

Footfall Report for: Chester

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Chester	144.0%	-57.3%	118.0%	-28.2%	14.0%	29.0%
North & Yorkshire	126.9%	-56.8%	112.8%	-33.6%	15.4%	23.1%
High Street Index - BDSU(BDSU - Comparison)	199.2%	-68.5%	173.1%	-41.6%	12.4%	29.9%
UK	146.0%	-60.5%	126.9%	-34.5%	11.7%	25.2%

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

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 3,534,152 which is 144% up on the previous year.

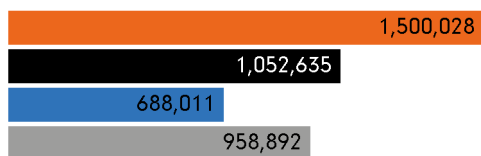
The total number of visitors to Chester in month commencing 27 February 2022 was 1,500,028.

The busiest day in month commencing 27 February 2022 was Saturday 26 March with 69,357 visitors.

The peak hour of the month was 12:00 on Saturday 19 March 2022 with footfall of 9,490.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



	Sun	Cloud	Rain	Snow	Wind
Number of days this month	17	3	13	1	1
Number of days same month last year	13	7	15		
Number of days same month two years ago	14	8	13		

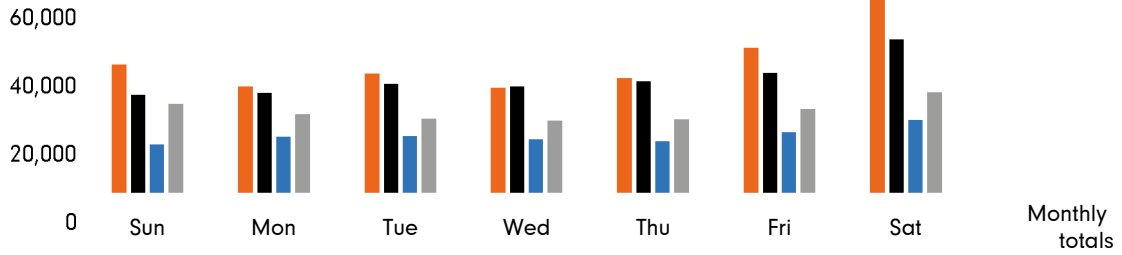
Average temperature

	Maximum temperature	Minimum temperature
2022	12°	3°
2021	11°	4°
2020	11°	3°

SPRINGBOARD.

Footfall by day

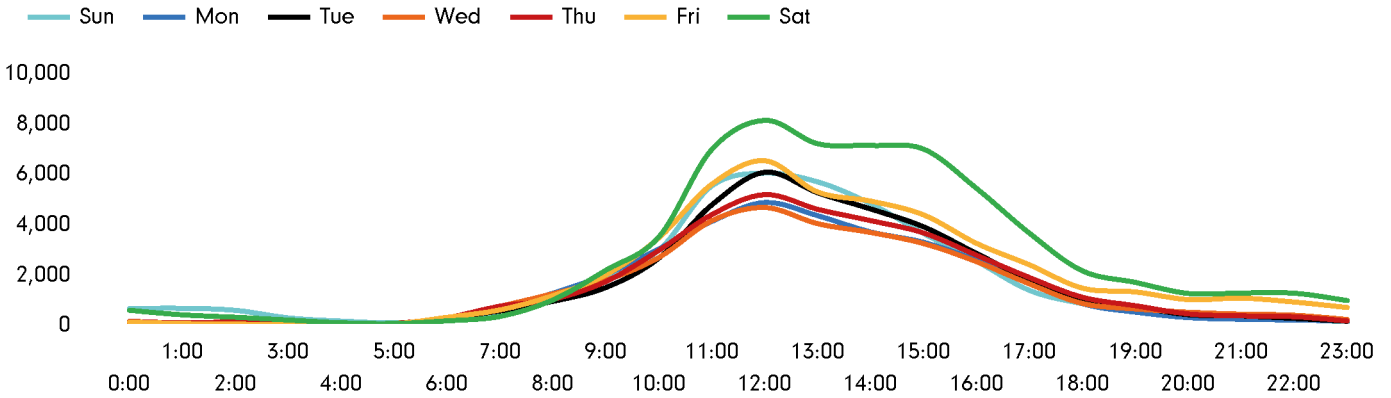
The figures shown below are calculated using weekly averages.



