CH1 Chester BID
Shop | Dine | Play

REGION - North & Yorkshire

Chester

November 2018

28/10/2018 to 24/11/2018

Sunday to Saturday

springboard

COUNT TYPE: Footfall Counts

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	▼ -2.0 %	▲ 7.2 %	▼ -3.6 %	▲ 1.1 %	▼ -2.5 %	▼ -4.0 %
North & Yorkshire	▼ -1.2 %	▼ -0.3 %	▼ -3.1 %	▲ 3.3 %	▼ -0.1 %	▼ -0.5 %
High Street Index - BDSU (BDSU - Comparison)	▼ -0.2 %		▼ -2.9 %		▲ 0.9 %	
UK	▼ -2.4 %	▼ -0.7 %	▼ -3.8 %	▲ 3.0 %	▼ -2.7 %	▼ -1.3 %

Headlines

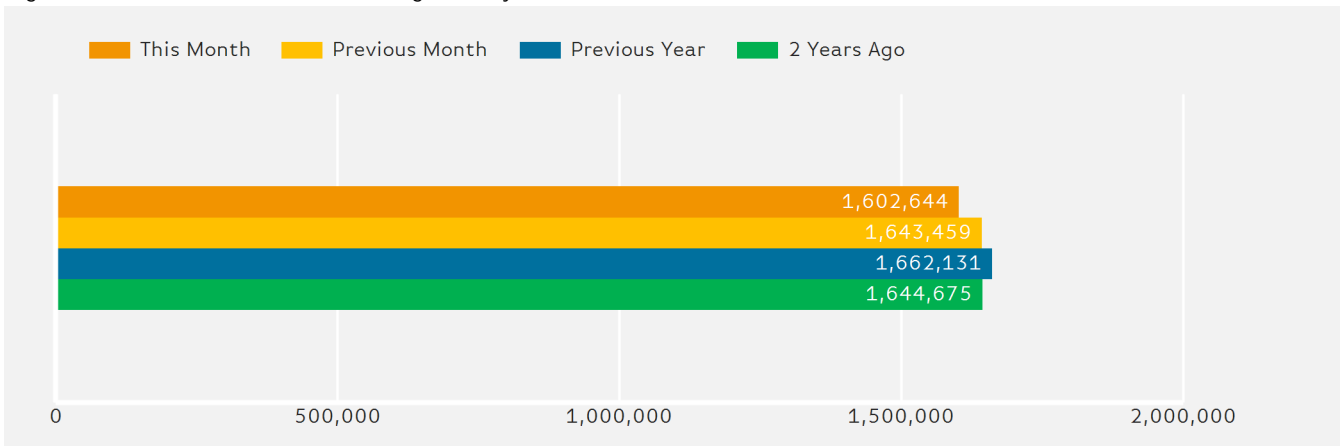Footfall for the year to date is 2% down on the previous year.

The number of visitors counted for month commencing 28 October 2018 was 1,602,644.

The busiest day in month commencing 28 October 2018 was Saturday 24 November with 87,719 visitors.

