

# Footfall Report for: Chester

Weeks This Month: 4  
Weeks Last Month: 4

## Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Chester	-3.8%	1.2%	6.6%	-1.9%	19.7%	7.0%
North & Yorkshire	-2.0%	1.6%	-3.1%	1.8%	5.5%	4.5%
High Street Index - BDSU (BDSU - Comparison)	-0.9%	10.7%	-0.5%	4.9%	3.9%	3.5%
BDO Sales(Weekly)						
UK	-0.8%	7.0%	-1.2%	4.4%	5.1%	3.6%

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 6,121,650 which is 3.8% down on the previous year.

The total number of visitors to Chester in month commencing 28 April 2024 was 1,466,950.

The busiest day in month commencing 28 April 2024 was Saturday 25 May with 90,979 visitors.

The peak hour of the month was 13:00 on Saturday 25 May 2024 with footfall of 9,485.

## Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

## Weather



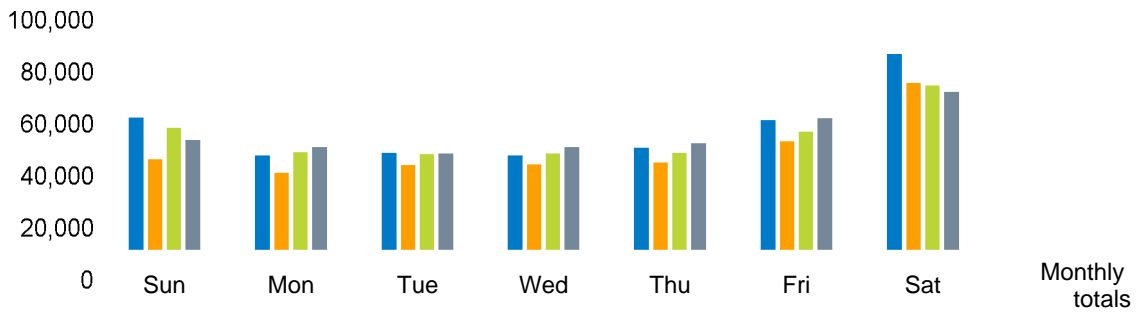
Number of days this month	11	15	2
Number of days same month last year	13	9	6
Number of days same month two years ago	10	4	14

## Average temperature

	Maximum temperature	Minimum temperature
2024	21°	9°
2023	18°	9°
2022	17°	9°

## Footfall Counts by day

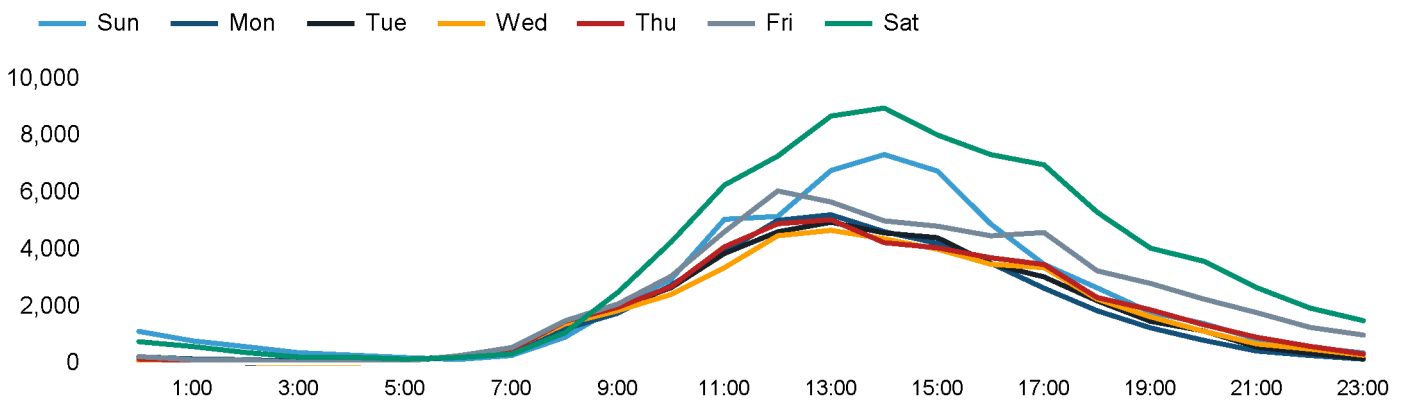
The figures shown below are calculated using weekly averages.



