

Footfall Report for: Chester

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester	-2.9 %	-3.6 %	-1.7 %	-7.5 %	2.3 %	0.3 %
North & Yorkshire	0.9 %	-2.7 %	3.2 %	-5.5 %	2.6 %	-5.3 %
High Street Index - BDSU(BDSU - Comparison)	0.8 %		2.5 %		3.1 %	
UK	0.7 %	-4.4 %	2.5 %	-8.6 %	2.8 %	-3.2 %

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

Footfall for the year to date is 2.9% down on the previous year.

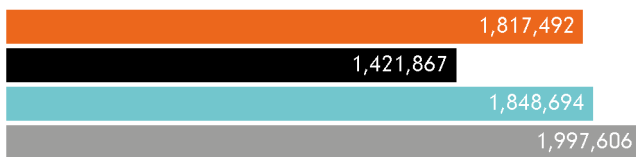
The number of visitors counted for month commencing 24 February 2019 was 1,817,492.

The busiest day in month commencing 24 February 2019 was Saturday 30 March with 90,296 visitors.

The peak hour of the month was 12:00 on Saturday 30 March 2019 with footfall of 11,194

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



Number of days this month: 9 (Sun), 8 (Cloud), 17 (Rain), 1 (Snow)

Number of days same month last year: 6 (Sun), 10 (Cloud), 14 (Rain), 5 (Snow)

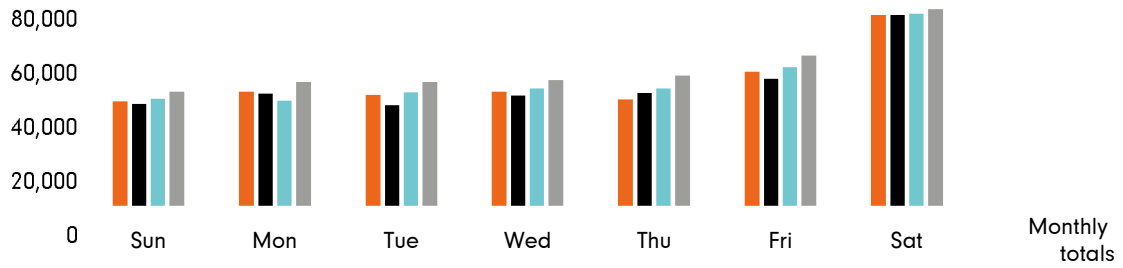
Average temperature

	Maximum temperature	Minimum temperature
2019	12°	5°
2018	8°	1°

SPRINGBOARD.

Footfall by day

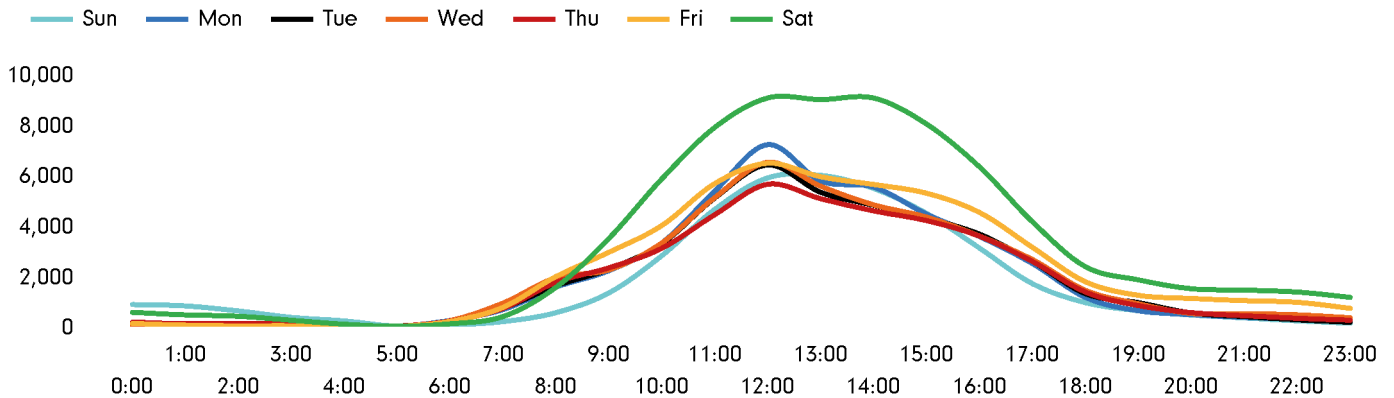
The figures shown below are calculated using weekly averages.



