

February 2021. 31 Jan 2021 - 27 Feb 2021

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Chester	-68.7%	-10.0%	-64.8%	-18.5%	27.8%	-4.7%
North & Yorkshire	-66.5%	-4.7%	-64.2%	-9.6%	14.4%	0.3%
High Street Index - BDSU(BDSU - Comparison)	-77.8%	-4.4%	-76.0%	-7.3%	17.5%	-1.8%
UK	-70.4%	-4.6%	-68.2%	-7.8%	18.0%	1.3%

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 760,579 which is 68.7% down on the previous year.

The total number of visitors to Chester in month commencing 31 January 2021 was 426,647.

The busiest day in month commencing 31 January 2021 was Saturday 27 February with 26,267 visitors.

The peak hour of the month was 12:00 on Saturday 27 February 2021 with footfall of 4,909.

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: 9 (sun), 5 (cloud), 13 (rain), 1 (snow)

Number of days same month last year: 10 (sun), 18 (rain)

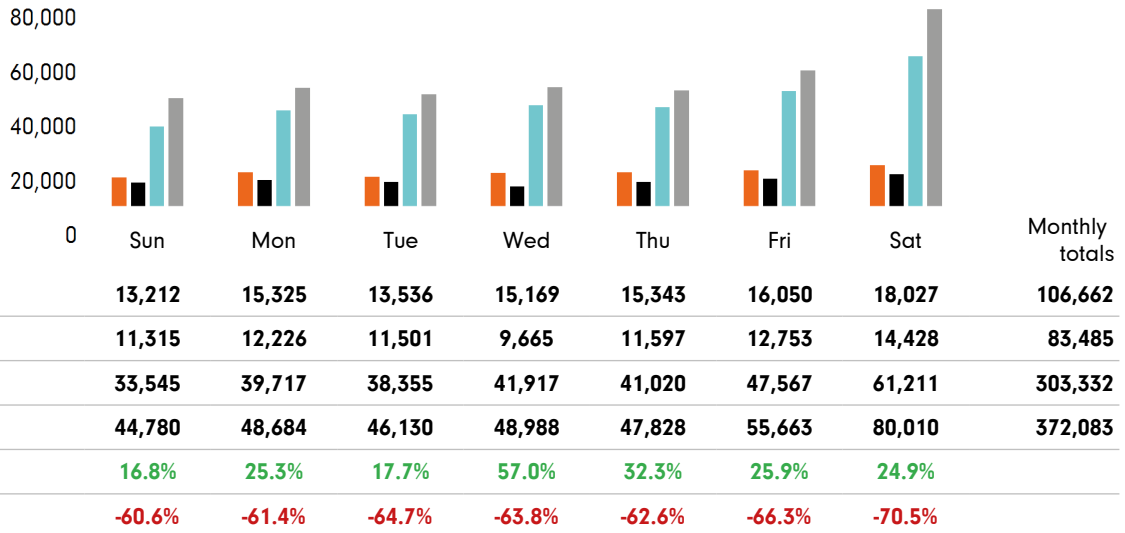
Average temperature

	Maximum temperature	Minimum temperature
2021	8°	3°
2020	9°	4°

SPRINGBOARD.

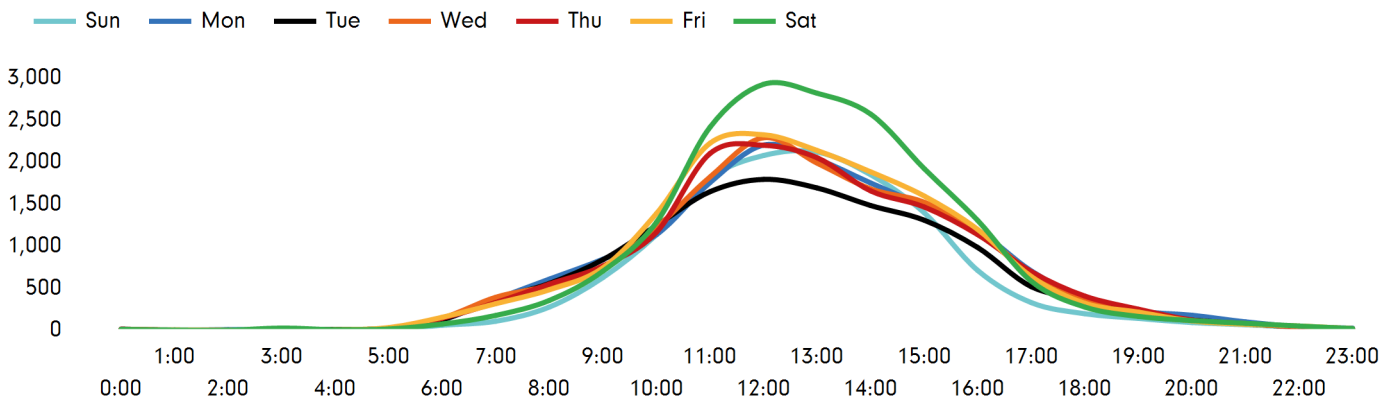
Footfall by day

The figures shown below are calculated using weekly averages.