The peak hour of the month was 11:00 on Saturday 17 November 2018 with footfall of 11,026
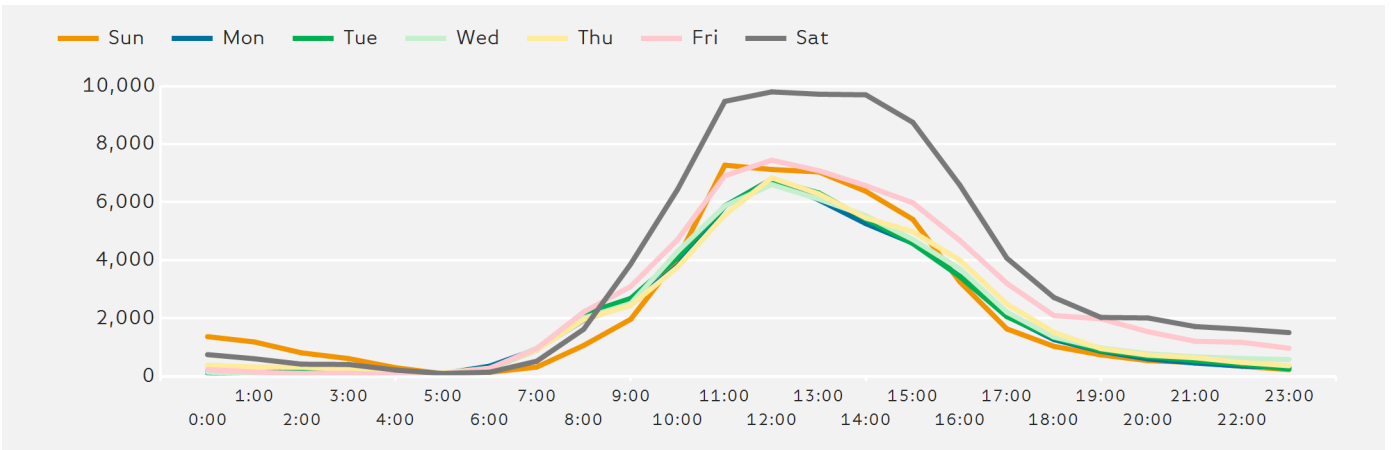
Footfall by Month

Figures shown below are calculated using monthly totals.

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

This Month: 1,602,644
Previous Month: 1,643,459
Previous Year: 1,662,131
2 Years Ago: 1,644,675

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

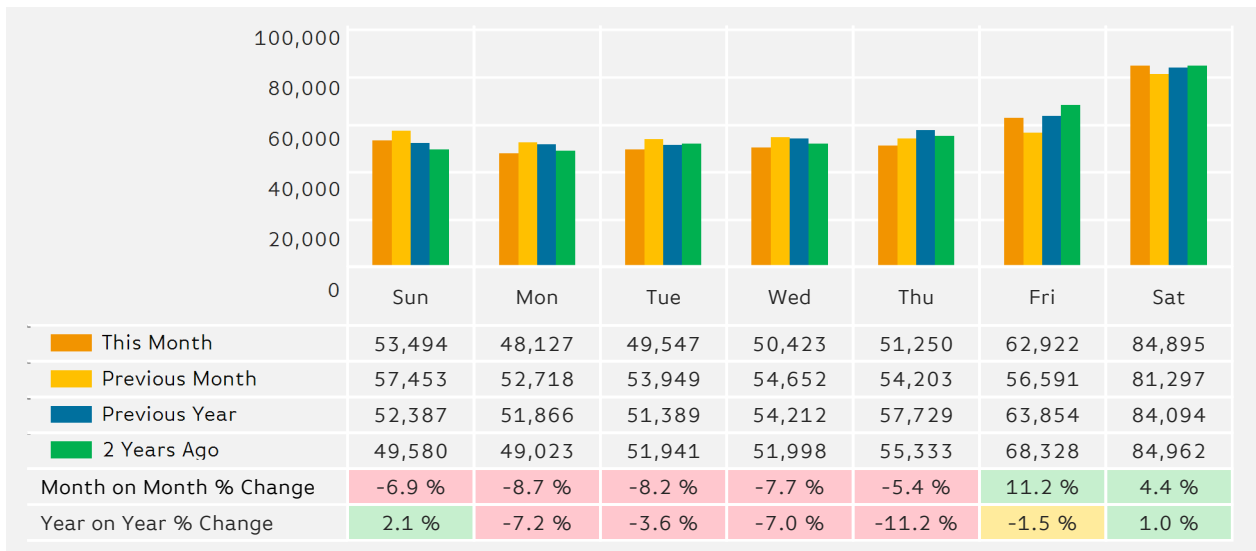The figures shown below are calculated using a weekly average

