



**Chester**

February 2018

28/01/2018 to 24/02/2018



REGION - North & Yorkshire

Sunday to Saturday

COUNT TYPE: Footfall Counts

**Monthly Footfall**

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           | ▼ -1.0 %              | ▲ 16.0 % | ▼ -3.0 %              | ▲ 17.2 % | ▲ 8.0 %                 | ▲ 12.8 % |
| North & Yorkshire | ▼ -0.7 %              | ▲ 0.6 %  | ▼ -0.4 %              | ▲ 1.9 %  | ▲ 11.5 %                | ▲ 10.3 % |
| UK                | ▼ -1.6 %              | ▼ -1.1 % | ▼ -1.2 %              | ▲ 0.1 %  | ▲ 8.5 %                 | ▲ 6.9 %  |

**Headlines**

Footfall for the year to date is 1% down on the previous year.

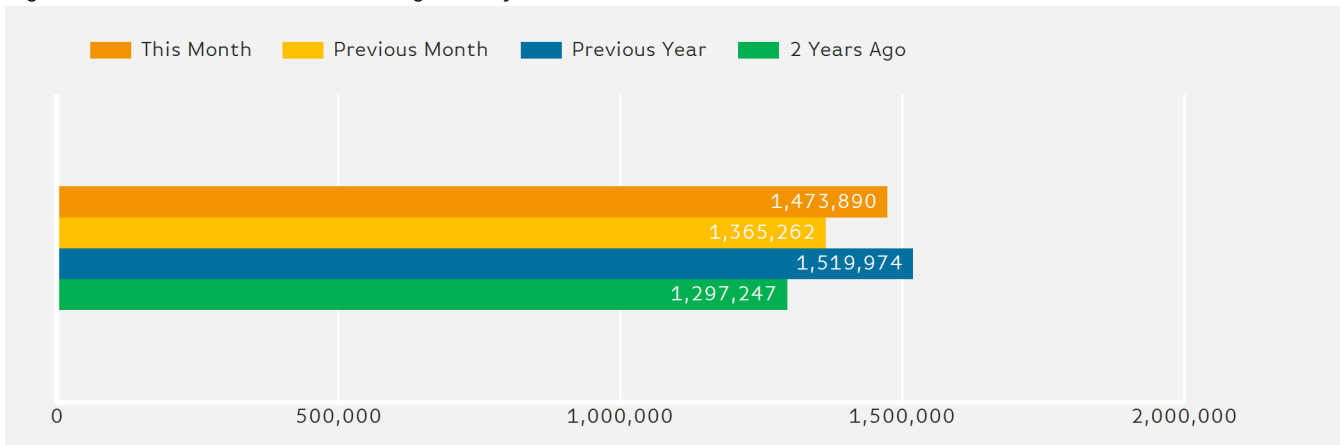
The number of visitors counted for month commencing 28 January 2018 was 1,473,890.

The busiest day in month commencing 28 January 2018 was Saturday 17 February with 83,331 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 10,246

**Footfall by Month**

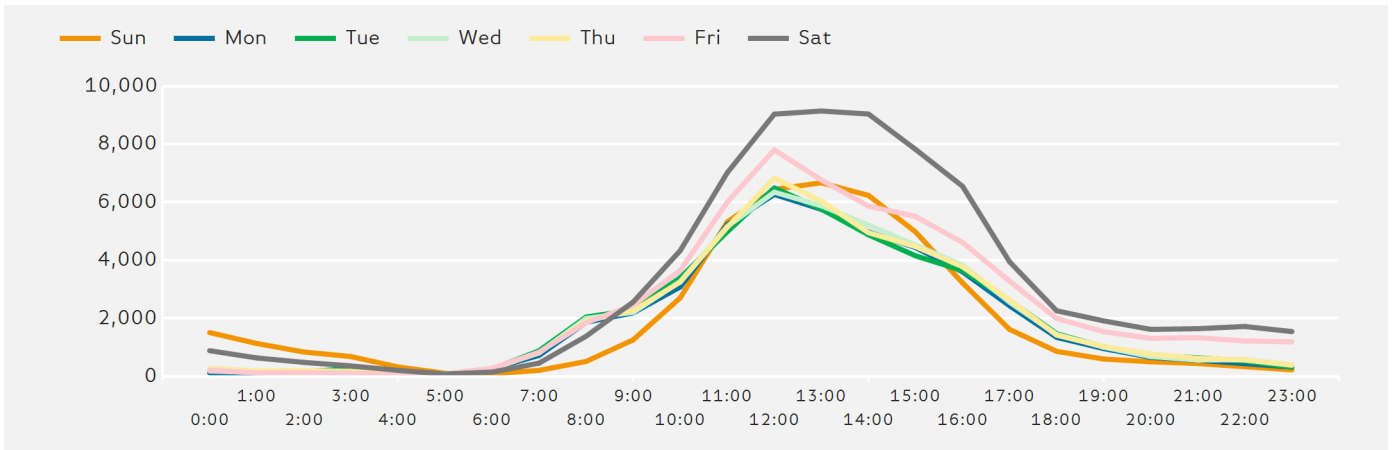
Figures shown below are calculated using monthly totals.



