

Footfall Report for: Chester

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Chester	-7.4%	4.7%	-7.8%	-1.0%	0.4%	-4.3%
North & Yorkshire	-1.0%	1.7%	2.1%	-6.2%	0.4%	-4.4%
High Street Index - BDSU (BDSU - Comparison)	-1.2%	14.3%	2.1%	2.4%	-1.2%	-6.5%
BDO Sales(Weekly)						
UK	-0.2%	8.7%	3.4%	-0.6%	1.2%	-5.3%

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

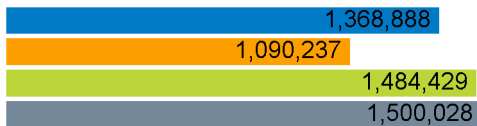
The total number of visitors for the year to date is 3,429,201 which is 7.4% down on the previous year.

The total number of visitors to Chester in month commencing 25 February 2024 was 1,368,888.

The busiest day in month commencing 25 February 2024 was Saturday 30 March with 71,416 visitors.

The peak hour of the month was 13:00 on Saturday 30 March 2024 with footfall of 10,700.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



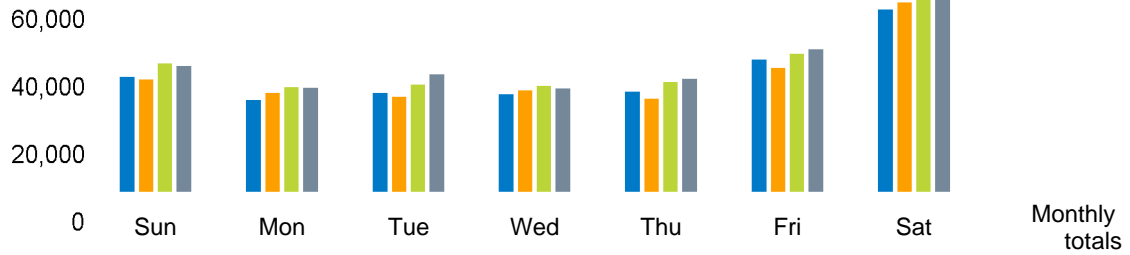
Number of days this month	6	26	3		
Number of days same month last year	8	25	1	1	
Number of days same month two years ago	17	3	13	1	1

Average temperature

	Maximum temperature	Minimum temperature
2024	12°	2°
2023	10°	4°
2022	12°	3°

Footfall Counts by day

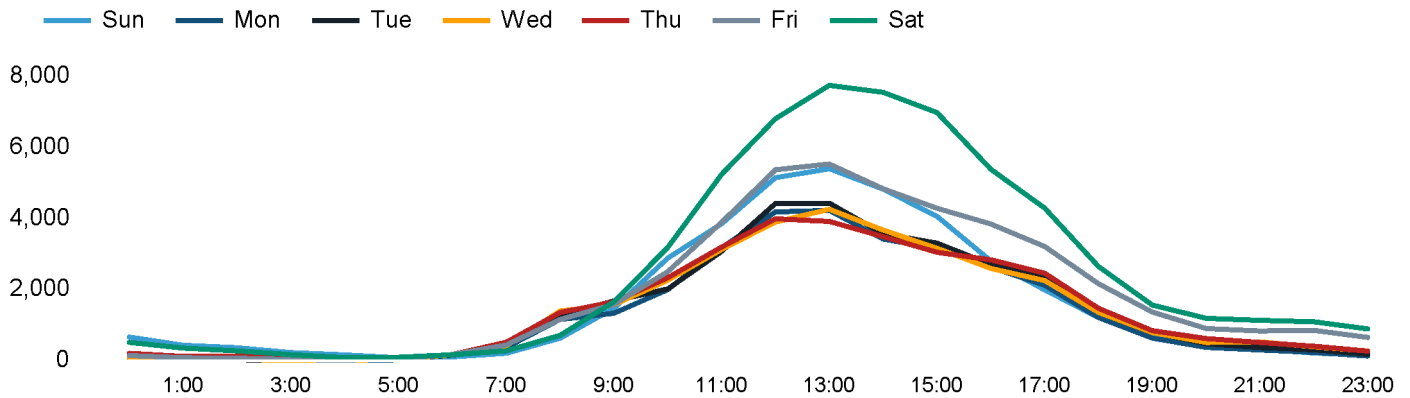
The figures shown below are calculated using weekly averages.



