Chester

March 2018

25/02/2018 to 31/03/2018

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

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	▼ -3.6 %	▲ 20.7 %	▼ -7.5 %	▲ 28.2 %	▲ 0.3 %	▲ 5.1 %
North & Yorkshire	▼ -2.7 %	▲ 0.8 %	▼ -5.5 %	▲ 2.3 %	▼ -5.3 %	▲ 3.7 %
UK	▼ -4.4 %	▼ -0.2 %	▼ -8.6 %	▲ 1.7 %	▼ -3.2 %	▲ 5.8 %

Headlines

Footfall for the year to date is 3.6% down on the previous year.

The number of visitors counted for month commencing 25 February 2018 was 1,848,694.

The busiest day in month commencing 25 February 2018 was Saturday 24 March with 84,585 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 10,016
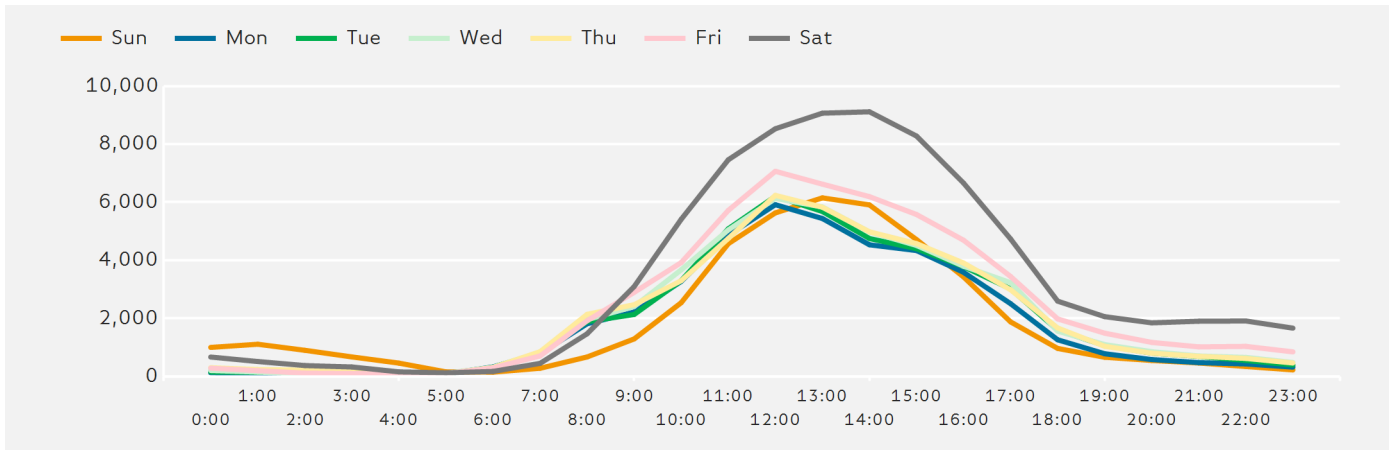
Footfall by Month

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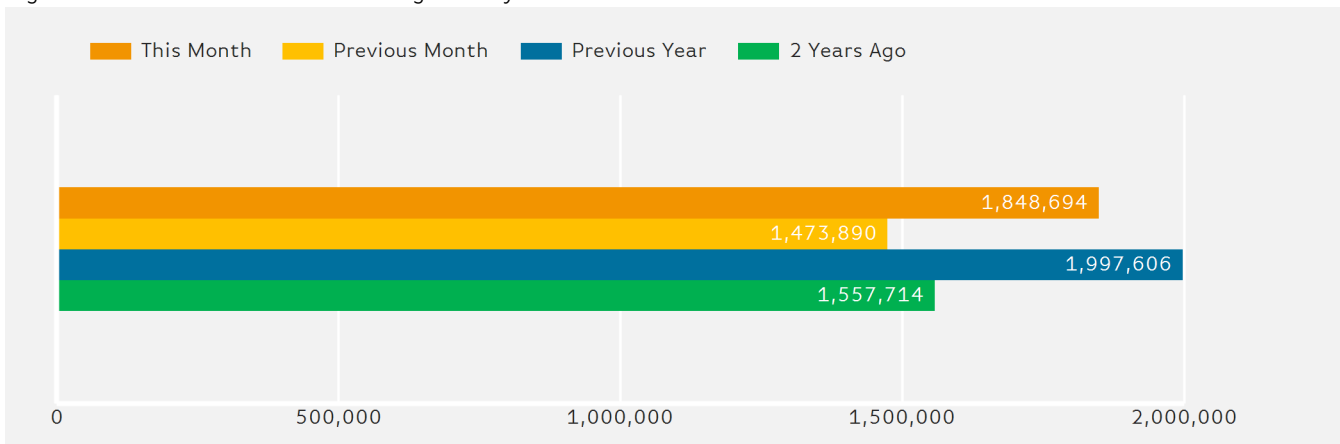
Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