This Month	41,991	35,084	39,323	34,701	37,827	47,392	63,687	300,005
Previous Month	32,538	33,057	36,076	35,240	36,772	39,373	50,102	263,158
Previous Year	16,935	19,349	19,516	18,531	17,830	20,819	24,622	137,602
2 Years Ago	29,700	26,450	24,910	24,412	24,797	28,127	33,382	191,778
Month on month %	29.1%	6.1%	9.0%	-1.5%	2.9%	20.4%	27.1%	
Year on year %	148.0%	81.3%	101.5%	87.3%	112.2%	127.6%	158.7%	

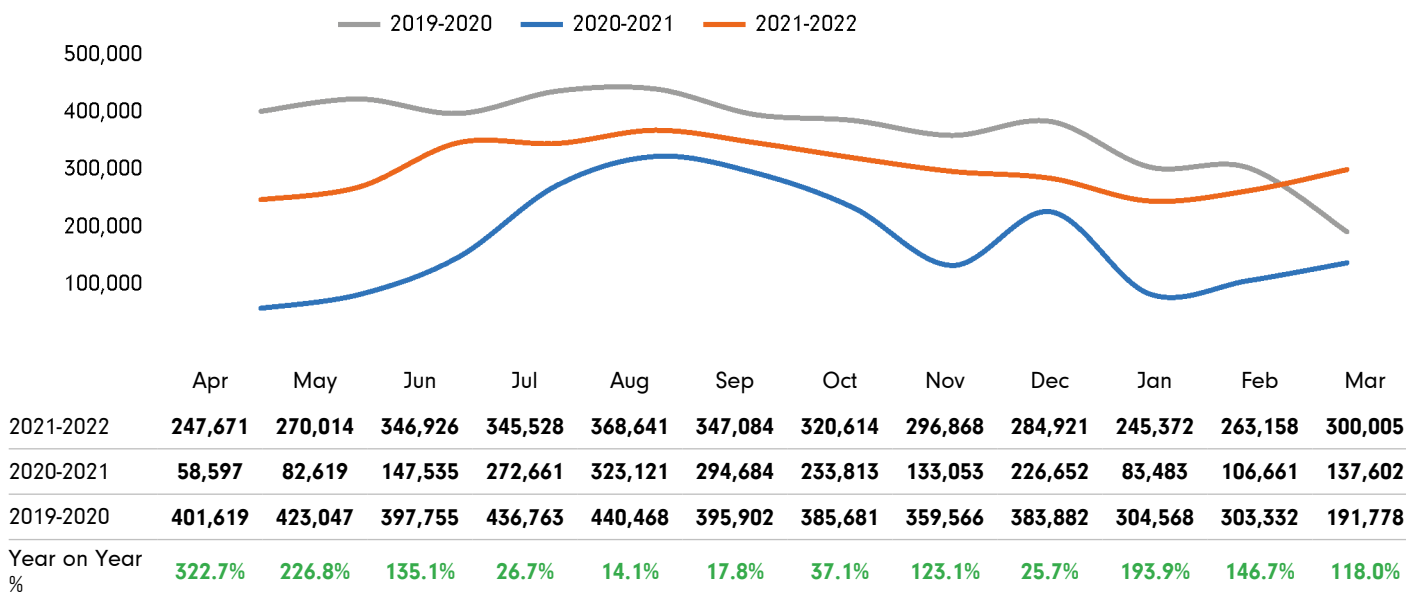
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