This Month	38,442	31,161	33,290	32,949	33,781	44,086	60,068	273,777
Previous Month	37,764	33,431	32,035	34,154	31,419	41,344	62,412	272,559
Previous Year	42,823	35,173	36,044	35,642	36,888	45,812	64,503	296,885
2 Years Ago	41,991	35,084	39,323	34,701	37,827	47,392	63,687	300,005
Month on month %	1.8%	-6.8%	3.9%	-3.5%	7.5%	6.6%	-3.8%	
Year on year %	-10.2%	-11.4%	-7.6%	-7.6%	-8.4%	-3.8%	-6.9%	

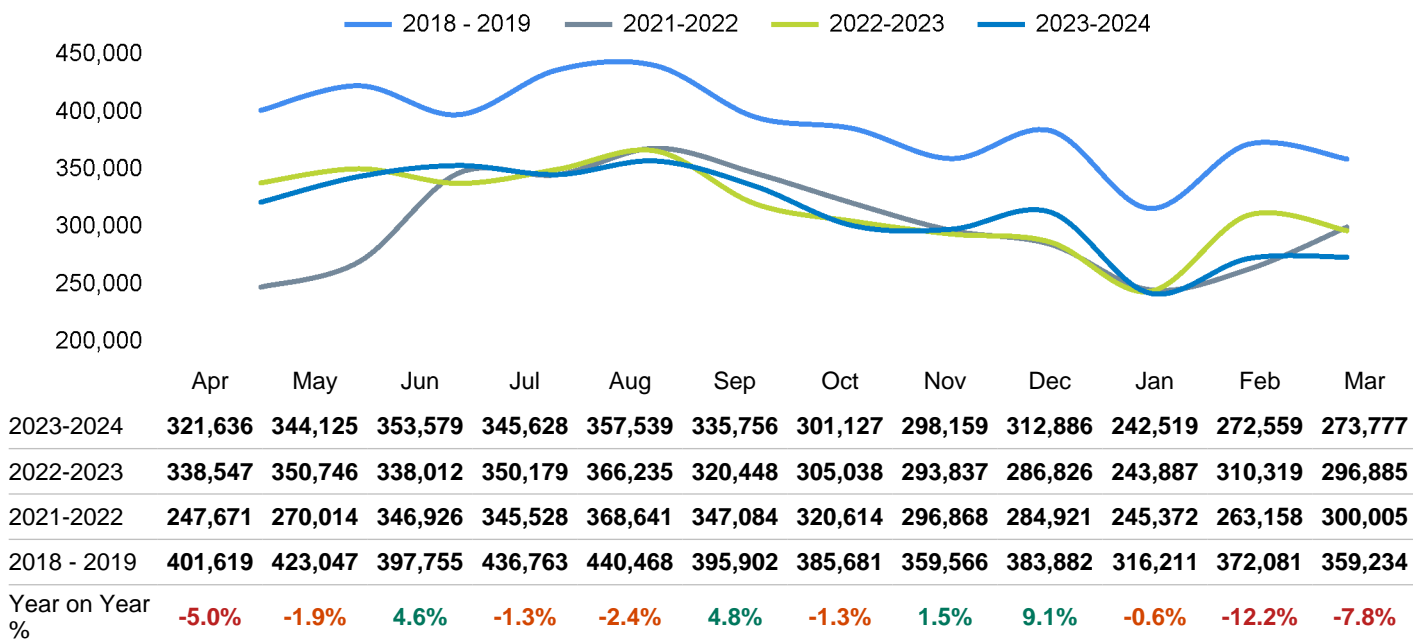
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

