

Footfall Report for: Chester

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Chester	1.9%	18.5%	9.1%	0.7%	4.9%	-2.4%
North & Yorkshire	0.6%	22.9%	1.3%	3.5%	1.2%	-0.5%
High Street Index - BDSU (BDSU - Comparison)	4.6%	38.5%	1.3%	21.3%	9.1%	7.8%
BDO Sales(Weekly)						
UK	3.3%	30.8%	1.2%	12.7%	3.7%	1.6%

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

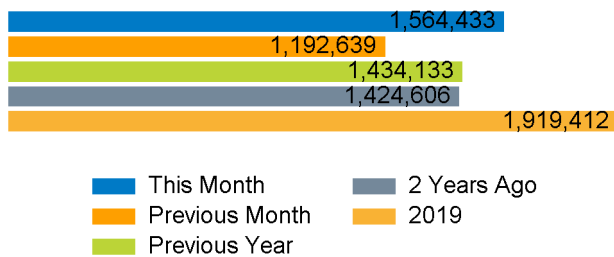
The total number of visitors for the year to date is 16,585,234 which is 1.9% up on the previous year.

The total number of visitors to Chester in month commencing 26 November 2023 was 1,564,433.

The busiest day in month commencing 26 November 2023 was Saturday 2 December with 74,262 visitors.

The peak hour of the month was 13:00 on Saturday 2 December 2023 with footfall of 11,824.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



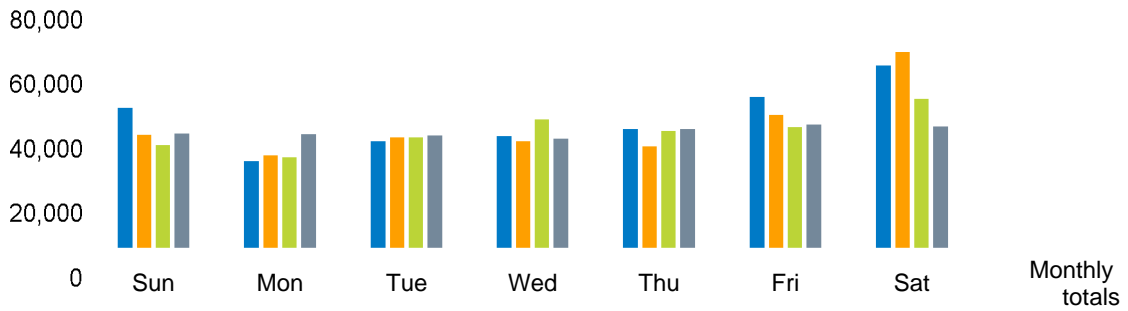
Number of days this month	11	21	3		
Number of days same month last year	12	20	2		1
Number of days same month two years ago	3	5	23	1	3

Average temperature

	Maximum temperature	Minimum temperature
2023	10°	3°
2022	7°	1°
2021	9°	5°

Footfall Counts by day

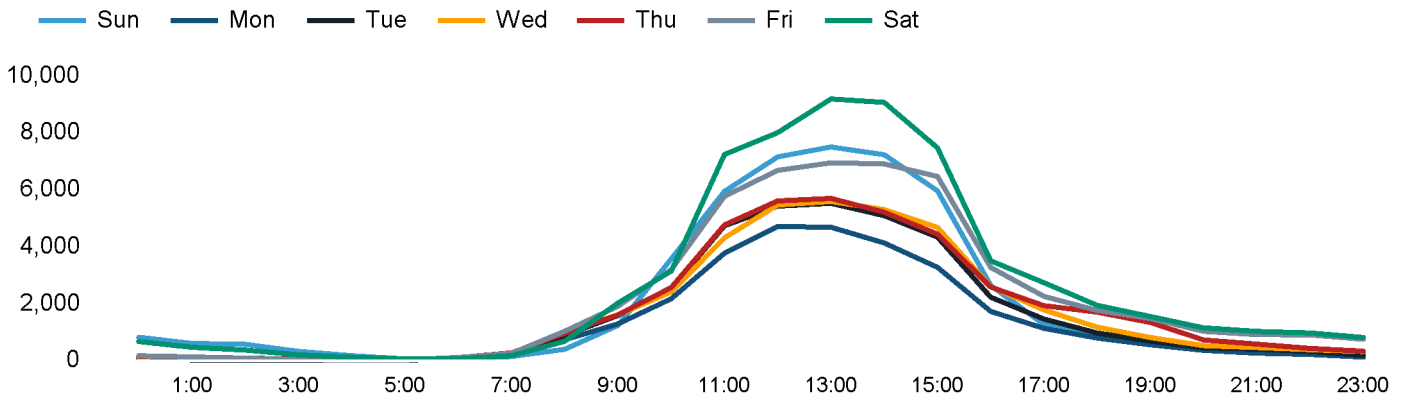
The figures shown below are calculated using weekly averages.



