

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

| | Year to date % | | Year on year % | | Month on month % | |
|--|----------------|-------|----------------|-------|------------------|--------|
| | 2024 | 2023 | 2024 | 2023 | 2024 | 2023 |
| Chester | -0.6% | -0.6% | -0.6% | -0.6% | -22.5% | -15.0% |
| North & Yorkshire | -2.5% | 3.1% | -2.5% | 3.1% | -21.1% | -18.1% |
| High Street Index - BDSU (BDSU - Comparison) | -2.5% | 24.5% | -2.5% | 23.9% | -27.2% | -26.2% |
| BDO Sales(Weekly) | | | | | | |
| UK | -1.5% | 15.0% | -1.4% | 15.0% | -20.4% | -17.7% |

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

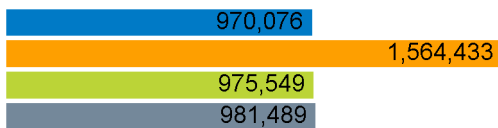
The total number of visitors for the year to date is 970,076 which is 0.6% down on the previous year.

The total number of visitors to Chester in month commencing 31 December 2023 was 970,076.

The busiest day in month commencing 31 December 2023 was Saturday 27 January with 63,150 visitors.

The peak hour of the month was 14:00 on Saturday 27 January 2024 with footfall of 8,819.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



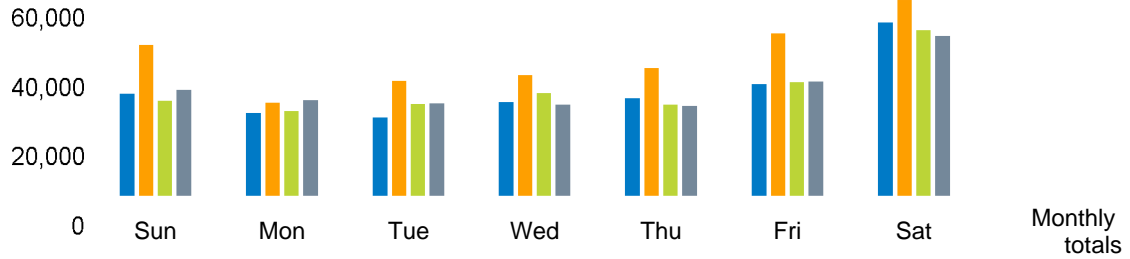
| | | | | |
|---|----|----|---|---|
| Number of days this month | 10 | 15 | 3 | |
| Number of days same month last year | 8 | 17 | 3 | |
| Number of days same month two years ago | 13 | 7 | 7 | 1 |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2024 | 8° | 1° |
| 2023 | 8° | 3° |
| 2022 | 8° | 2° |

Footfall Counts by day

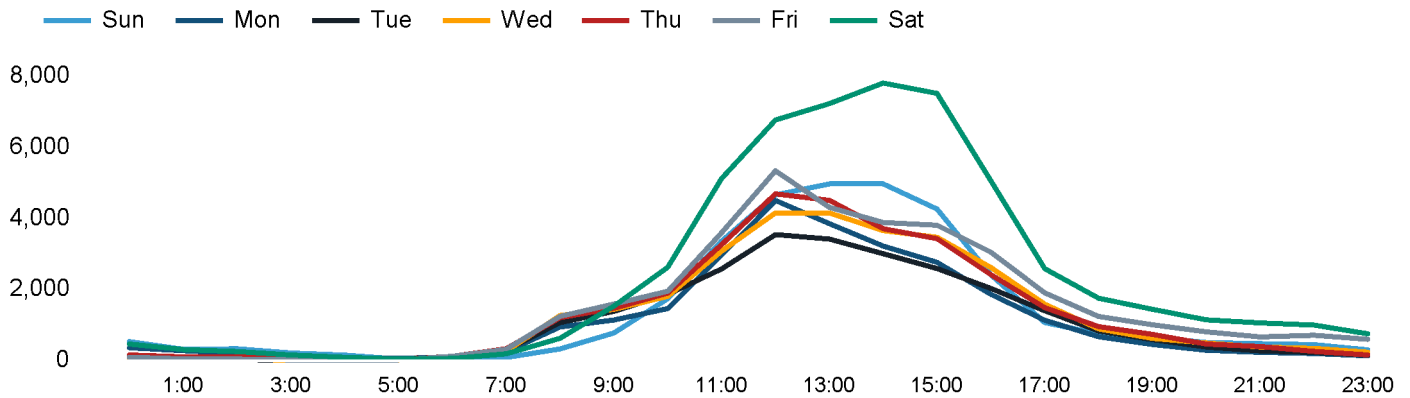
The figures shown below are calculated using weekly averages.



