekly totals.



## Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>121,750</b>	<b>90,847</b>	<b>88,529</b>
Previous Month	<b>150,313</b>	<b>97,887</b>	<b>87,556</b>
Previous Year	<b>136,285</b>	<b>78,181</b>	<b>90,571</b>
2 Years Ago	<b>155,514</b>	<b>82,895</b>	<b>82,204</b>
Year on Year %	<b>-10.7 %</b>	<b>16.2 %</b>	<b>-2.3 %</b>

## Footfall Counts by location



■ The Cross, 40.4 %  
■ Foregate Street, 30.2 %  
■ Northgate, 29.4 %

## Reporting dates

This month - 01 October 2023 - 28 October 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 October, 2023 Vs January, 2022 to October, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2023 Vs 9 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

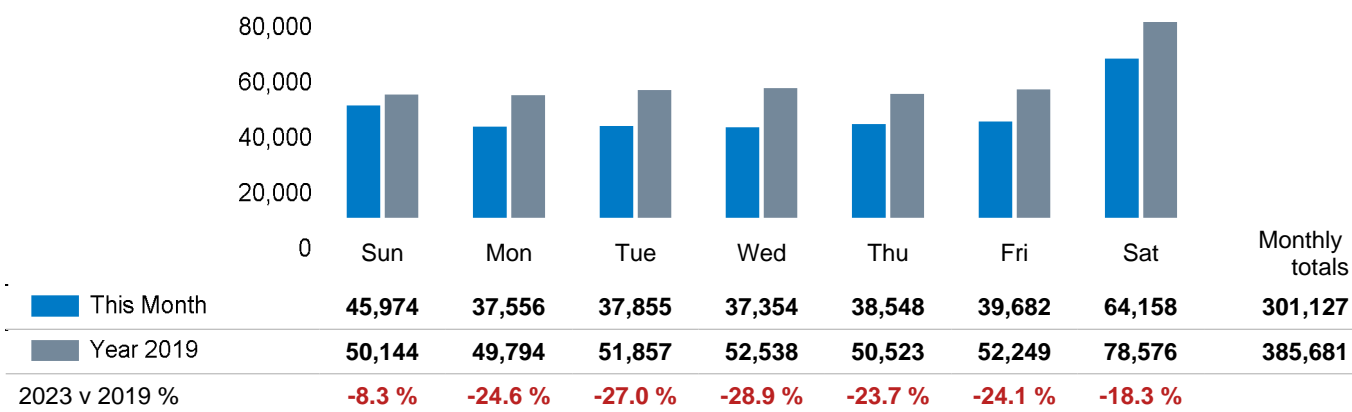
### Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Chester	<b>-18.0 %</b>	<b>-21.9 %</b>
North & Yorkshire	<b>-16.0 %</b>	<b>-13.7 %</b>
High Street Index - BDSU (BDSU - Comparison)	<b>-17.1 %</b>	<b>-16.0 %</b>
BDO Sales(Weekly)		
UK	<b>-13.9 %</b>	<b>-11.9 %</b>

Chester is compared to the high street index.

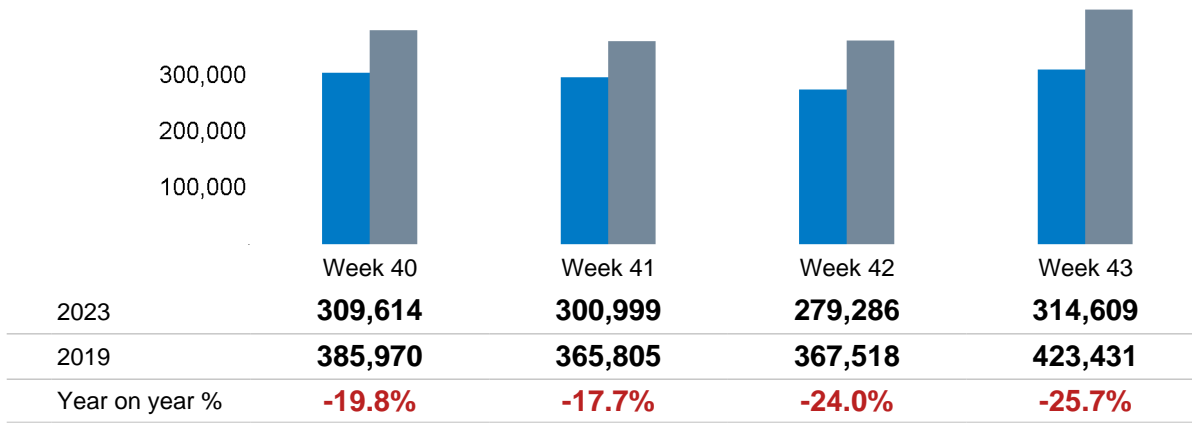
### Footfall Counts by day

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.

