

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Chester	78.8%	-11.0%	29.9%	226.8%	3.6%	9.0%
North & Yorkshire	69.1%	-14.3%	23.9%	203.8%	2.7%	3.3%
High Street Index - BDSU(BDSU - Comparison)	103.2%	-28.4%	37.8%	283.3%	4.3%	8.5%
UK	83.7%	-21.6%	33.2%	192.5%	3.6%	7.1%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors for the year to date is 6,291,327 which is 78.8% up on the previous year.

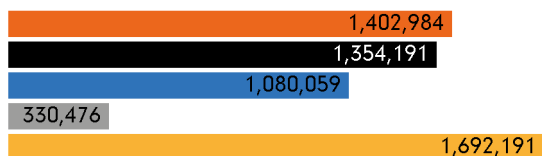
The total number of visitors to Chester in month commencing 1 May 2022 was 1,402,984.

The busiest day in month commencing 1 May 2022 was Saturday 28 May with 72,711 visitors.

The peak hour of the month was 13:00 on Saturday 14 May 2022 with footfall of 8,418.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



Number of days this month	10	4	14
Number of days same month last year	2	1	25
Number of days same month two years ago	18	7	3

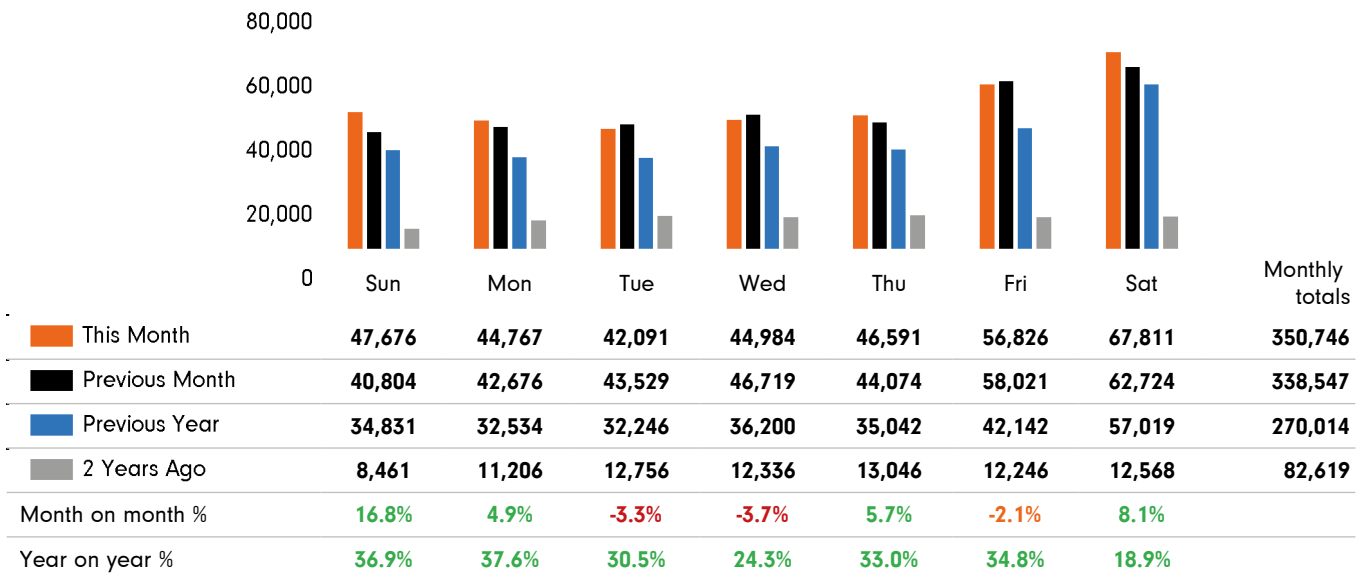
Average temperature

	Maximum temperature	Minimum temperature
2022	17°	9°
2021	14°	7°
2020	18°	8°

SPRINGBOARD.

