CH1 Chester BID
Shop | Dine | Play

Chester

May 2018

29/04/2018 to 26/05/2018

REGION - North & Yorkshire   Sunday to Saturday   COUNT TYPE: Footfall Counts

springboard

Monthly Footfall

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

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2018	2017	2018	2017	2018	2017
Chester	▼ -2.1 %	▲ 17.5 %	▼ -1.3 %	▲ 13.2 %	▲ 7.2 %	▲ 10.4 %
North & Yorkshire	▼ -1.6 %	▲ 0.6 %	▲ 2.8 %	▼ -0.8 %	▲ 5.6 %	▼ -0.2 %
UK	▼ -3.4 %	▼ -0.1 %	▲ 0.5 %	▼ -2.0 %	▲ 4.5 %	▼ -1.0 %

Headlines

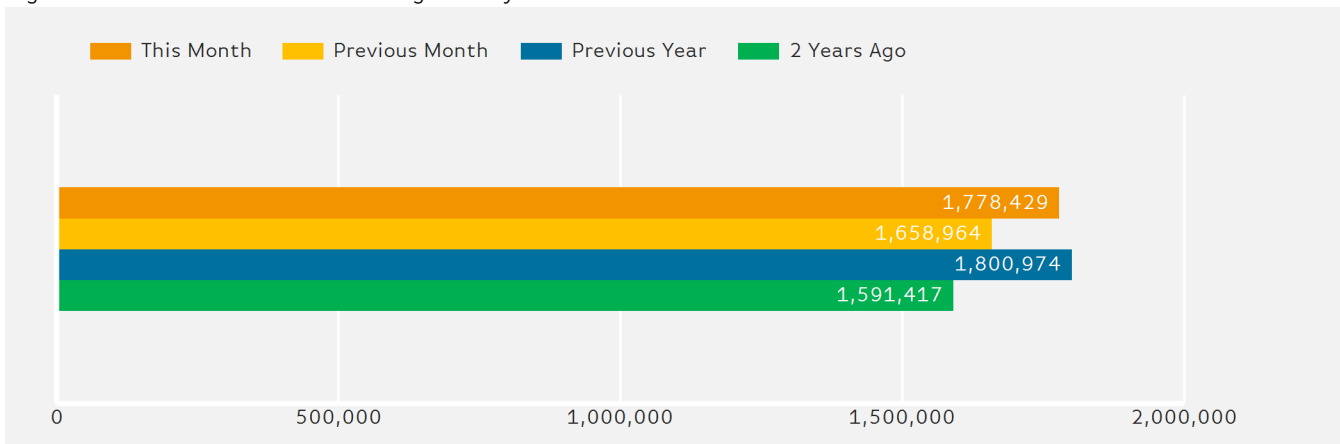Footfall for the year to date is 2.1% down on the previous year.

The number of visitors counted for month commencing 29 April 2018 was 1,778,429.

The busiest day in month commencing 29 April 2018 was Saturday 26 May with 96,045 visitors.