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.

### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



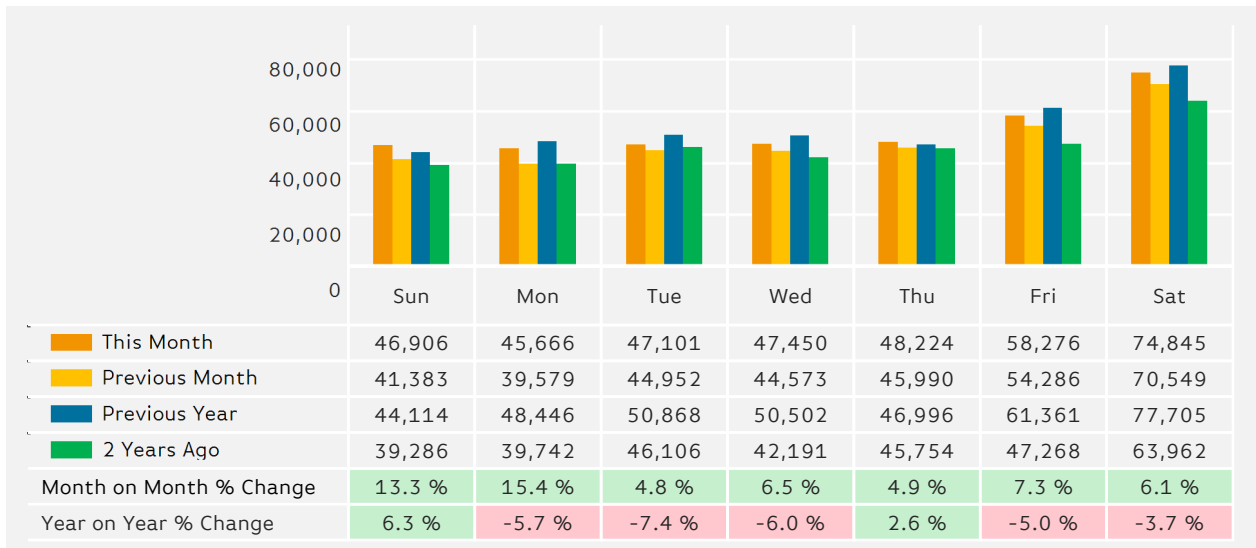
|                                     |    |    |    |   |
|-------------------------------------|----|----|----|---|
| Number of days this month           | 10 | 4  | 11 | 3 |
| Number of days same month last year | 10 | 14 | 4  |   |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2018                 | 7.7                 | 1.8                 |
| 2017                 | 9.6                 | 3.6                 |

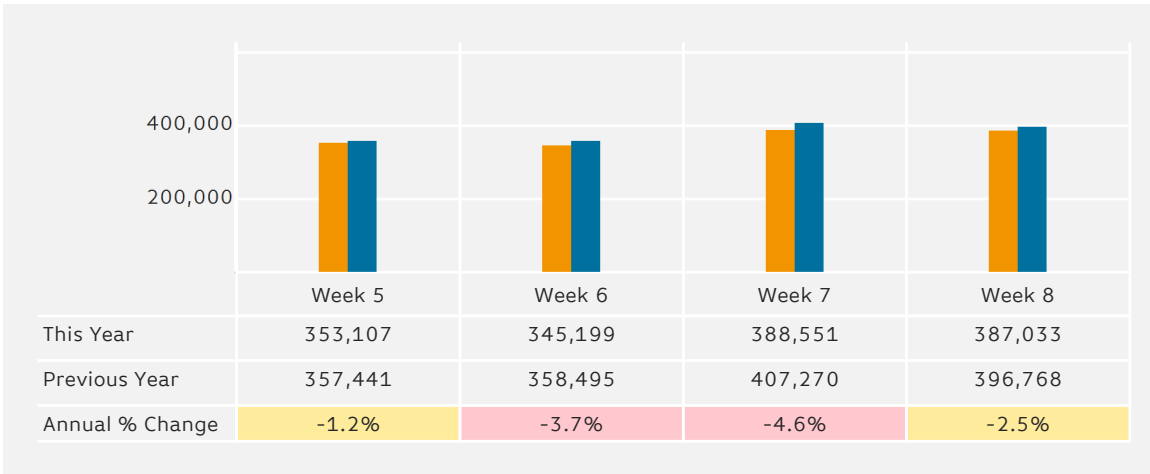
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