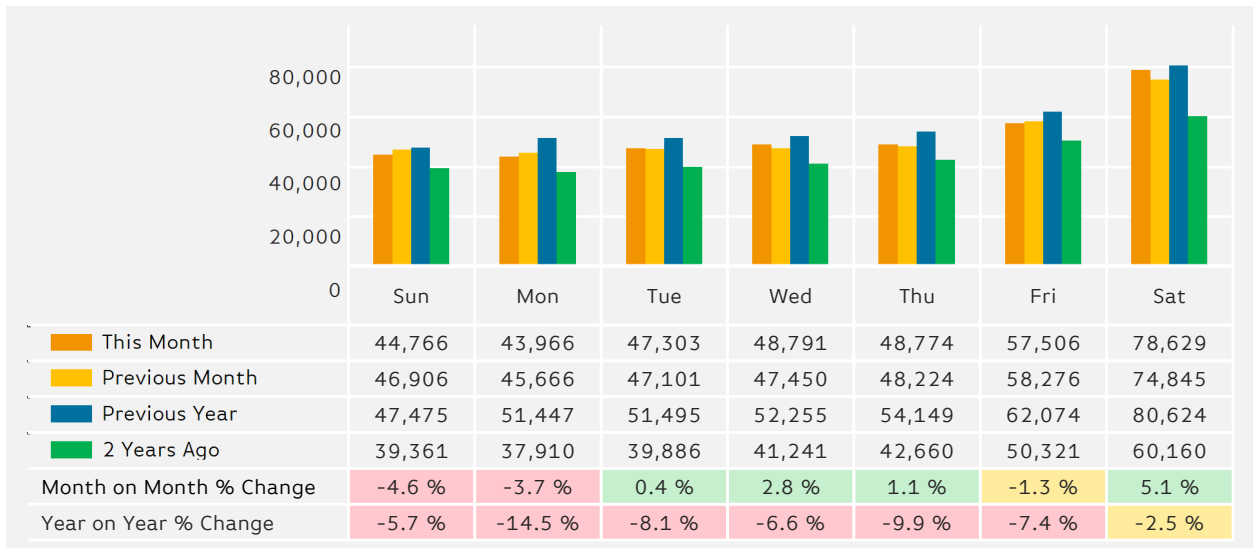The figures shown below are calculated using a weekly average

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

Weather

	Sun	Cloud	Rain	Snow
Number of days this month	6	10	14	5
Number of days same month last year	15	14	6	

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	7.6	1.1
2017	12.4	4.3

Footfall by Day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This Month	44,766	43,966	47,303	48,791	48,774	57,506	78,629
Previous Month	46,906	45,666	47,101	47,450	48,224	58,276	74,845
Previous Year	47,475	51,447	51,495	52,255	54,149	62,074	80,624
2 Years Ago	39,361	37,910	39,886	41,241	42,660	50,321	60,160
Month on Month % Change	-4.6 %	-3.7 %	0.4 %	2.8 %	1.1 %	-1.3 %	5.1 %
Year on Year % Change	-5.7 %	-14.5 %	-8.1 %	-6.6 %	-9.9 %	-7.4 %	-2.5 %