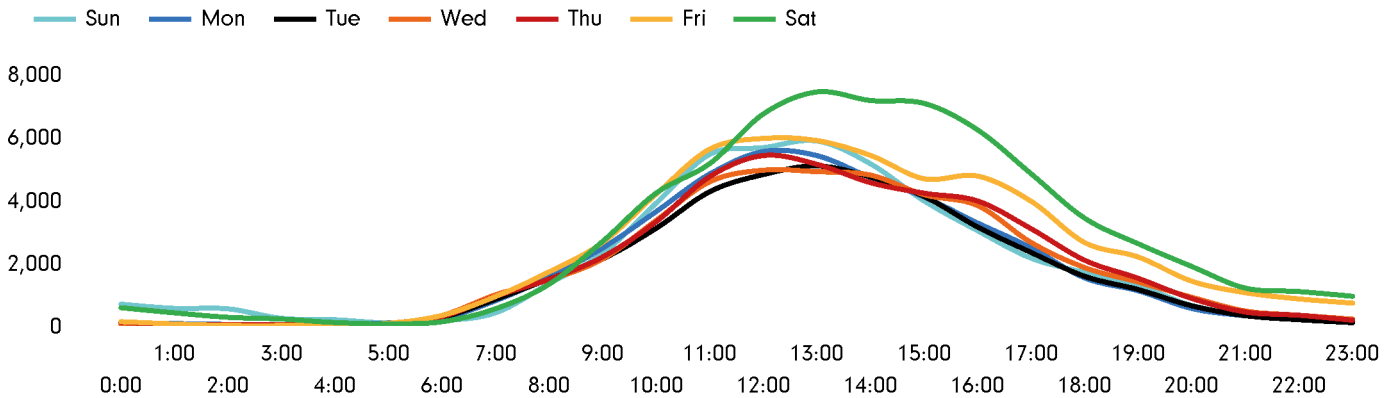
Footfall by day

The figures shown below are calculated using weekly averages.



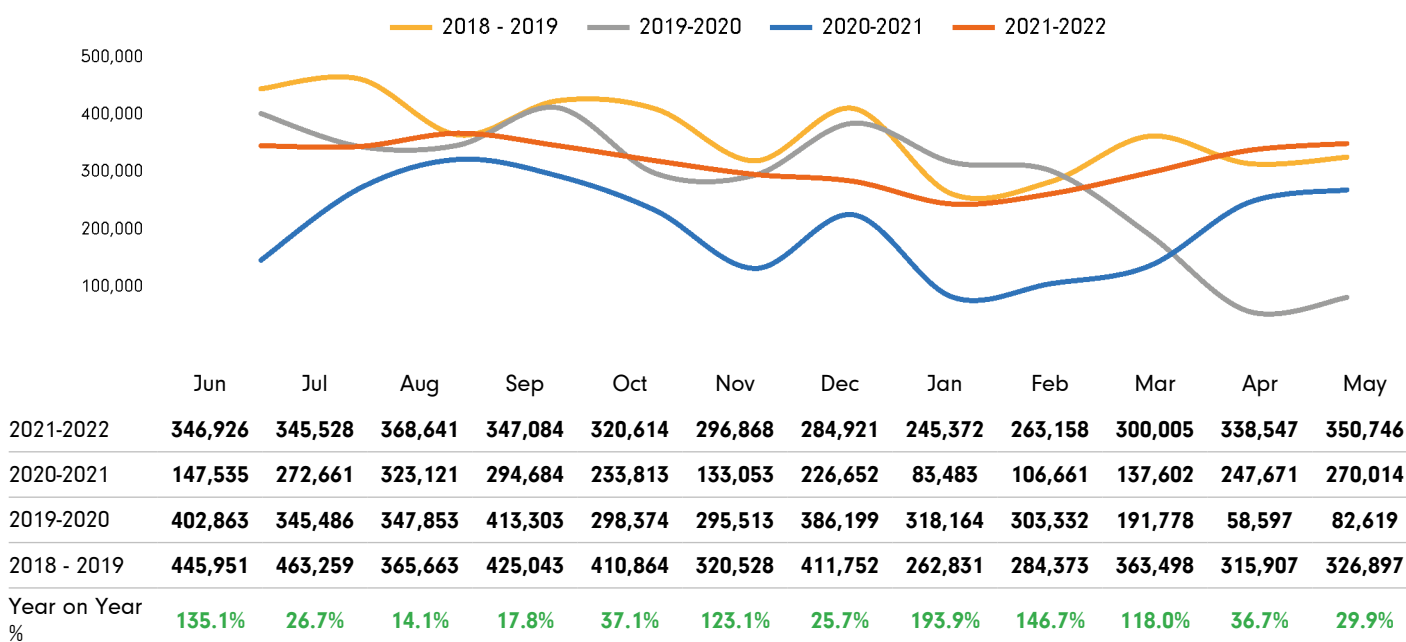
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