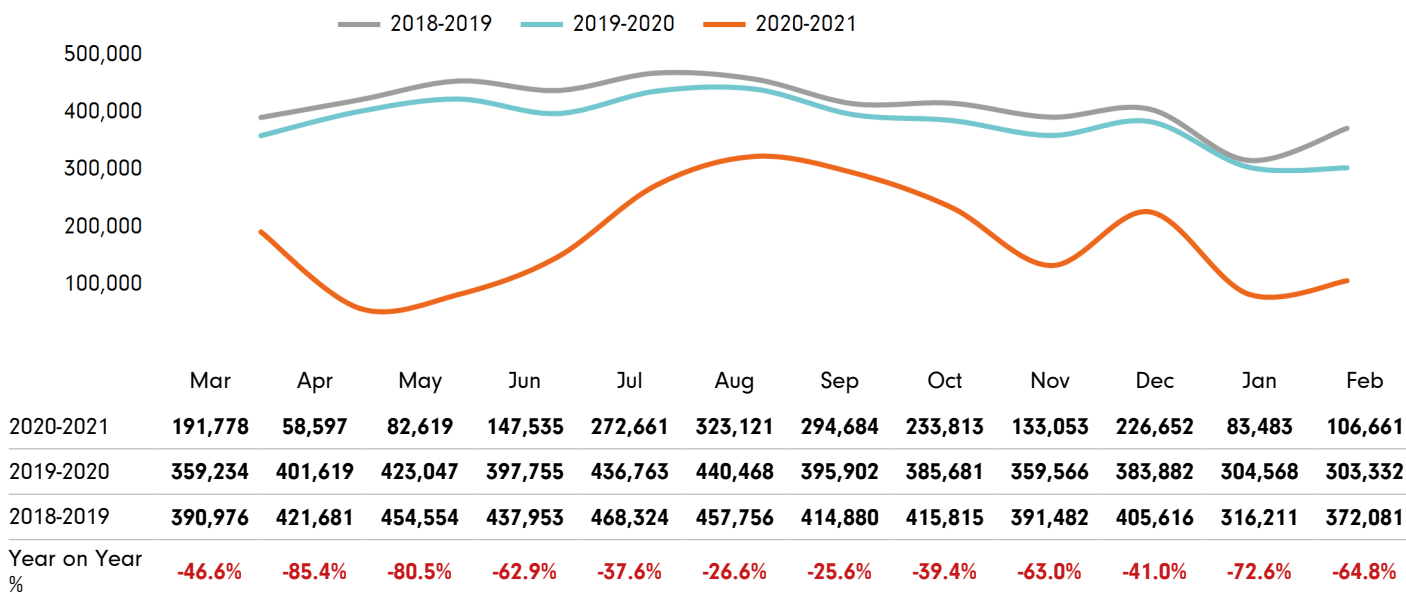
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

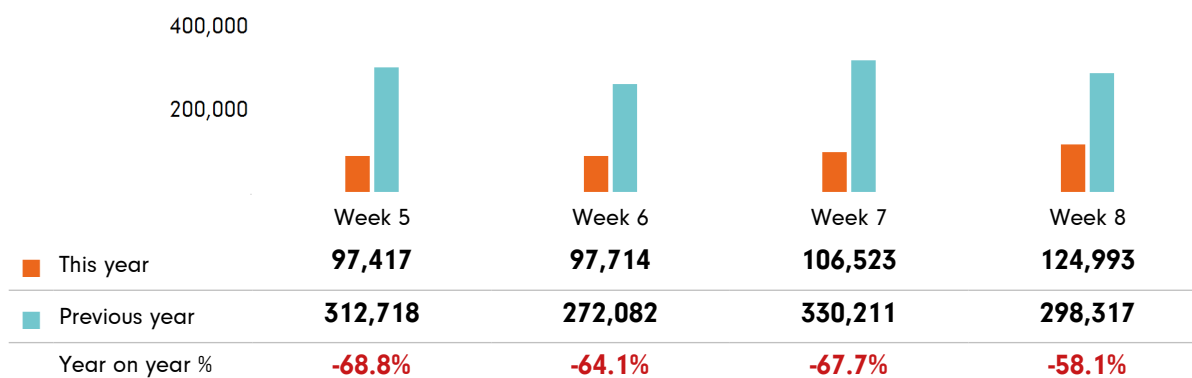
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

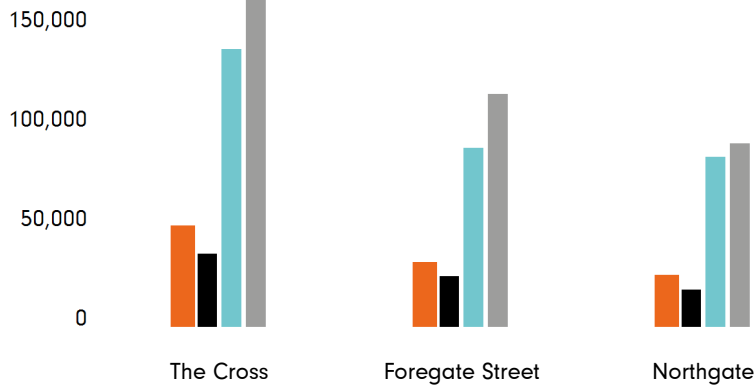
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	49,206	31,763	25,692
Previous Month	37,036	26,293	20,153
Previous Year	133,684	86,910	82,737
2 Years Ago	170,481	112,537	89,062
Year on Year %	-63.2 %	-63.5 %	-68.9 %

Footfall by location



■ The Cross, 46.1 %
■ Foregate Street, 29.8 %
■ 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 February, 2021 Vs January, 2020 to February, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2021 Vs 1 2021