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 9	Week 10	Week 11	Week 12	Week 13
This Year	304,110	375,018	373,057	382,164	414,345
Previous Year	367,394	402,146	417,663	405,999	404,404
Annual % Change	-17.2%	-6.7%	-10.7%	-5.9%	2.5%
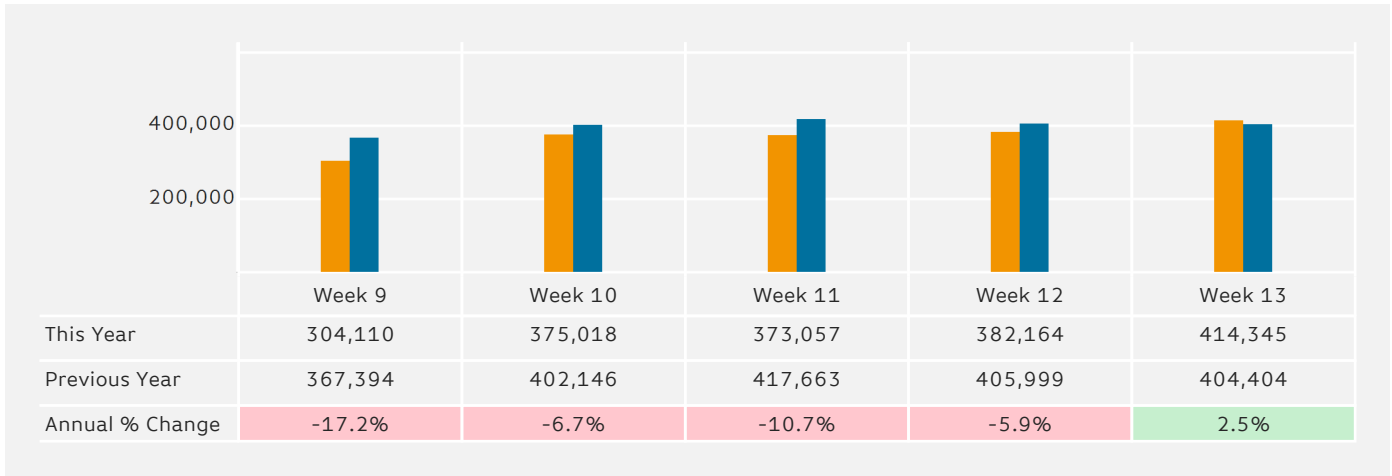
Footfall by Location

The figures shown below are calculated using weekly averages.

	The Cross	Foregate Street	Northgate
This Month	169,053	105,818	94,868
Previous Month	166,207	106,932	95,334
Previous Year	188,676	123,040	87,805
2 Years Ago	195,443	66,452	49,647
Year on Year % Change	-10.4 %	-14.0 %	8.0 %