| | | | | | | | | |
|------------------|--------|--------|--------|--------|--------|--------|--------|---------|
| This Month | 33,576 | 27,473 | 26,096 | 30,943 | 32,160 | 36,545 | 55,726 | 242,519 |
| Previous Month | 48,712 | 30,735 | 37,442 | 39,304 | 41,513 | 52,325 | 62,855 | 312,886 |
| Previous Year | 31,260 | 28,131 | 30,290 | 33,682 | 30,089 | 37,074 | 53,361 | 243,887 |
| 2 Years Ago | 34,780 | 31,415 | 30,475 | 30,064 | 29,786 | 37,324 | 51,528 | 245,372 |
| Month on month % | -31.1% | -10.6% | -30.3% | -21.3% | -22.5% | -30.2% | -11.3% | |
| Year on year % | 7.4% | -2.3% | -13.8% | -8.1% | 6.9% | -1.4% | 4.4% | |

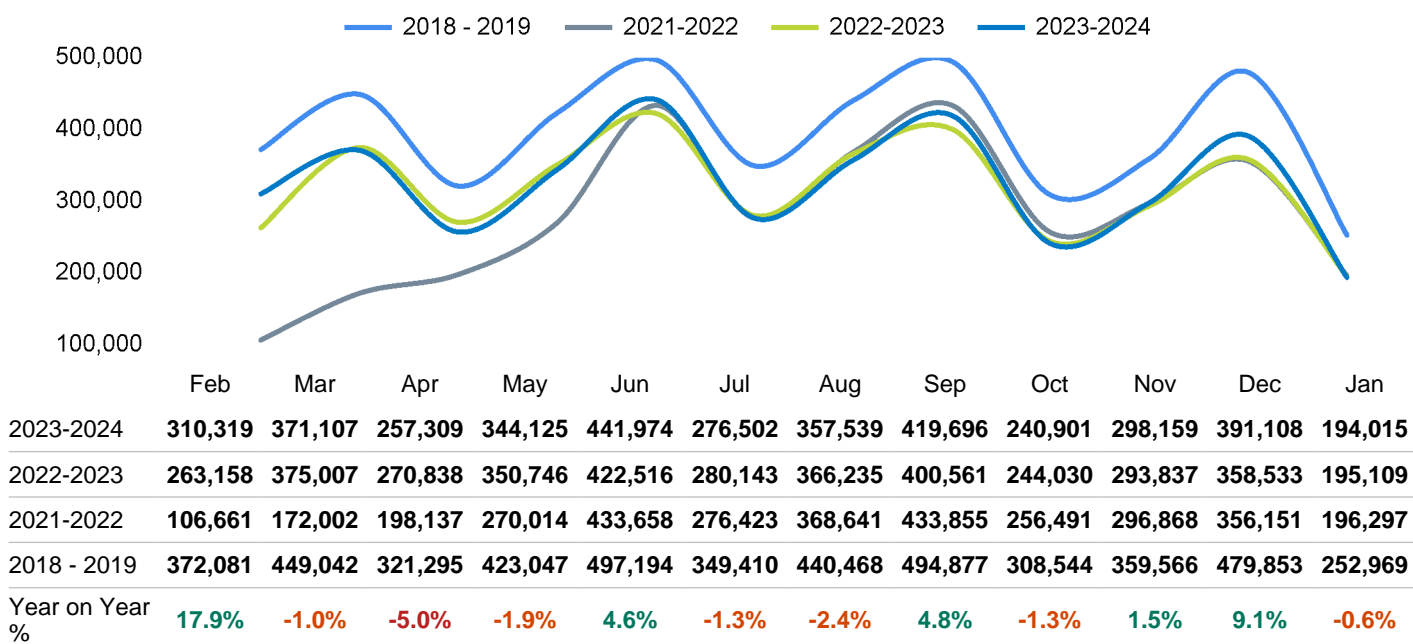
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