This Month	48,712	30,735	37,442	39,304	41,513	52,325	62,855	312,886
Previous Month	39,550	32,778	38,736	37,573	35,784	46,236	67,502	298,159
Previous Year	36,138	32,171	38,767	44,803	41,037	42,252	51,658	286,826
2 Years Ago	40,169	39,794	39,362	38,441	41,600	43,167	42,388	284,921
Month on month %	23.2%	-6.2%	-3.3%	4.6%	16.0%	13.2%	-6.9%	
Year on year %	34.8%	-4.5%	-3.4%	-12.3%	1.2%	23.8%	21.7%	

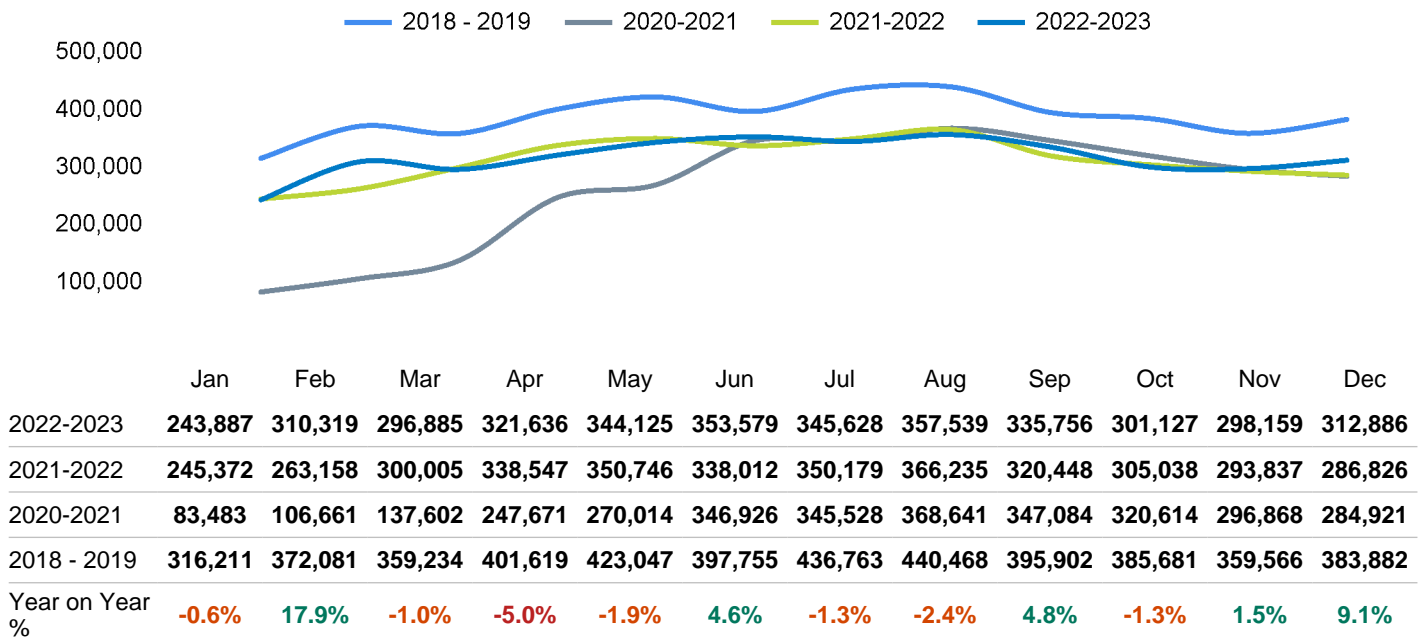
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

