# 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 | -5.2 % | -1.5 % | -2.8 % | 0.0 % | -4.9 % | -7.0 % |
| North & Yorkshire | -2.2 % | -0.8 % | -2.0 % | -2.0 % | -1.6 % | -3.6 % |
| High Street Index - BDSU(BDSU - Comparison) | -1.3 % | | -2.2 % | -1.8 % | -3.8 % | -3.5 % |
| UK | -1.6 % | -2.3 % | -1.8 % | -2.2 % | -4.3 % | -4.4 % |

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 5.2% down on the previous year.

The number of visitors counted for month commencing 25 August 2019 was 2,066,518.

The busiest day in month commencing 25 August 2019 was Saturday 31 August with 94,997 visitors.

The peak hour of the month was 13:00 on Saturday 21 September 2019 with footfall of 10,628

## Footfall by month

Figures shown below are calculated using monthly totals.

2,066,518
1,739,269
2,125,217
2,126,207

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

## Weather

| | ☀ | ☁ | ⛈ |
|---|---|---|---|
| Number of days this month | 16 | 4 | 15 |
| Number of days same month last year | 13 | 9 | 13 |

**Average temperature**

| | Maximum temperature | Minimum temperature |
|---|---|---|
| 2019 | 19° | 12° |
| 2018 | 17° | 10° |

# SPRINGBOARD.

## Footfall by day

The figures shown below are calculated using weekly averages.
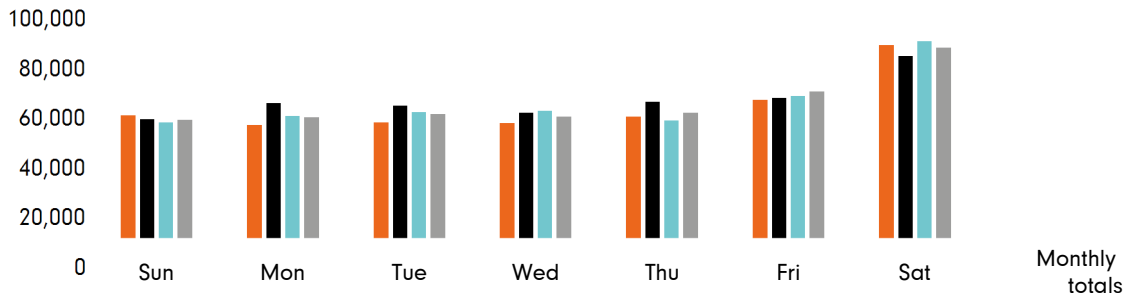


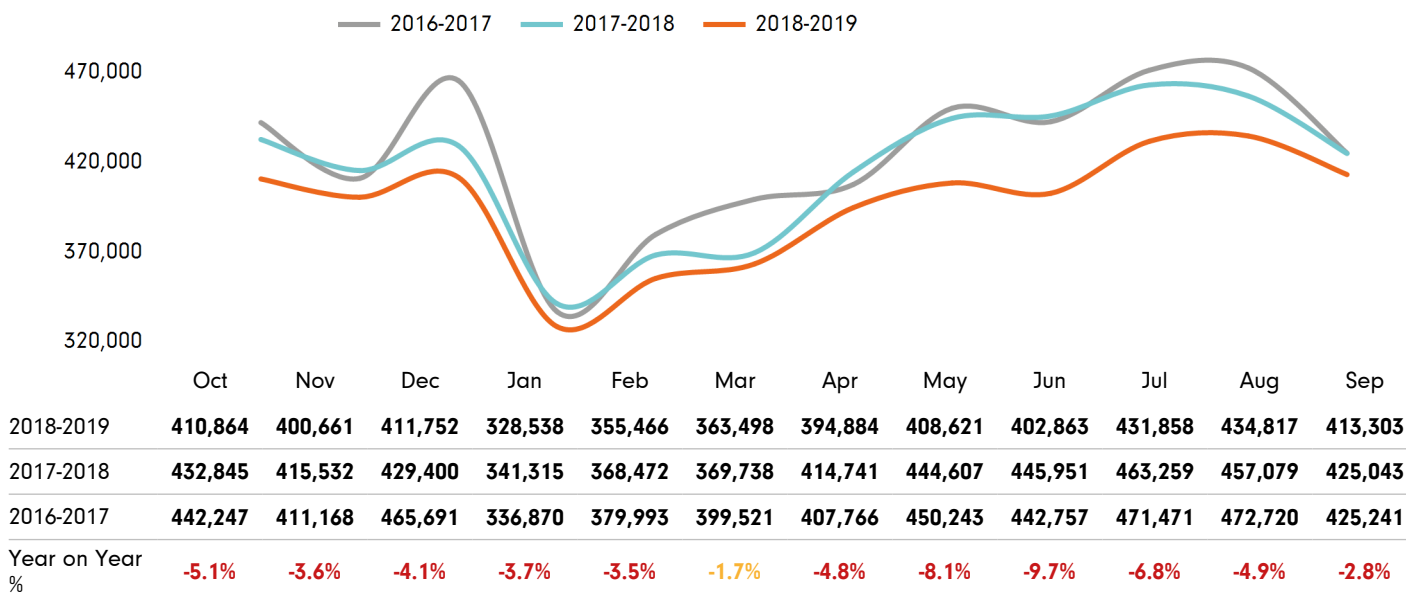| | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Monthly totals |
|---|---|---|---|---|---|---|---|---|
| This Month | 55,242 | 51,149 | 52,283 | 52,003 | 54,804 | 61,941 | 85,878 | 413,300 |
| Previous Month | 53,707 | 60,716 | 59,365 | 56,291 | 61,094 | 62,773 | 80,868 | 434,814 |
| Previous Year | 52,105 | 55,081 | 56,582 | 57,163 | 52,951 | 63,639 | 87,520 | 425,041 |
| 2 Years Ago | 53,401 | 54,498 | 55,818 | 54,840 | 56,444 | 65,661 | 84,577 | 425,239 |
| Month on month % | 2.9 % | -15.8 % | -11.9 % | -7.6 % | -10.3 % | -1.3 % | 6.2 % | |
| Year on year % | 6.0 % | -7.1 % | -7.6 % | -9.0 % | 3.5 % | -2.7 % | -1.9 % | |

