

# January 2021. 03 Jan 2021 - 30 Jan 2021

## Footfall Report for: Chester

Weeks This Month: 4  
Weeks Last Month: 5

### Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Chester	-72.6 %	-2.2 %	-72.6 %	-2.2 %	-63.2 %	-17.6 %
North & Yorkshire	-68.7 %	-0.3 %	-68.7 %	-0.3 %	-57.0 %	-19.5 %
High Street Index - BDSU(BDSU - Comparison)	-79.5 %	-2.8 %	-79.5 %	-2.8 %	-65.5 %	-22.9 %
UK	-72.5 %	-1.8 %	-72.6 %	-1.8 %	-54.6 %	-17.2 %

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

The total number of visitors for the year to date is 333,932 which is 72.6% down on the previous year.

The total number of visitors to Chester in month commencing 3 January 2021 was 333,932.

The busiest day in month commencing 3 January 2021 was Saturday 9 January with 15,452 visitors.

The peak hour of the month was 11:00 on Saturday 9 January 2021 with footfall of 2,503.

### Footfall by month

Figures shown below are calculated using monthly totals.



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

### Weather



Number of days this month	6	3	14	5	
Number of days same month last year	9	13	11	1	1

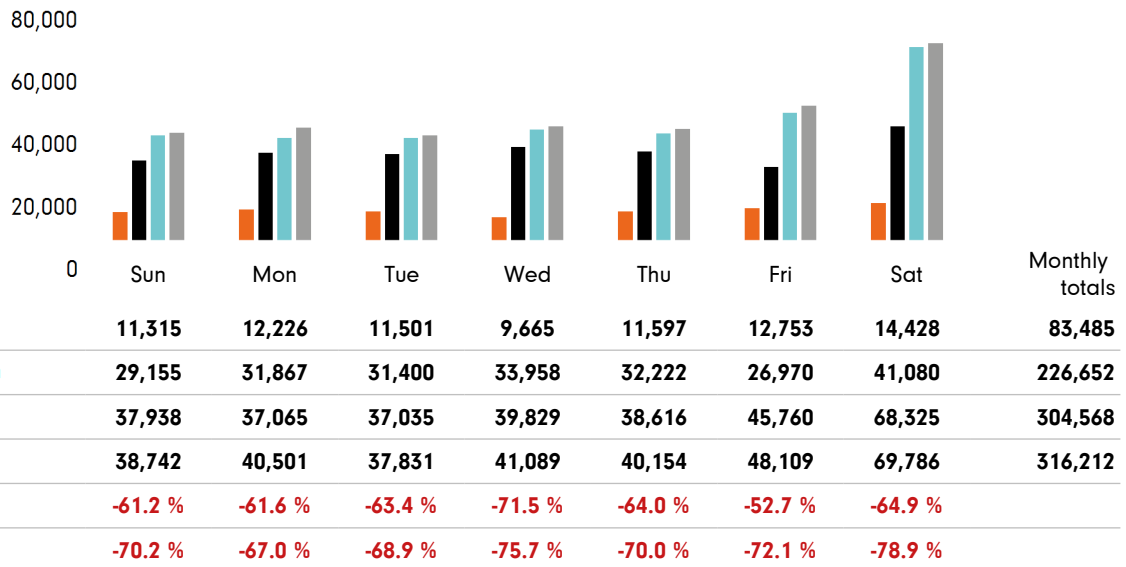
#### Average temperature

	Maximum temperature	Minimum temperature
2021	6°	1°
2020	10°	4°

# SPRINGBOARD.

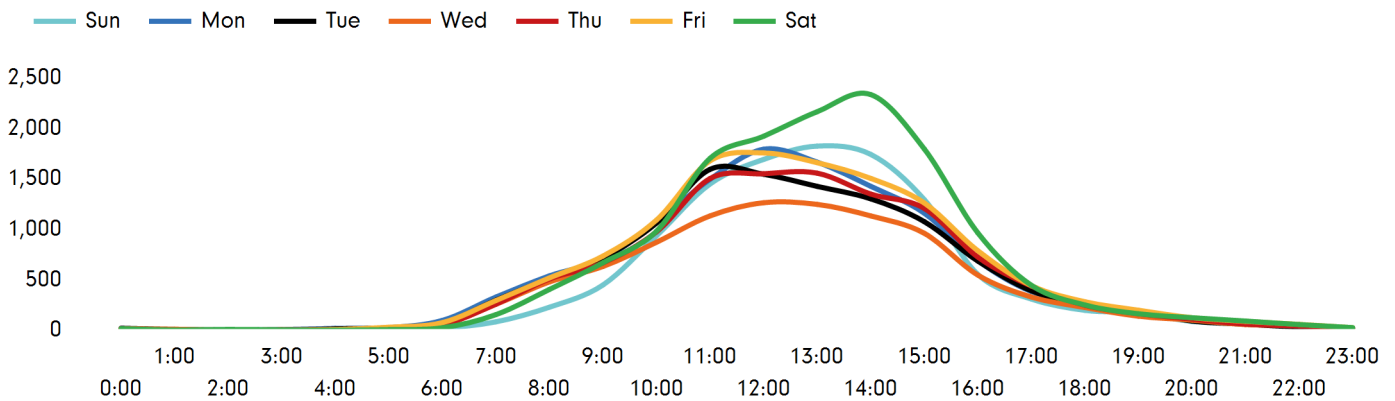
## Footfall by day

The figures shown below are calculated using weekly averages.



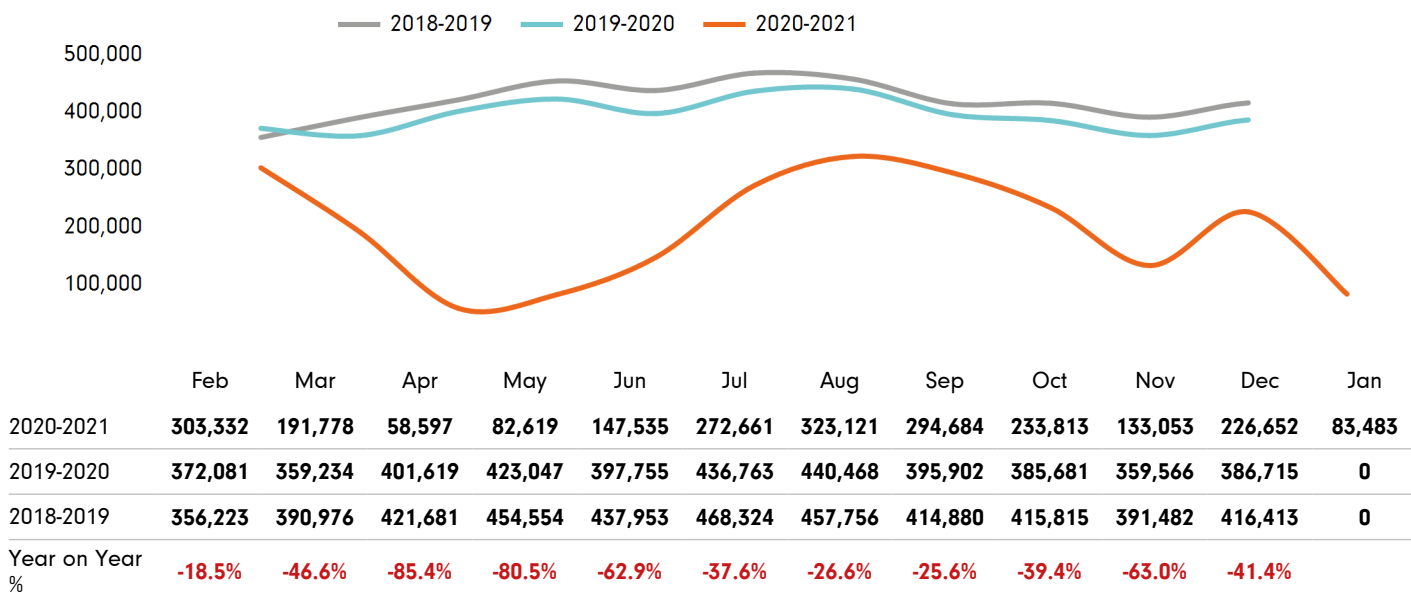
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