The peak hour of the month was 12:00 on Friday 11 May 2018 with footfall of 9,952
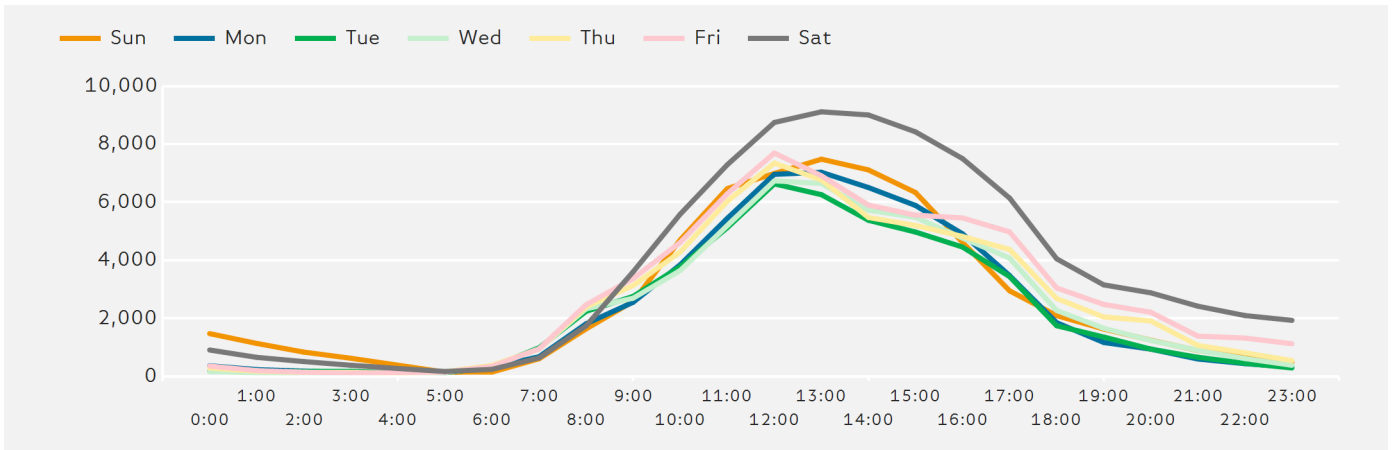
Footfall by Month

Figures shown below are calculated using monthly totals.

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

1,778,429
1,658,964
1,800,974
1,591,417

0   500,000   1,000,000   1,500,000   2,000,000

Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

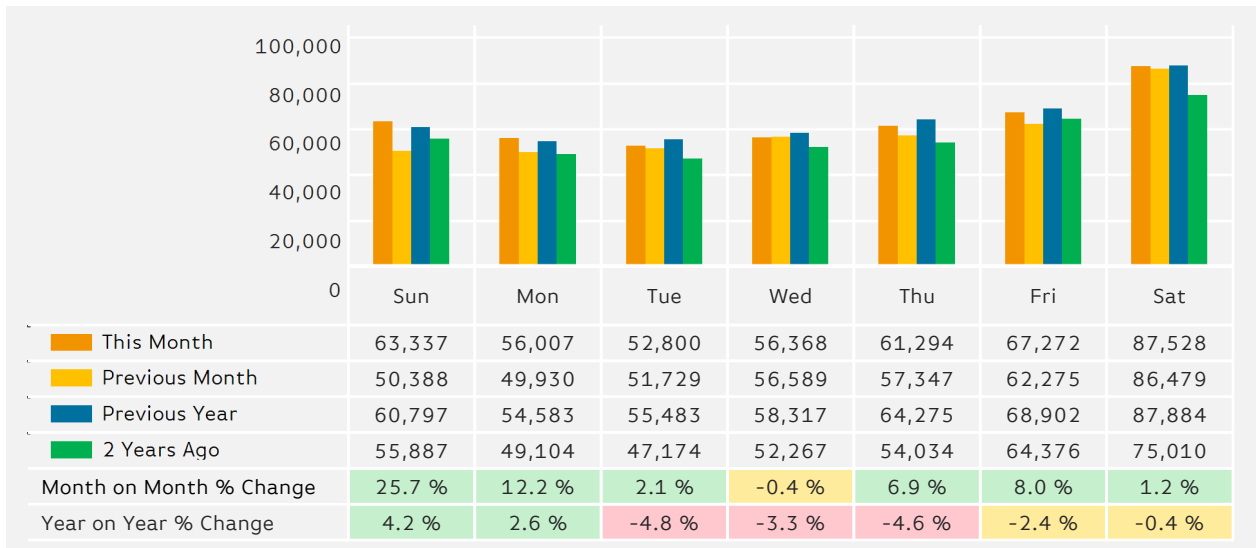The figures shown below are calculated using a weekly average

Legend: — Sun — Mon — Tue — Wed — Thu — Fri — Sat

Weather

	☀	☁	🌧
Number of days this month	15	8	5
Number of days same month last year	17	4	7