## Footfall by hour

The figures shown below are calculated using a weekly average
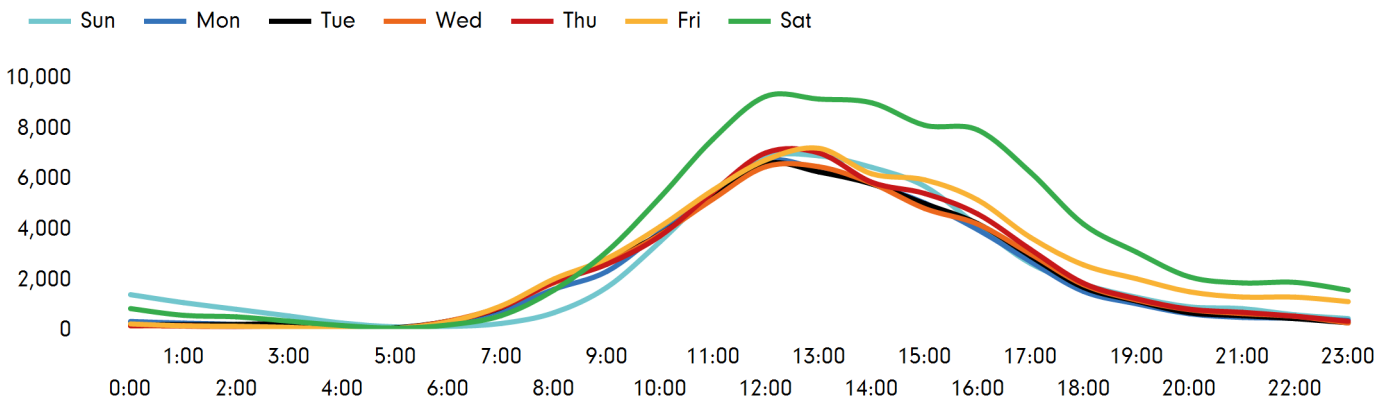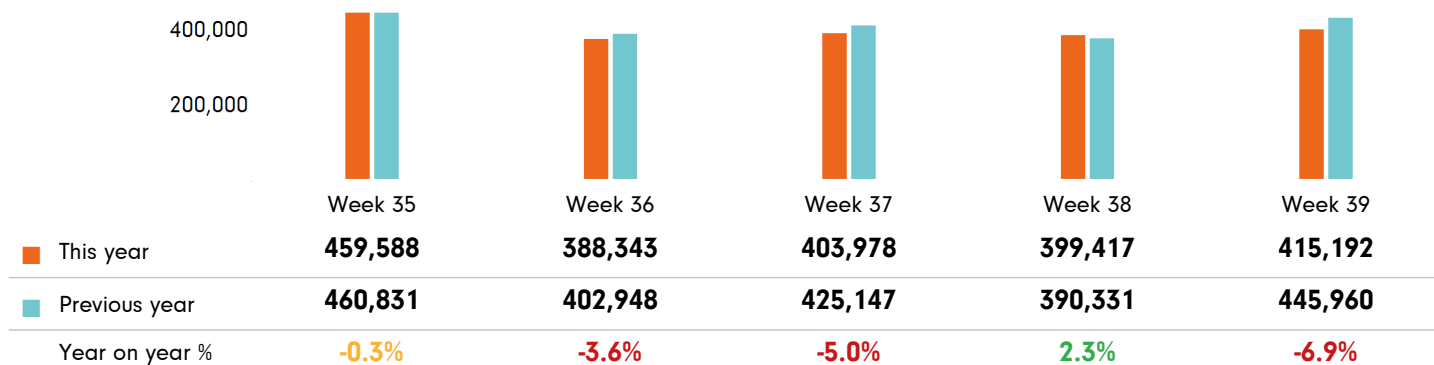
## Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2018-2019 | 410,864 | 400,661 | 411,752 | 328,538 | 355,466 | 363,498 | 394,884 | 408,621 | 402,863 | 431,858 | 434,817 | 413,303 |
| 2017-2018 | 432,845 | 415,532 | 429,400 | 341,315 | 368,472 | 369,738 | 414,741 | 444,607 | 445,951 | 463,259 | 457,079 | 425,043 |
| 2016-2017 | 442,247 | 411,168 | 465,691 | 336,870 | 379,993 | 399,521 | 407,766 | 450,243 | 442,757 | 471,471 | 472,720 | 425,241 |
| Year on Year % | -5.1% | -3.6% | -4.1% | -3.7% | -3.5% | -1.7% | -4.8% | -8.1% | -9.7% | -6.8% | -4.9% | -2.8% |

Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for September compares September 2019 to September 2018

## Footfall by week of month

The figures shown below are calculated using weekly totals.



| | Week 35 | Week 36 | Week 37 | Week 38 | Week 39 |
|---|---|---|---|---|---|
| This year | 459,588 | 388,343 | 403,978 | 399,417 | 415,192 |
| Previous year | 460,831 | 402,948 | 425,147 | 390,331 | 445,960 |
| Year on year % | -0.3% | -3.6% | -5.0% | 2.3% | -6.9% |

# Footfall by location

The figures shown below are calculated using weekly averages.

**Legend:** ■ This month  ■ Previous month  ■ Previous year  ■ 2 Years ago
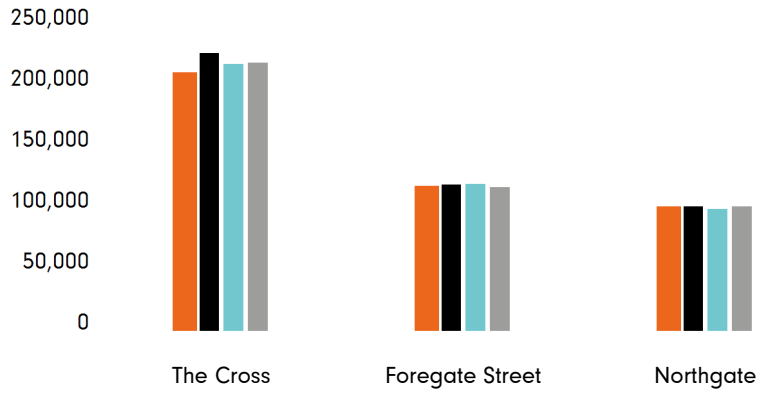


| | The Cross | Foregate Street | Northgate |
|---|---|---|---|
| This Month | **201,446** | **113,865** | **97,992** |
| Previous Month | **217,998** | **116,864** | **99,956** |
| Previous Year | **209,652** | **117,443** | **97,948** |
| 2 Years Ago | **210,688** | **114,866** | **99,688** |
| Year on Year % | **-3.9 %** | **-3.0 %** | **0.0 %** |

# Footfall by location



**Legend:**
- The Cross, 48.7 %
- Foregate Street, 27.5 %
- Northgate, 23.7 %

| 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 September , 2019 Vs  January, 2018 to September , 2018 |
| Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.September, 2019 Vs September, 2018 |
| Month on Month % Change is the % change in footfall for this Month from the previous Month.9 2019 Vs 8 2019 |

**Footfall Report**
**Chester**

**SB.**