This Month	57,164	41,428	42,389	41,318	44,663	56,113	83,662	366,737
Previous Month	39,673	34,091	37,510	37,736	38,487	47,325	71,552	306,374
Previous Year	52,787	42,651	41,964	42,285	42,563	51,393	70,482	344,125
2 Years Ago	47,676	44,767	42,091	44,984	46,591	56,826	67,811	350,746
Month on month %	44.1%	21.5%	13.0%	9.5%	16.0%	18.6%	16.9%	
Year on year %	8.3%	-2.9%	1.0%	-2.3%	4.9%	9.2%	18.7%	

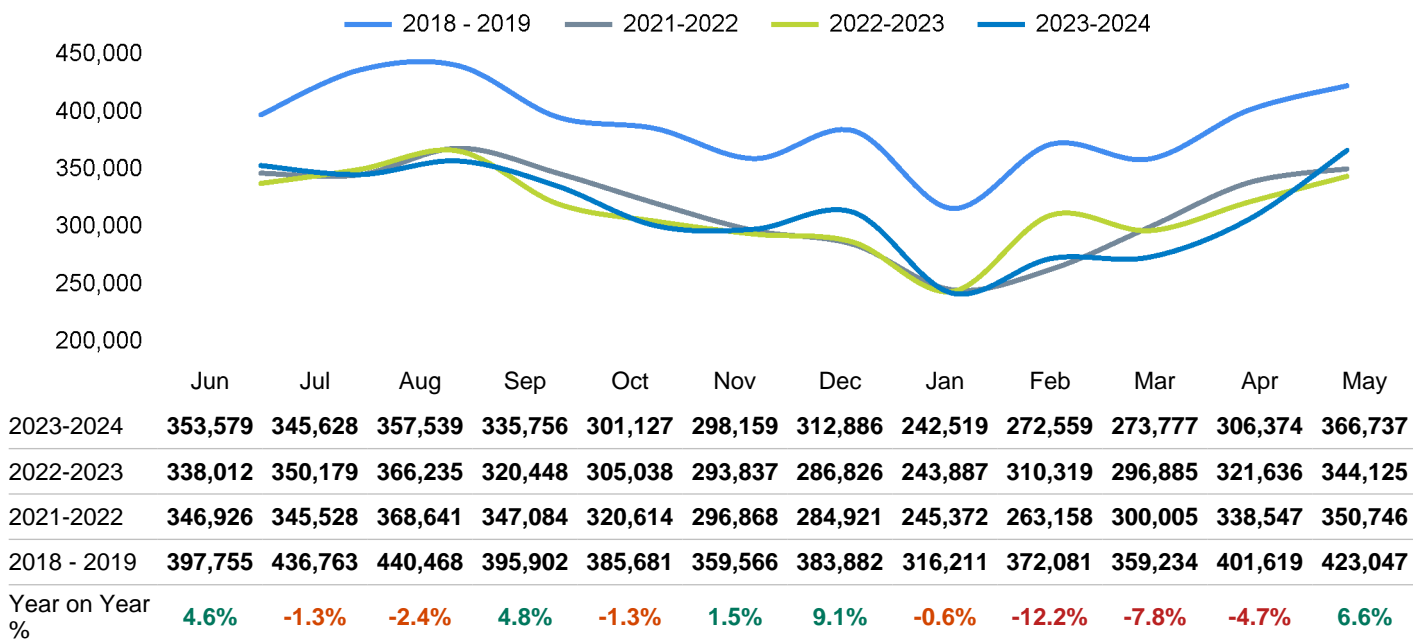
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