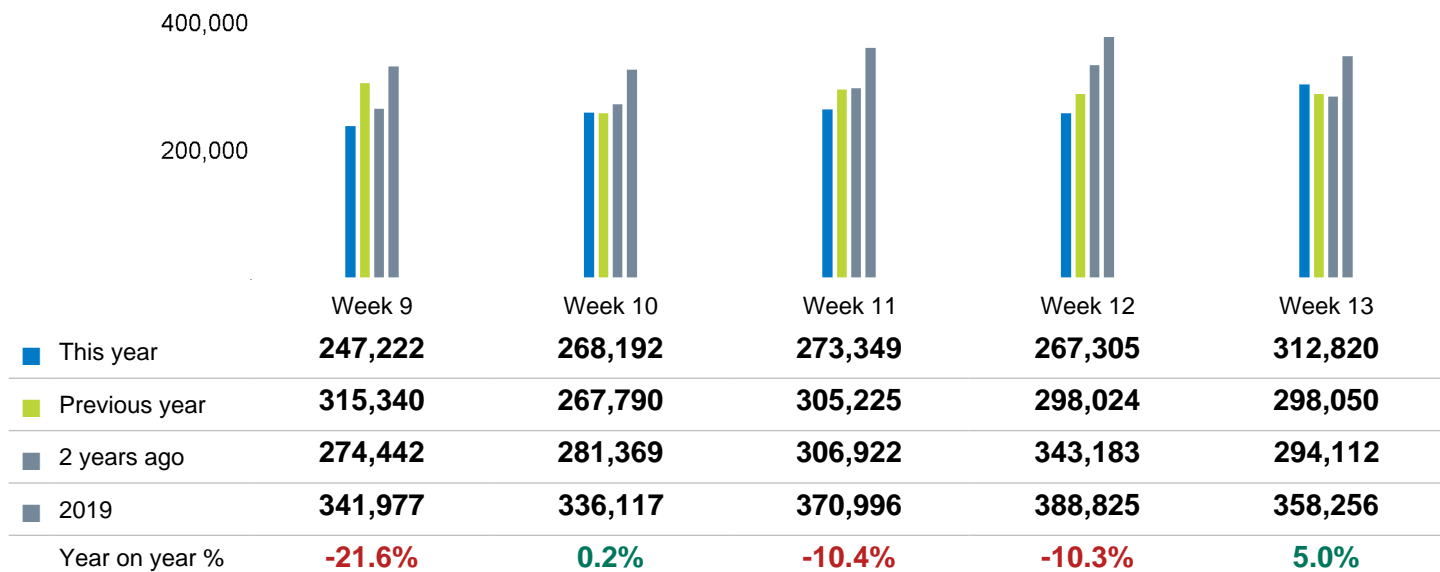
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

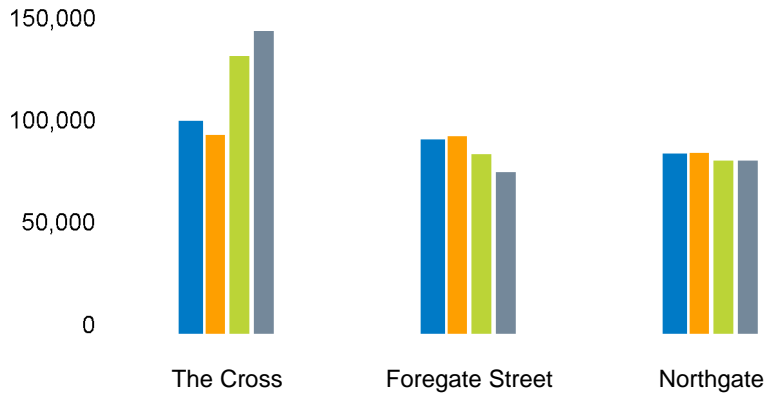
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	99,069	90,652	84,055
Previous Month	93,764	93,179	85,616
Previous Year	130,011	84,970	81,904
2 Years Ago	141,463	76,583	81,958
Year on Year %	-23.8 %	6.7 %	2.6 %

Footfall Counts by location



■ The Cross, 36.2 %
■ Foregate Street, 33.1 %
■ Northgate, 30.7 %

Reporting dates

This month - 25 February 2024 - 30 March 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 March, 2024 Vs January, 2023 to March, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2024 Vs 2 2024