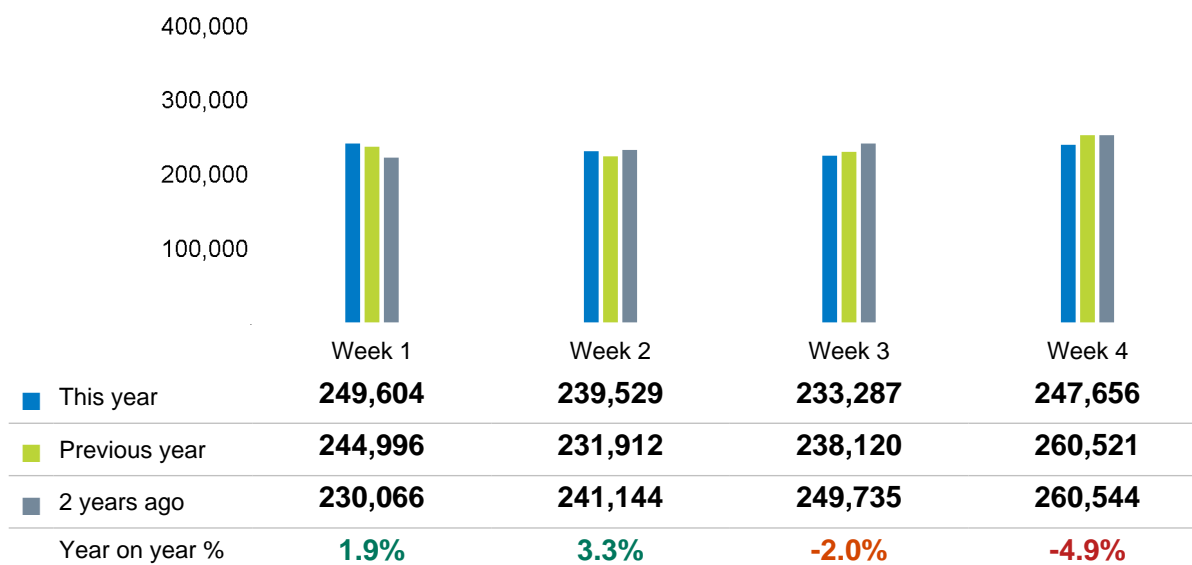
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for January compares January 2024 to January 2023

Footfall Counts by week of month

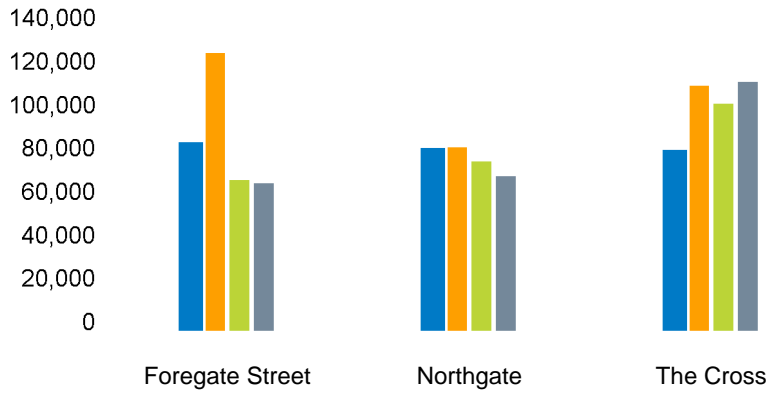
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



| | | | |
|----------------|----------------|---------------|----------------|
| This Month | 82,841 | 80,242 | 79,435 |
| Previous Month | 122,554 | 81,870 | 108,461 |
| Previous Year | 67,600 | 75,742 | 100,544 |
| 2 Years Ago | 66,039 | 69,192 | 110,140 |
| Year on Year % | 22.5 % | 5.9 % | -21.0 % |

Footfall Counts by location



■ Foregate Street, 34.2 %
■ Northgate, 33.1 %
■ The Cross, 32.8 %

Reporting dates

This month - 31 December 2023 - 27 January 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to January, 2024 Vs January, 2023 to January, 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2024 Vs January, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2024 Vs December 2023