

Chester

October 2018 30/09/2018 to 27/10/2018



COUNT TYPE: Footfall Counts

REGION - North & Yorkshire

Sunday to Saturday



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

	Year to Date % Change			Year on Year % Change			Month on Month % Change					
		2018		2017		2018		2017		2018		2017
Chester	•	-1.9 %	A	7.8 %	•	-5.1 %	•	-2.1 %	•	-3.3 %	A	1.8 %
North & Yorkshire	•	-0.9 %	•	-0.7 %	•	-1.9 %	•	-1.1 %	A	0.7 %		1.9 %
High Street Index - BDSU (BDSU - Comparison)					•	-0.7 %			A	0.5 %		
UK	•	-2.3 %	▼	-0.9 %	•	-2.3 %	•	-2.0 %	▼	-0.5 %	•	0.0 %

Headlines

Footfall for the year to date is 1.9% down on the previous year.

The number of visitors counted for month commencing 30 September 2018 was 1,643,459.

The busiest day in month commencing 30 September 2018 was Saturday 27 October with 86,176 visitors.

The peak hour of the month was 12:00 on Saturday 20 October 2018 with footfall of 11,141

Footfall by Month

Figures shown below are calculated using monthly totals.

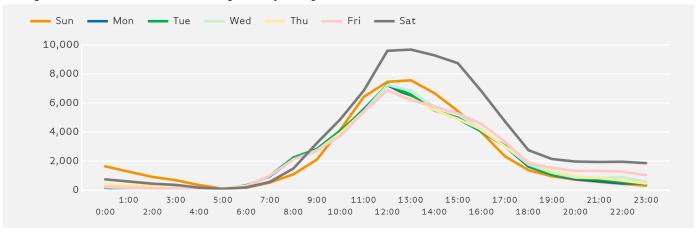


Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Powered by Springboard Page 1 of 4

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



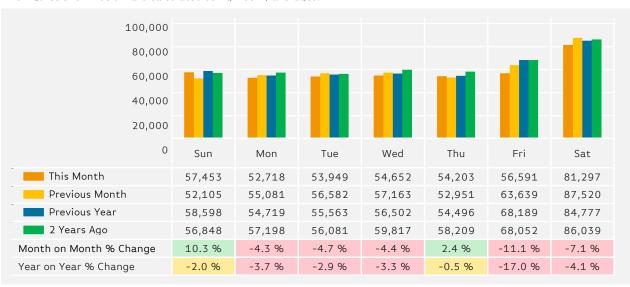
Number of days this month	8	9	11
Number of days same	8	5	15

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	15.2	8.7
2017	15.6	10.4

Footfall by Day

The figures shown below are calculated using weekly averages.



Powered by Springboard Page 2 of 4

Footfall by Week of Month

The figures shown below are calculated using weekly totals.



Footfall by Location



The figures shown below are calculated using weekly averages.



Footfall by location

Counting By Location - Main Locations Only

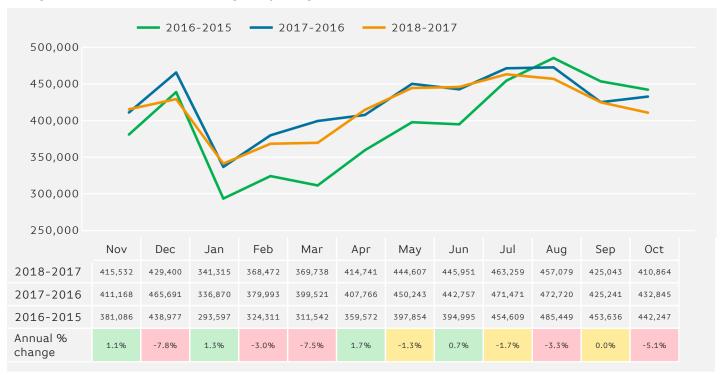


The Cross, 46.8 %
Foregate Street, 27.7 %
Northgate, 25.5 %

Powered by Springboard Page 3 of 4

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to October , 2018 Vs January, 2017 to October , 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.October, 2018 Vs October, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month.10 2018 Vs 9 2018

Powered by Springboard Page 4 of 4