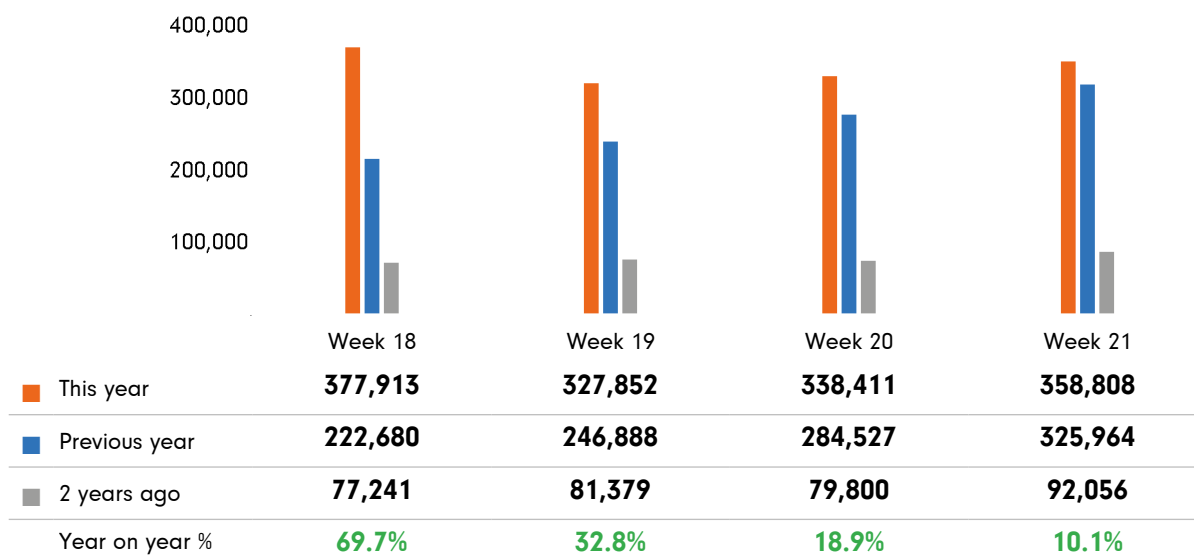
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for May compares May 2022 to May 2021

Footfall by week of month

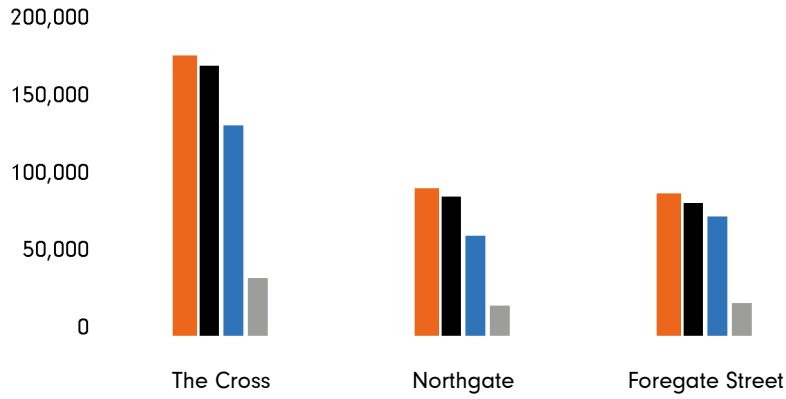
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	171,709	90,980	88,056
Previous Month	166,994	87,764	83,788
Previous Year	130,826	63,755	75,433
2 Years Ago	38,125	21,529	22,964
Year on Year %	31.2 %	42.7 %	16.7 %