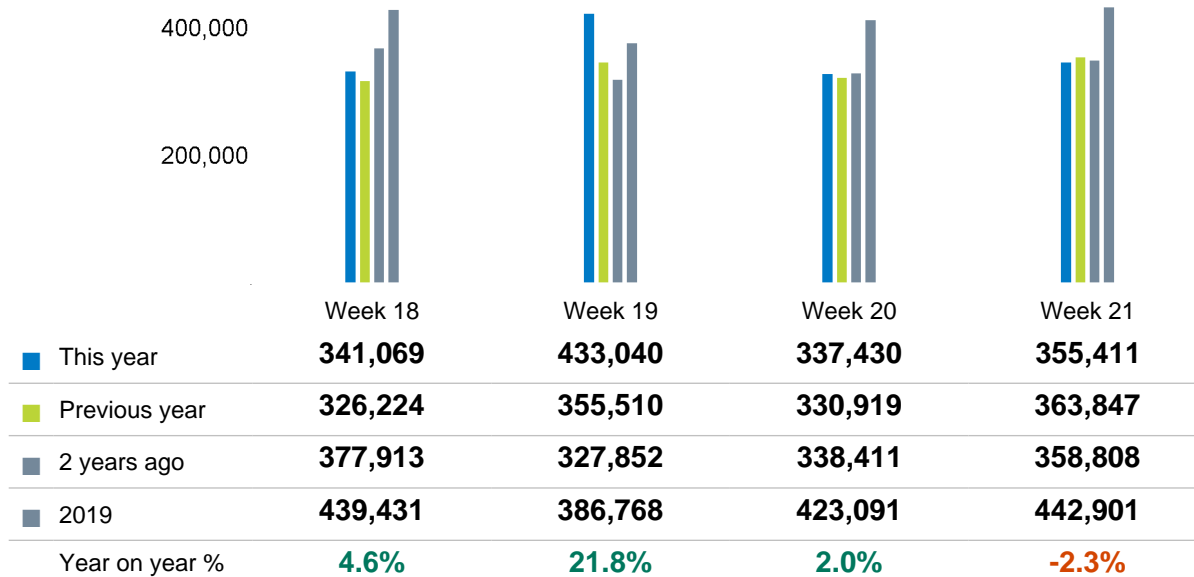
The figures shown below are calculated using weekly averages.



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

## Footfall Counts by week of month

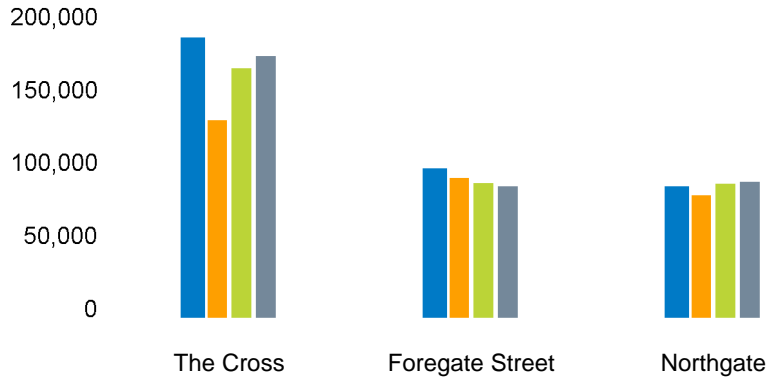
The figures shown below are calculated using weekly totals.



## Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>182,117</b>	<b>98,075</b>	<b>86,545</b>
Previous Month	<b>130,703</b>	<b>93,388</b>	<b>82,283</b>
Previous Year	<b>164,066</b>	<b>90,236</b>	<b>89,821</b>
2 Years Ago	<b>171,709</b>	<b>88,056</b>	<b>90,980</b>
Year on Year %	<b>11.0 %</b>	<b>8.7 %</b>	<b>-3.6 %</b>

## Footfall Counts by location



■ The Cross, 49.7 %  
■ Foregate Street, 26.7 %  
■ Northgate, 23.6 %

## Reporting dates

---

This month - 28 April 2024 - 25 May 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 May, 2024 Vs January, 2023 to May, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2024 Vs 4 2024