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	17.6	7.4
2017	17.6	7.6

Footfall by Day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This Month	63,337	56,007	52,800	56,368	61,294	67,272	87,528
Previous Month	50,388	49,930	51,729	56,589	57,347	62,275	86,479
Previous Year	60,797	54,583	55,483	58,317	64,275	68,902	87,884
2 Years Ago	55,887	49,104	47,174	52,267	54,034	64,376	75,010
Month on Month % Change	25.7 %	12.2 %	2.1 %	-0.4 %	6.9 %	8.0 %	1.2 %
Year on Year % Change	4.2 %	2.6 %	-4.8 %	-3.3 %	-4.6 %	-2.4 %	-0.4 %

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 18	Week 19	Week 20	Week 21
This Year	438,063	486,355	419,179	434,832
Previous Year	439,451	472,076	419,213	470,234
Annual % Change	-0.3%	3.0%	0.0%	-7.5%
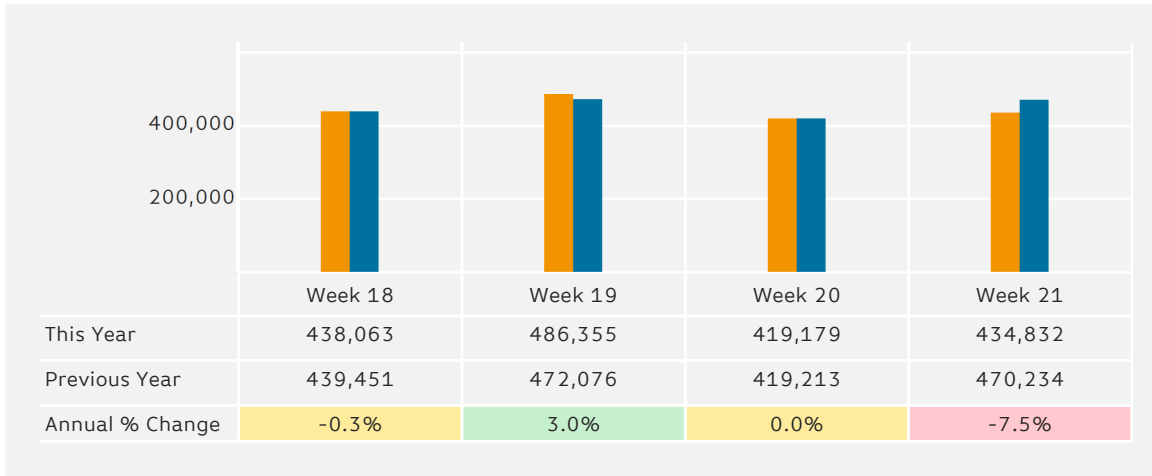
Footfall by Location

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	220,823	117,568	106,216
Previous Month	199,322	112,671	102,749
Previous Year	230,626	113,252	106,366
2 Years Ago	232,314	64,494	101,047
Year on Year % Change	-4.3 %	3.8 %	-0.1 %