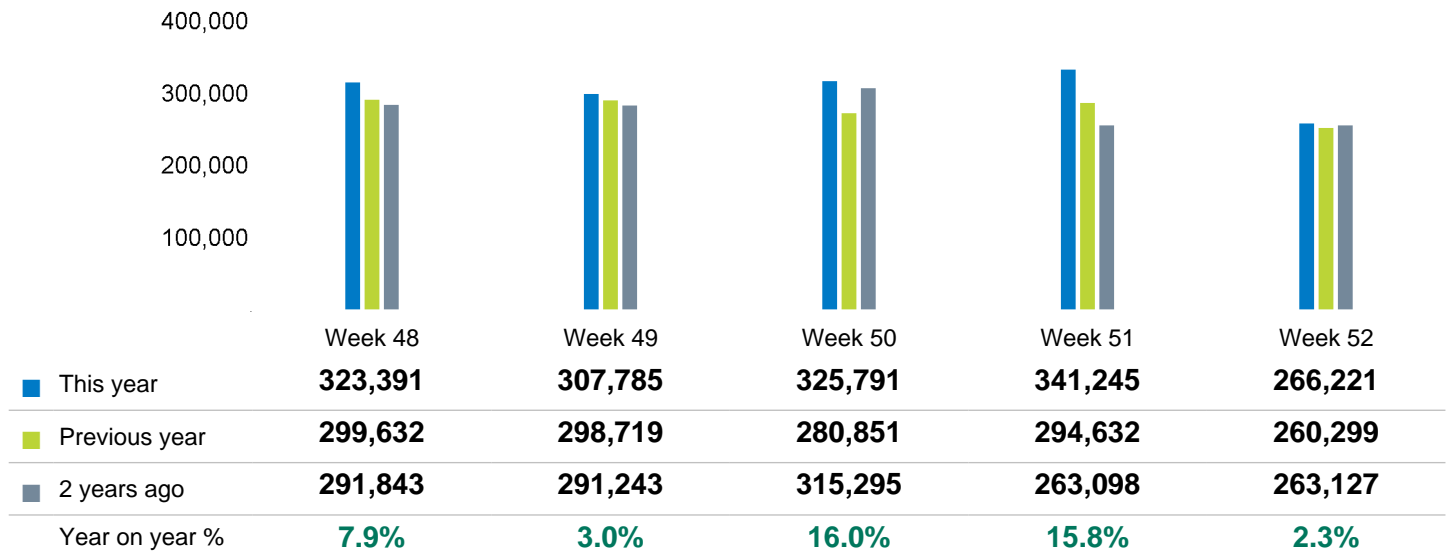
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

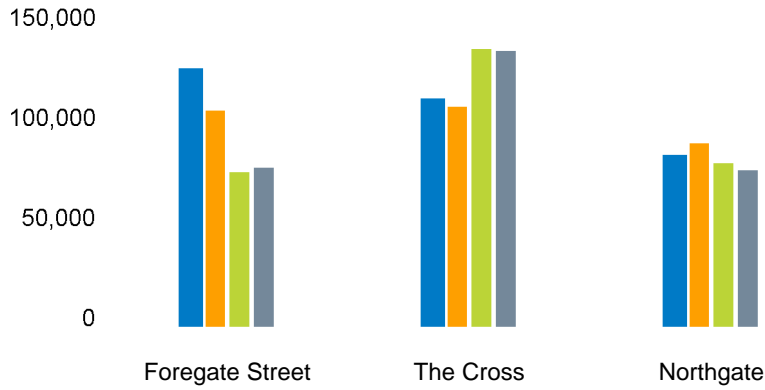
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	122,554	108,461	81,870
Previous Month	104,010	105,648	88,500
Previous Year	74,999	132,720	79,107
2 Years Ago	77,145	131,966	75,809
Year on Year %	63.4 %	-18.3 %	3.5 %

Footfall Counts by location



■ Foregate Street, 39.2 %
■ The Cross, 34.7 %
■ Northgate, 26.2 %

Reporting dates

This month - 26 November 2023 - 30 December 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 December, 2023 Vs January, 2022 to December, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2023 Vs 11 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