Footfall by location

Counting By Location - Main Locations Only

The figures shown below are based on weekly averages

- The Cross, 45.7 %
- Foregate Street, 28.6 %
- Northgate, 25.7 %
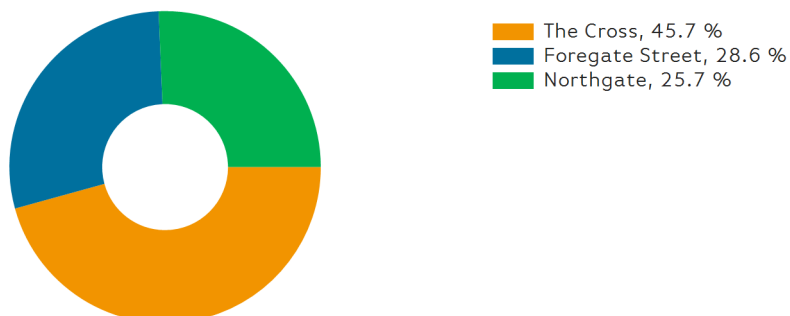
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2018-2017	407,766	450,243	442,757	471,471	472,720	425,241	432,845	415,532	429,400	341,315	368,472	369,738
2017-2016	359,572	397,854	394,995	454,609	485,449	453,636	442,247	411,168	465,691	336,870	379,993	399,521
2016-2015	358,170	392,005	377,993	402,366	406,918	415,598	404,386	381,086	438,977	293,597	324,311	311,542
Annual % change	13.4%	13.2%	12.1%	3.7%	-2.6%	-6.3%	-2.1%	1.1%	-7.8%	1.3%	-3.0%	-7.5%
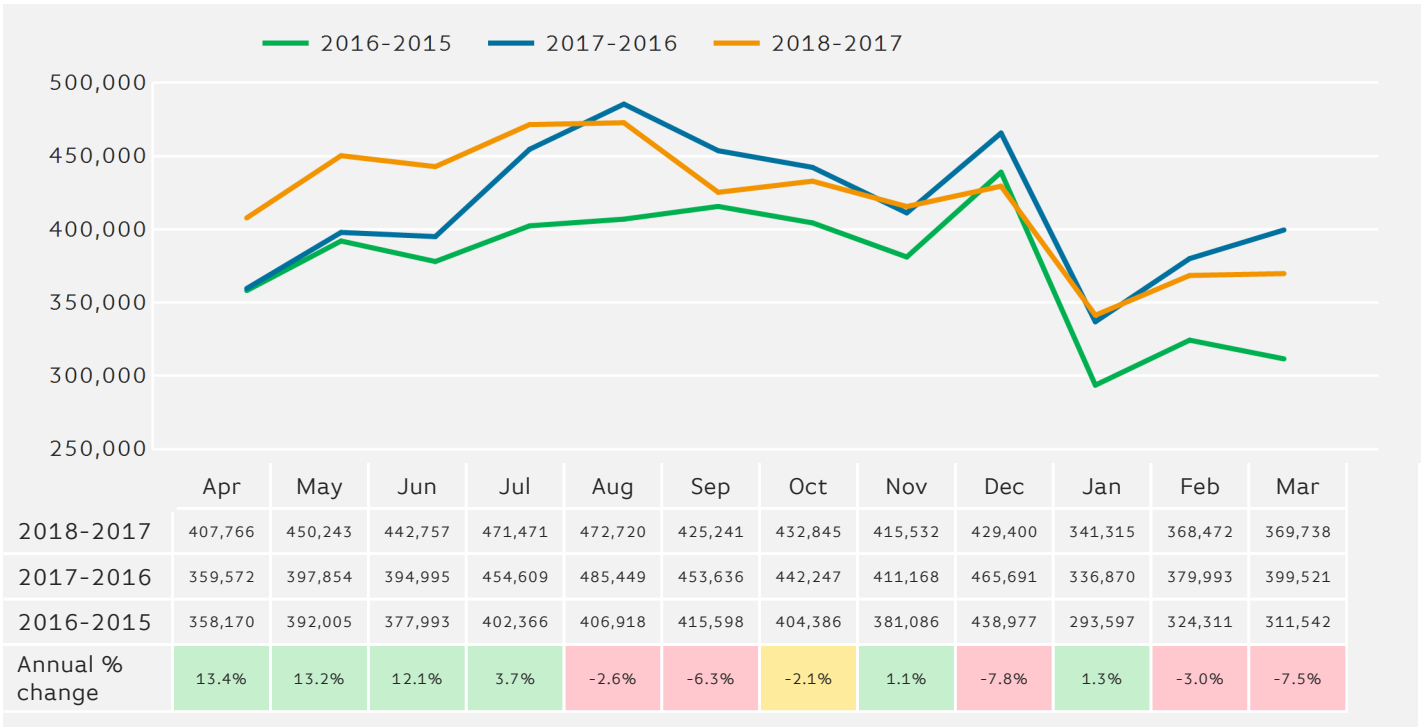
Notes

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.3 2018 Vs 2 2018