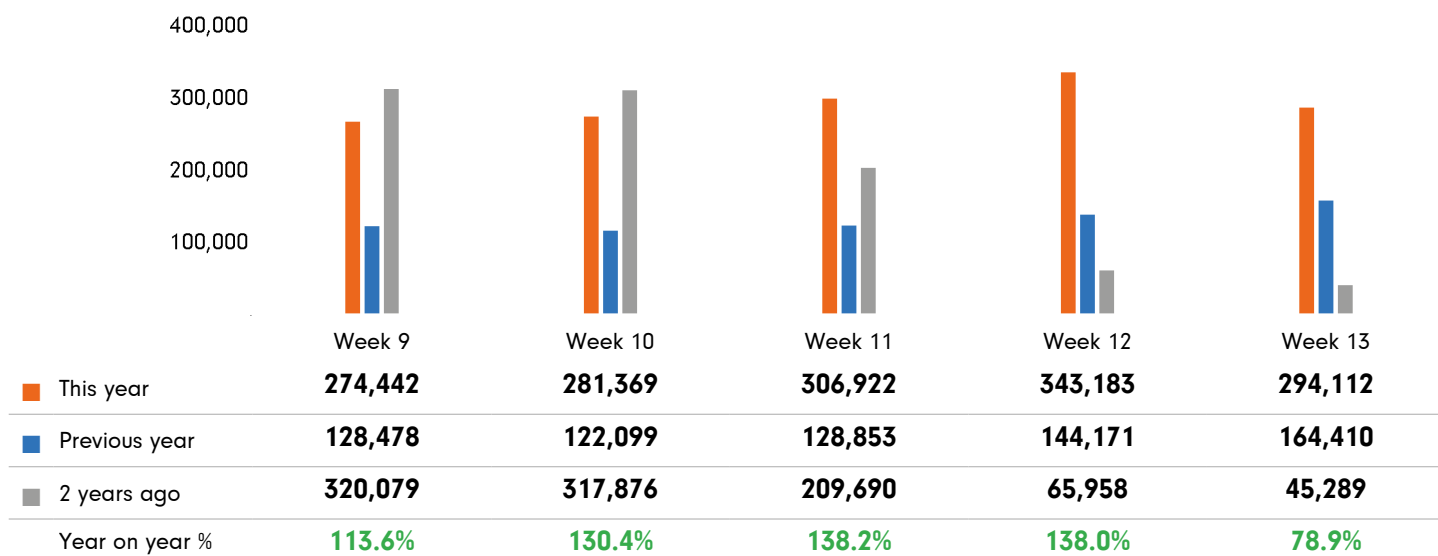
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

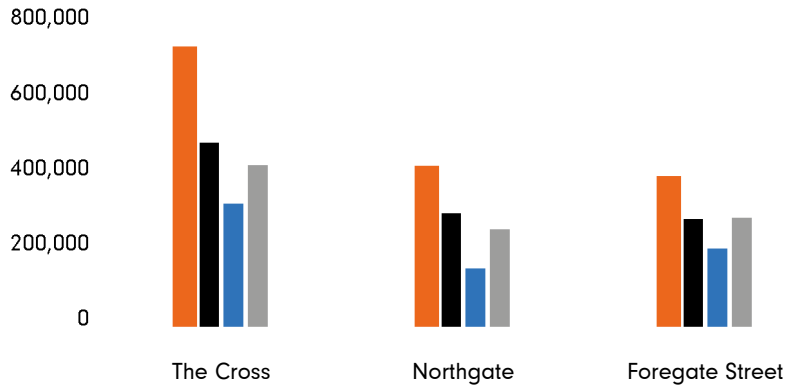
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	707,316	409,794	382,918
Previous Month	473,595	297,103	281,937
Previous Year	320,142	159,300	208,569
2 Years Ago	416,539	256,367	285,986
Year on Year %	120.9 %	157.2 %	83.6 %

Footfall by location



■ The Cross, 47.2 %
■ Northgate, 27.3 %
■ Foregate Street, 25.5 %

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 March, 2022 Vs January, 2021 to March, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2022 Vs 2 2022