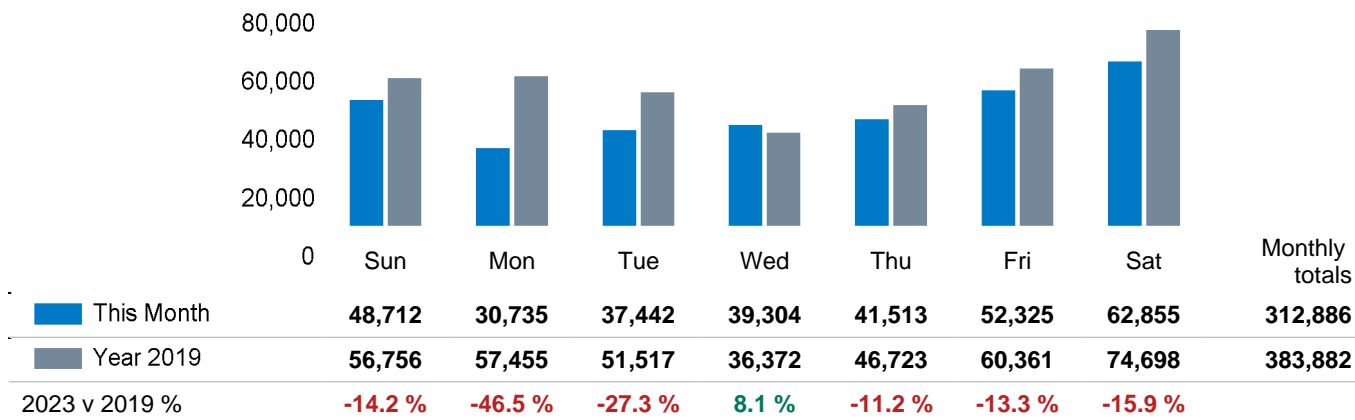
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Chester	-18.0 %	-18.5 %
North & Yorkshire	-15.9 %	-14.9 %
High Street Index - BDSU (BDSU - Comparison)	-16.7 %	-13.5 %
BDO Sales(Weekly)		
UK	-13.5 %	-11.4 %

Chester is compared to the high street index.

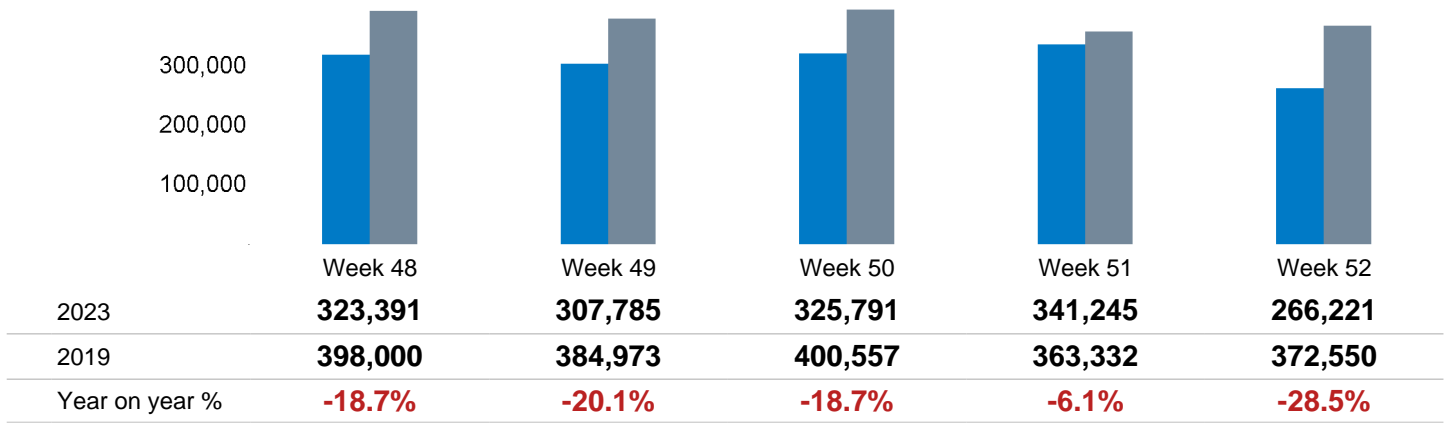
Footfall Counts by day

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.