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

Weather

	Sun	Cloud	Rain
Number of days this month	10	5	13
Number of days same month last year	9	10	9

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	10.7	5.5
2017	11.5	5.9

Footfall by Day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This Month	53,494	48,127	49,547	50,423	51,250	62,922	84,895
Previous Month	57,453	52,718	53,949	54,652	54,203	56,591	81,297
Previous Year	52,387	51,866	51,389	54,212	57,729	63,854	84,094
2 Years Ago	49,580	49,023	51,941	51,998	55,333	68,328	84,962
Month on Month % Change	-6.9 %	-8.7 %	-8.2 %	-7.7 %	-5.4 %	11.2 %	4.4 %
Year on Year % Change	2.1 %	-7.2 %	-3.6 %	-7.0 %	-11.2 %	-1.5 %	1.0 %

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 44	Week 45	Week 46	Week 47
This Year	429,822	391,631	393,424	387,767
Previous Year	467,493	385,869	404,669	404,100
Annual % Change	-8.1%	1.5%	-2.8%	-4.0%
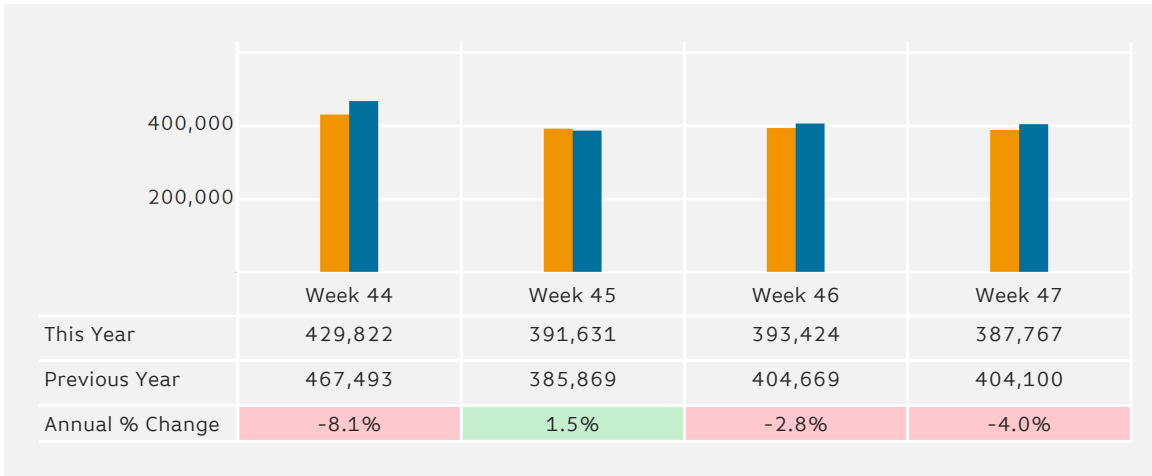
Footfall by Location