Footfall by location



■ The Cross, 49.0 %
■ Northgate, 25.9 %
■ Foregate Street, 25.1 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to May, 2022 Vs January, 2021 to May, 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. May, 2022 Vs May, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2022 Vs 4 2022

2019 comparison for Chester

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

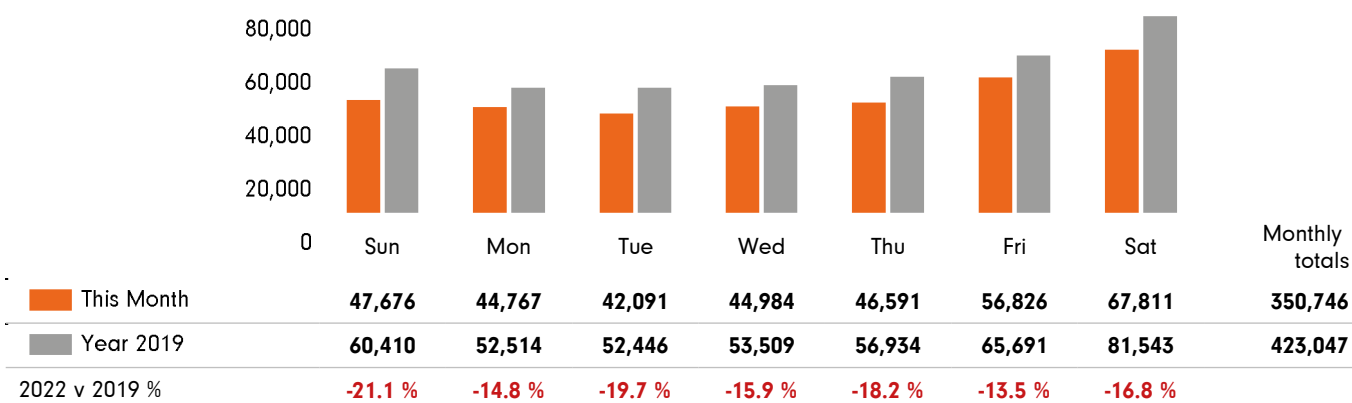
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Chester	-19.8 %	-17.1 %
North & Yorkshire	-19.8 %	-16.7 %
High Street Index - BDSU(BDSU - Comparison)	-22.3 %	-17.0 %
UK	-20.5 %	-16.4 %

Chester is compared to the high street index.

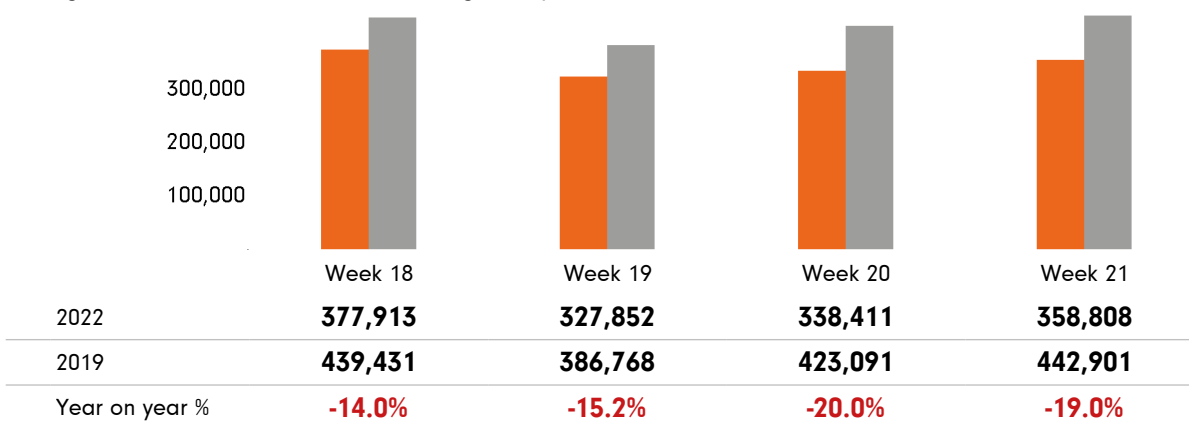
Footfall by day

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.