### Footfall by Location

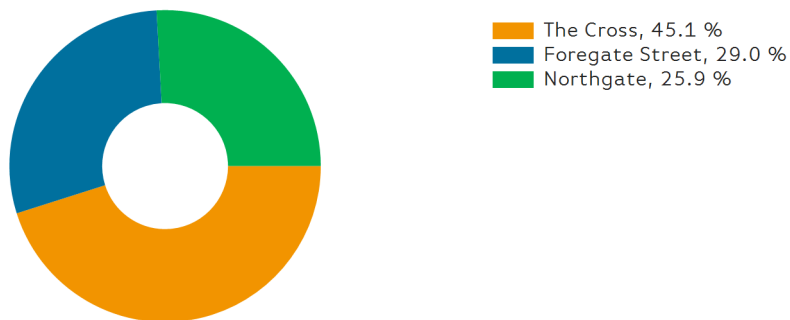
The figures shown below are calculated using weekly averages.



### Footfall by location

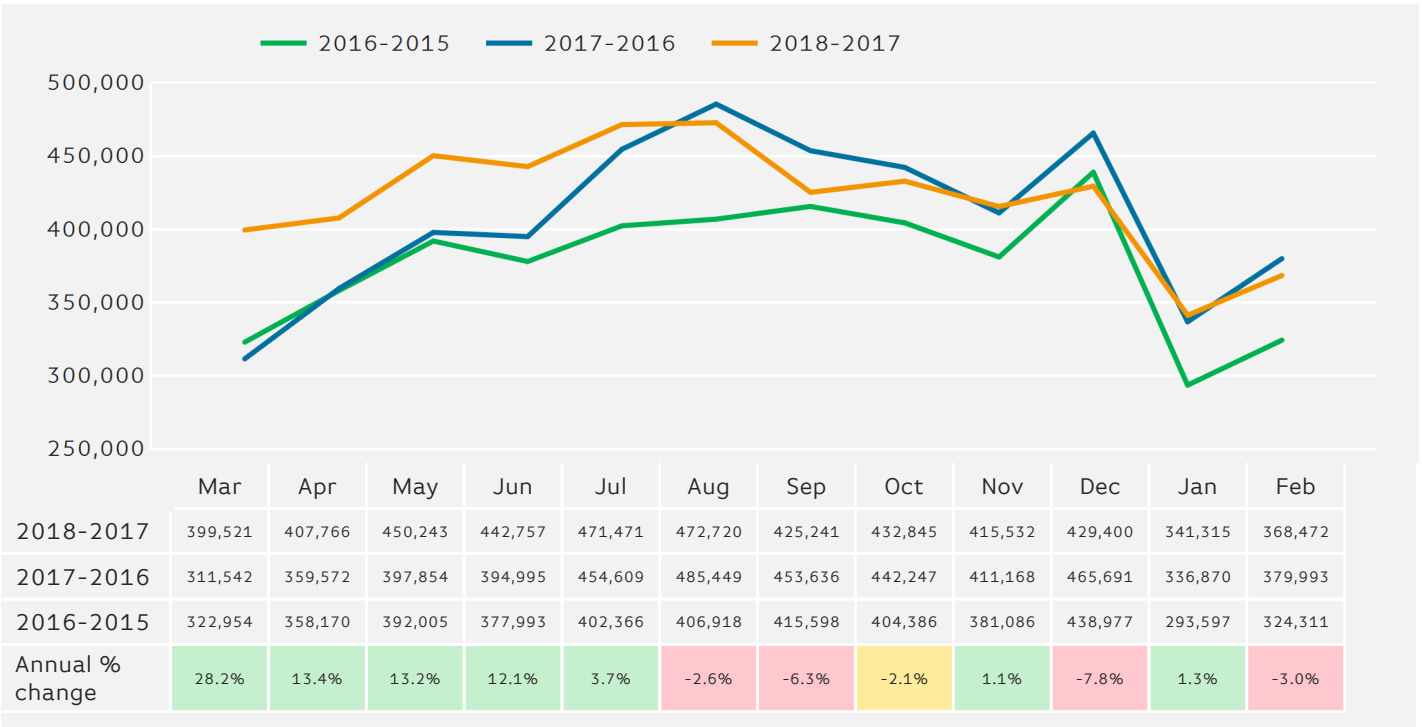
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



**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 February, 2018 Vs January, 2017 to February, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2018 Vs 1 2018