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	191,967	120,485	88,209
Previous Month	192,264	113,718	104,884
Previous Year	200,607	121,869	93,057
2 Years Ago	206,081	110,447	94,642
Year on Year % Change	-4.3 %	-1.1 %	-5.2 %
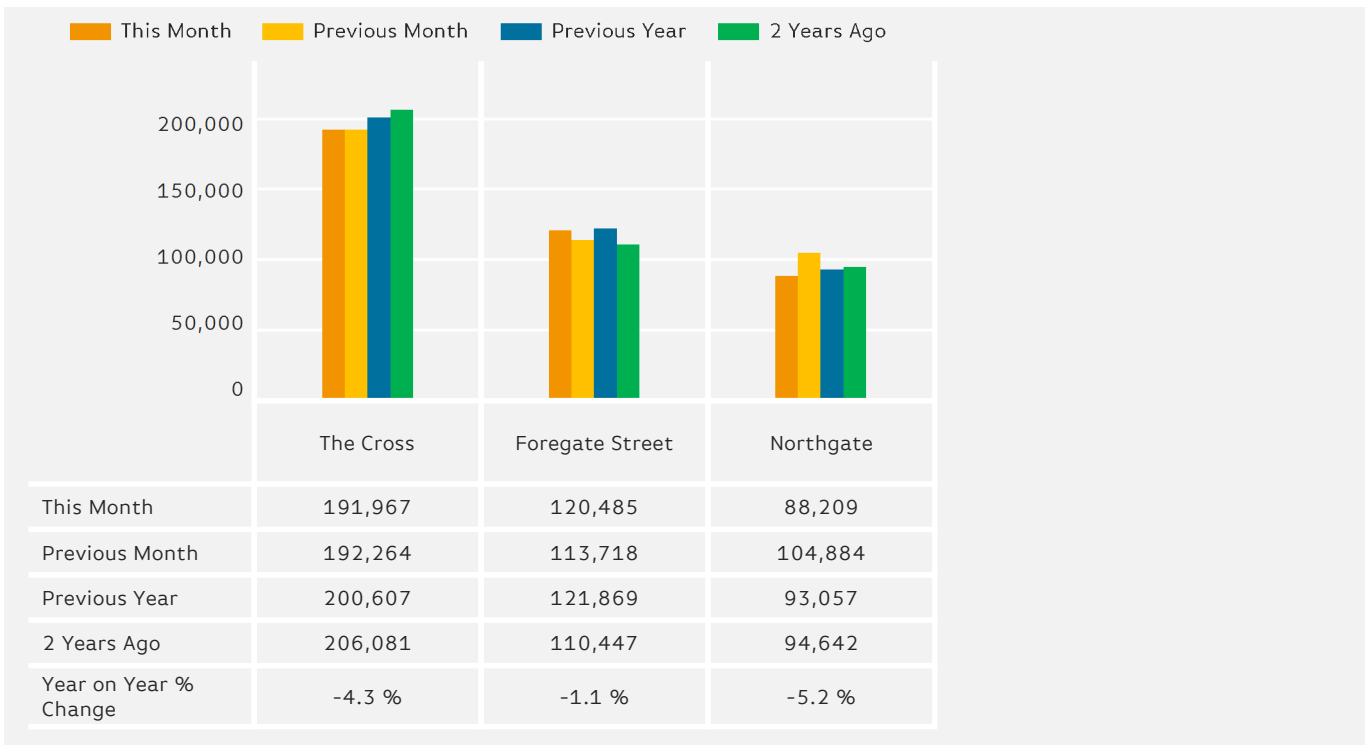
Footfall by location