This Month	43,856	47,572	46,262	47,495	44,439	55,544	78,327	363,495
Previous Month	42,647	46,704	42,100	46,156	46,997	52,751	78,108	355,463
Previous Year	44,766	43,966	47,303	48,791	48,774	57,506	78,629	369,735
2 Years Ago	47,475	51,447	51,495	52,255	54,149	62,074	80,624	399,519
Month on month %	2.8 %	1.9 %	9.9 %	2.9 %	-5.4 %	5.3 %	0.3 %	
Year on year %	-2.0 %	8.2 %	-2.2 %	-2.7 %	-8.9 %	-3.4 %	-0.4 %	

Footfall by hour

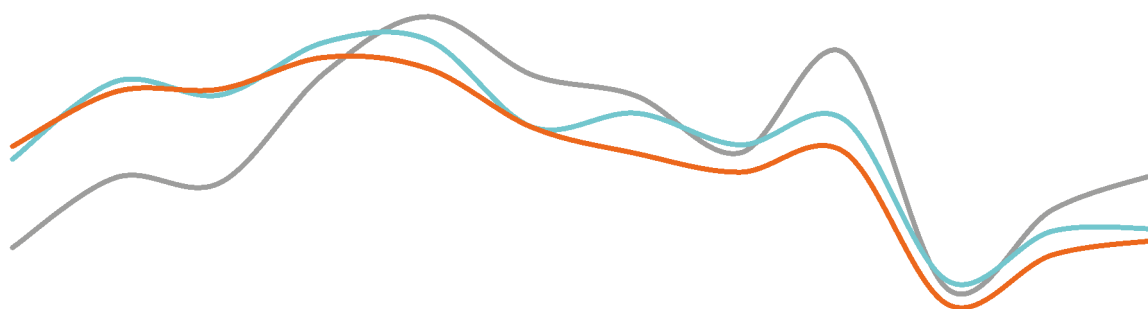
The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

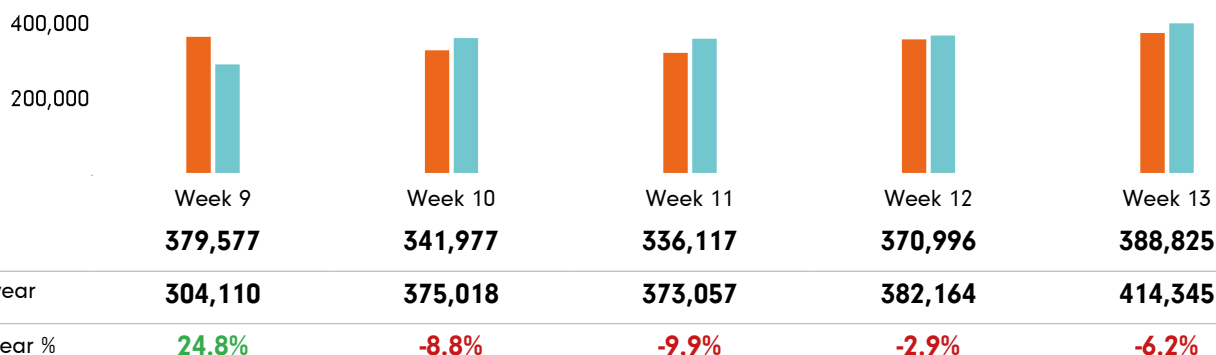
— 2017-2016 — 2018-2017 — 2019-2018



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2019-2018	414,741	444,607	445,951	463,259	457,079	425,043	410,864	400,661	411,752	328,538	355,466	363,498
2018-2017	407,766	450,243	442,757	471,471	472,720	425,241	432,845	415,532	429,400	341,315	368,472	369,738
2017-2016	359,572	397,854	394,995	454,609	485,449	453,636	442,247	411,168	465,691	336,870	379,993	399,521
Year on Year %	1.7%	-1.3%	0.7%	-1.7%	-3.3%	0.0%	-5.1%	-3.6%	-4.1%	-3.7%	-3.5%	-1.7%

Footfall by week of month

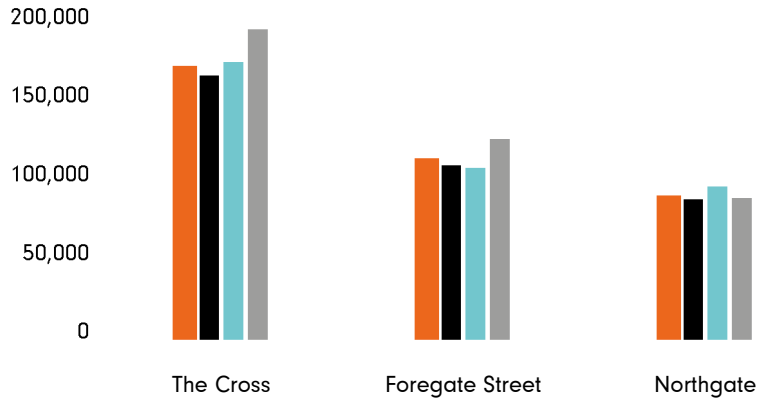
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This month	165,319	110,198	87,981
Previous month	160,957	107,442	87,068
Previous year	169,053	105,818	94,868
2 Years ago	188,676	123,040	87,805
Year on year %	-2.2 %	4.1 %	-7.3 %

Footfall by location



■ The Cross, 45.5 %
■ Foregate Street, 30.3 %
■ Northgate, 24.2 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to March, 2019 Vs January, 2018 to March, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. March, 2019 Vs March, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2019 Vs 2 2019