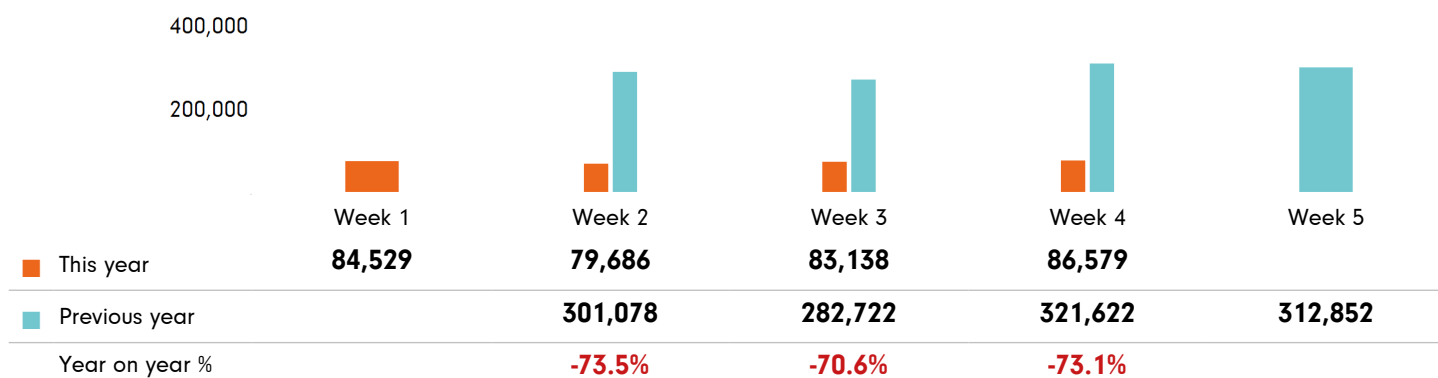
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for January compares January 2021 to January 2020

## Footfall by week of month

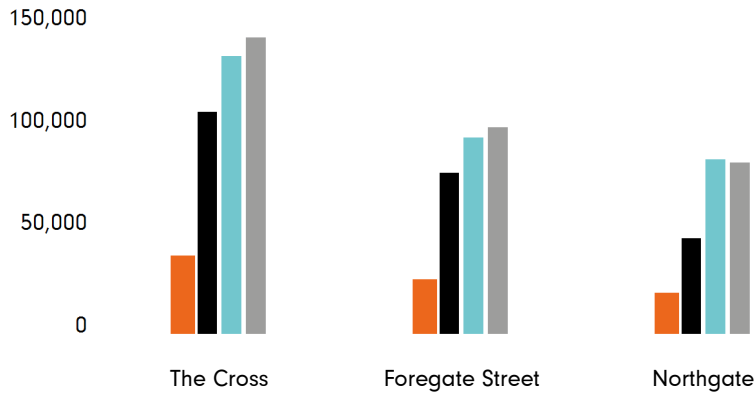
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>37,036</b>	<b>26,293</b>	<b>20,153</b>
Previous Month	<b>104,283</b>	<b>76,280</b>	<b>46,088</b>
Previous Year	<b>129,751</b>	<b>92,468</b>	<b>82,349</b>
2 Years Ago	<b>138,209</b>	<b>97,061</b>	<b>80,941</b>
Year on Year %	<b>-71.5 %</b>	<b>-71.6 %</b>	<b>-75.5 %</b>

## Footfall by location



■ The Cross, 44.4 %  
■ Foregate Street, 31.5 %  
■ Northgate, 24.1 %

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to January, 2021 Vs January, 2020 to January, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2021 Vs January, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2021 Vs December 2020