Counting By Location - Main Locations Only

- The Cross, 47.9 %
- Foregate Street, 30.1 %
- Northgate, 22.0 %
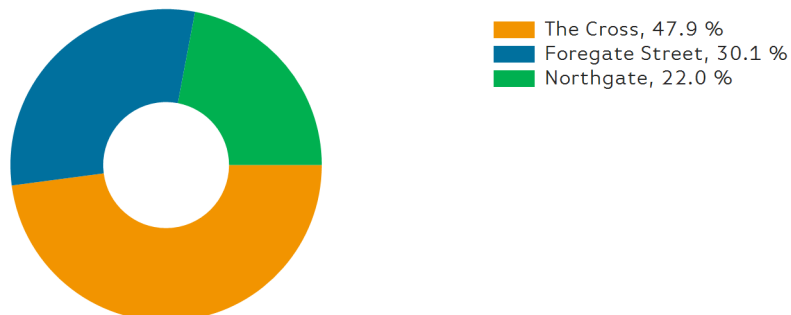
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2018-2017	429,400	341,315	368,472	369,738	414,741	444,607	445,951	463,259	457,079	425,043	410,864	400,661
2017-2016	465,691	336,870	379,993	399,521	407,766	450,243	442,757	471,471	472,720	425,241	432,845	415,532
2016-2015	438,977	293,597	324,311	311,542	359,572	397,854	394,995	454,609	485,449	453,636	442,247	411,168
Annual % change	-7.8%	1.3%	-3.0%	-7.5%	1.7%	-1.3%	0.7%	-1.7%	-3.3%	0.0%	-5.1%	-3.6%
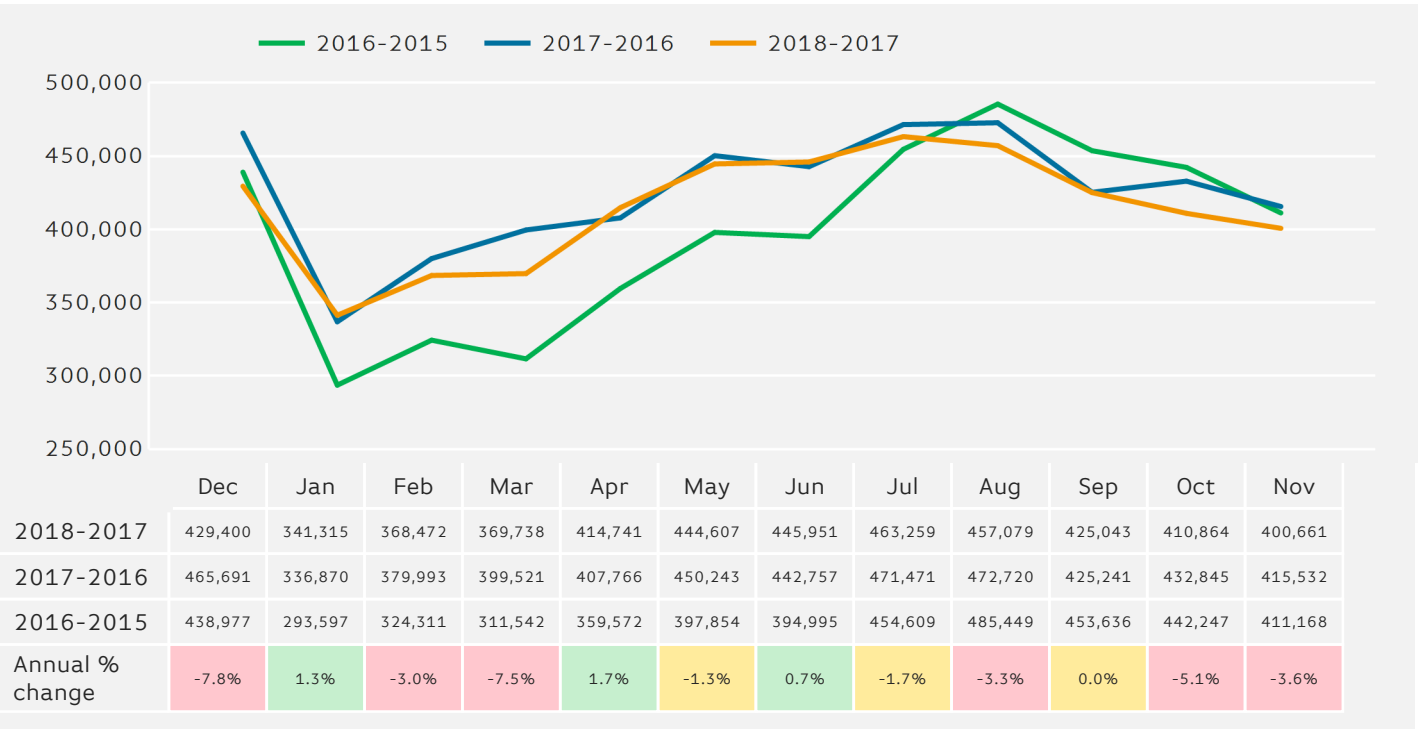
Notes

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 November , 2018 Vs January, 2017 to November , 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.11 2018 Vs 10 2018