2019 Comparison for: Chester

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

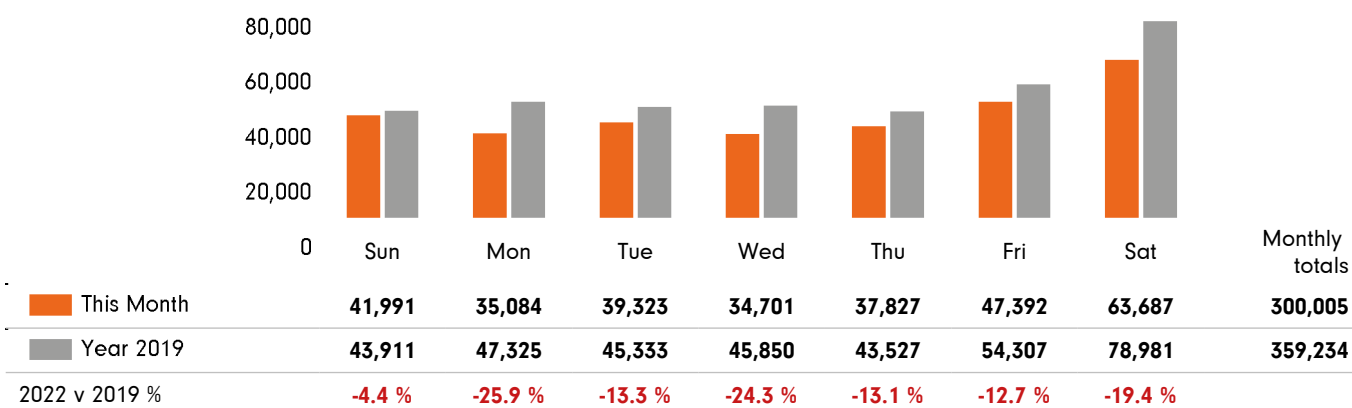
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Chester	-22.3 %	-16.5 %
North & Yorkshire	-21.5 %	-15.2 %
High Street Index - BDSU(BDSU - Comparison)	-24.9 %	-18.5 %
UK	-22.5 %	-17.4 %

Chester is compared to the high street index.

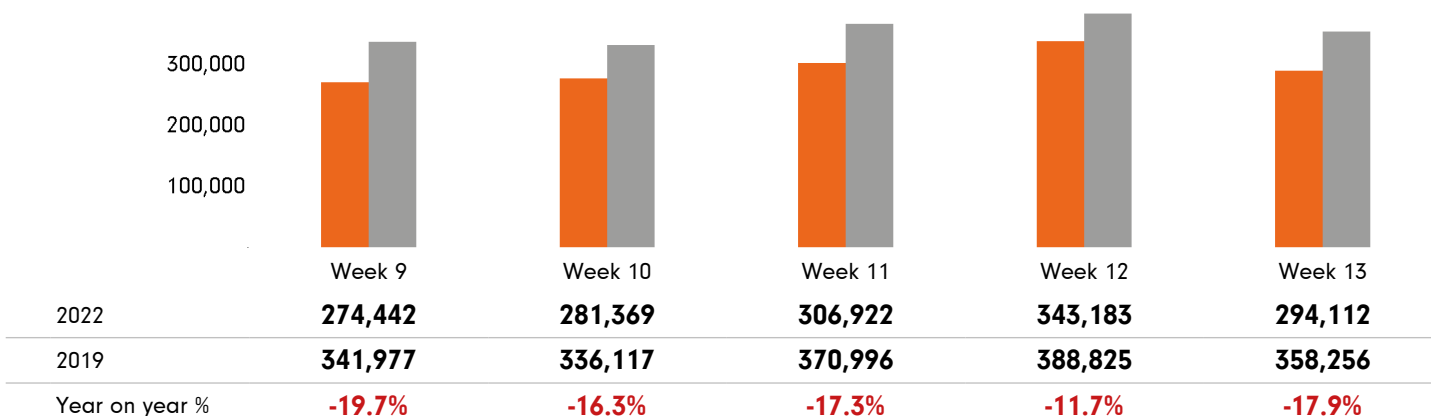
Footfall by day

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.