Footfall by location

Counting By Location – Main Locations Only

The figures shown below are based on weekly averages

- The Cross, 49.7 %
- Foregate Street, 26.4 %
- Northgate, 23.9 %
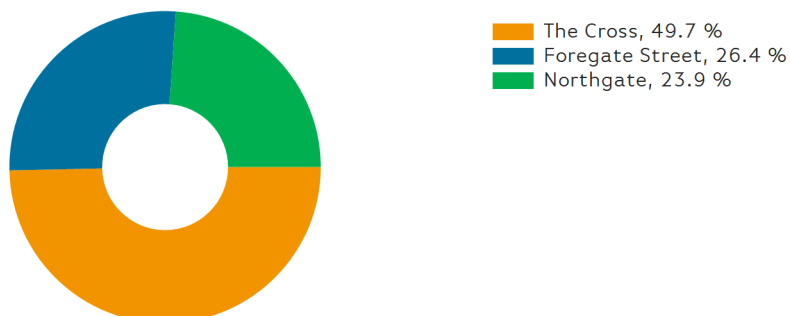
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
2018-2017	442,757	471,471	472,720	425,241	432,845	415,532	429,400	341,315	368,472	369,738	414,741	444,607
2017-2016	394,995	454,609	485,449	453,636	442,247	411,168	465,691	336,870	379,993	399,521	407,766	450,243
2016-2015	377,993	402,366	406,918	415,598	404,386	381,086	438,977	293,597	324,311	311,542	359,572	397,854
Annual % change	12.1%	3.7%	-2.6%	-6.3%	-2.1%	1.1%	-7.8%	1.3%	-3.0%	-7.5%	1.7%	-1.3%
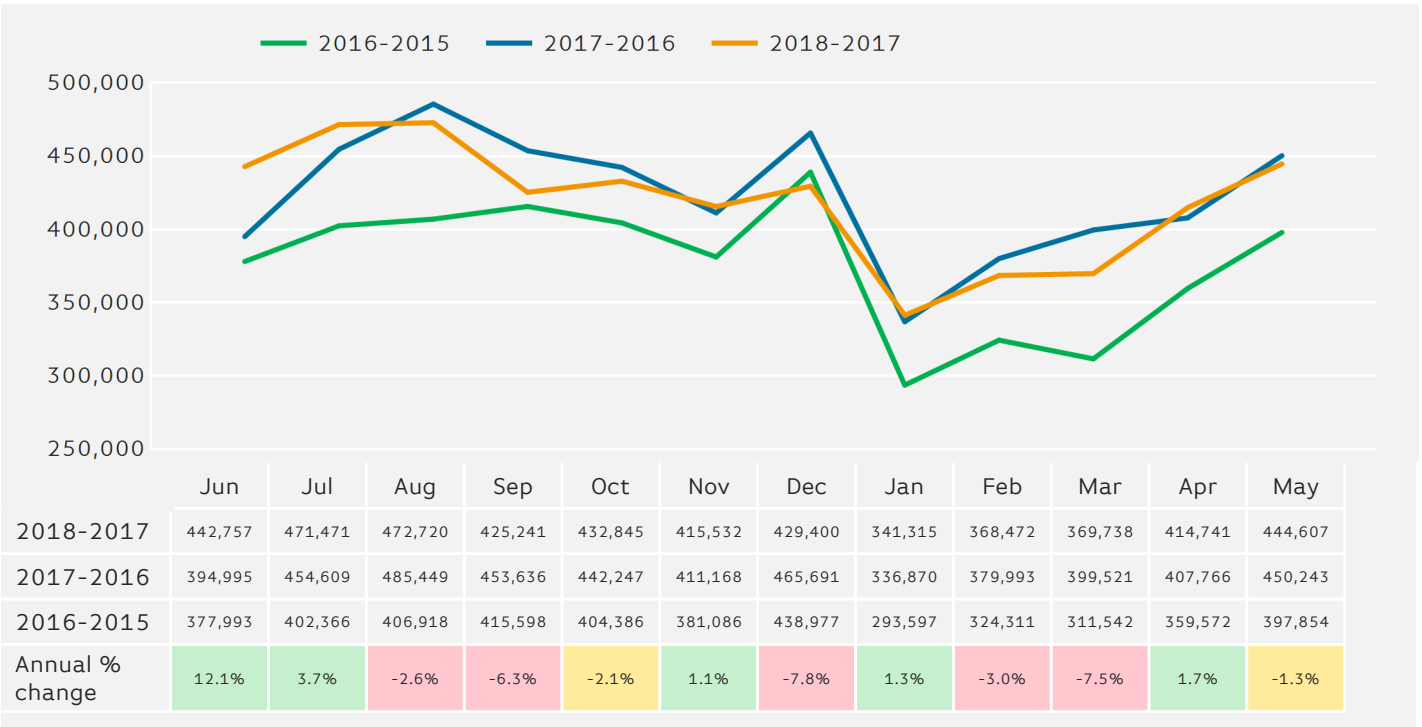
Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to May , 2018 Vs January, 2017 to May , 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.May, 2018 Vs May, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month.5 2018 Vs 4 2018