CH1 Chester BID
Shop | Dine | Play

Chester

June 2018

27/05/2018 to 30/06/2018

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

springboard

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		Month Year on Year % Change		Month on Month % Change	
	2018	2017	2018	2017	2018	2017
Chester	▼ -1.5 %	▲ 16.3 %	▲ 0.7 %	▲ 12.1 %	▲ 0.3 %	▼ -1.7 %
North & Yorkshire	▼ -0.8 %	▲ 0.6 %	▲ 3.1 %	▲ 0.7 %	▲ 0.6 %	▲ 3.4 %
UK	▼ -2.8 %	▲ 0.1 %	▲ 0.1 %	▲ 0.9 %	▲ 1.4 %	▲ 2.5 %

Headlines

Footfall for the year to date is 1.5% down on the previous year.

The number of visitors counted for month commencing 27 May 2018 was 2,229,755.

The busiest day in month commencing 27 May 2018 was Saturday 16 June with 97,139 visitors.

The peak hour of the month was 12:00 on Saturday 16 June 2018 with footfall of 9,915

Footfall by Month

Figures shown below are calculated using monthly totals.

This Month: 2,229,755
Previous Month: 1,778,429
Previous Year: 2,213,787
2 Years Ago: 1,974,978
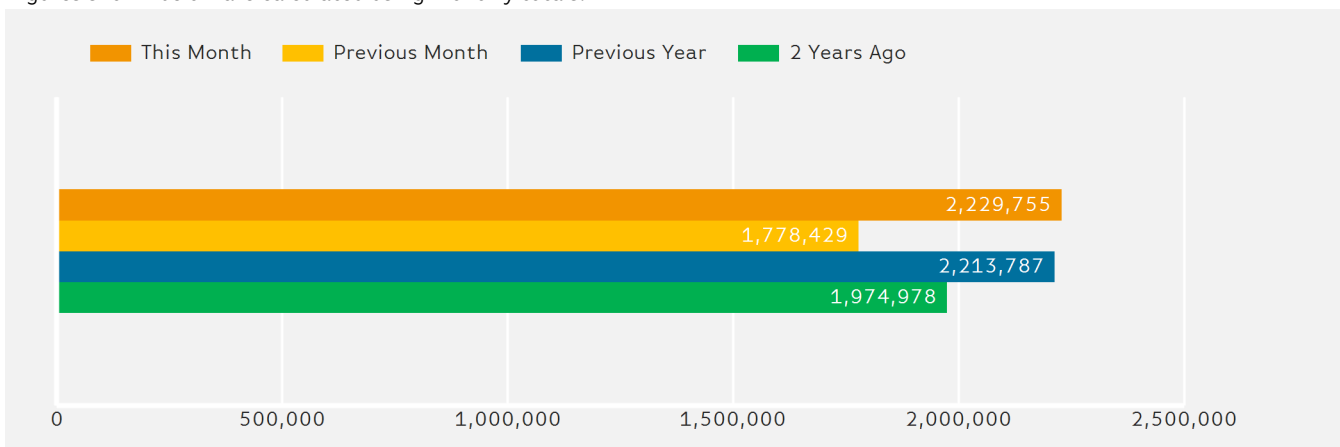
Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

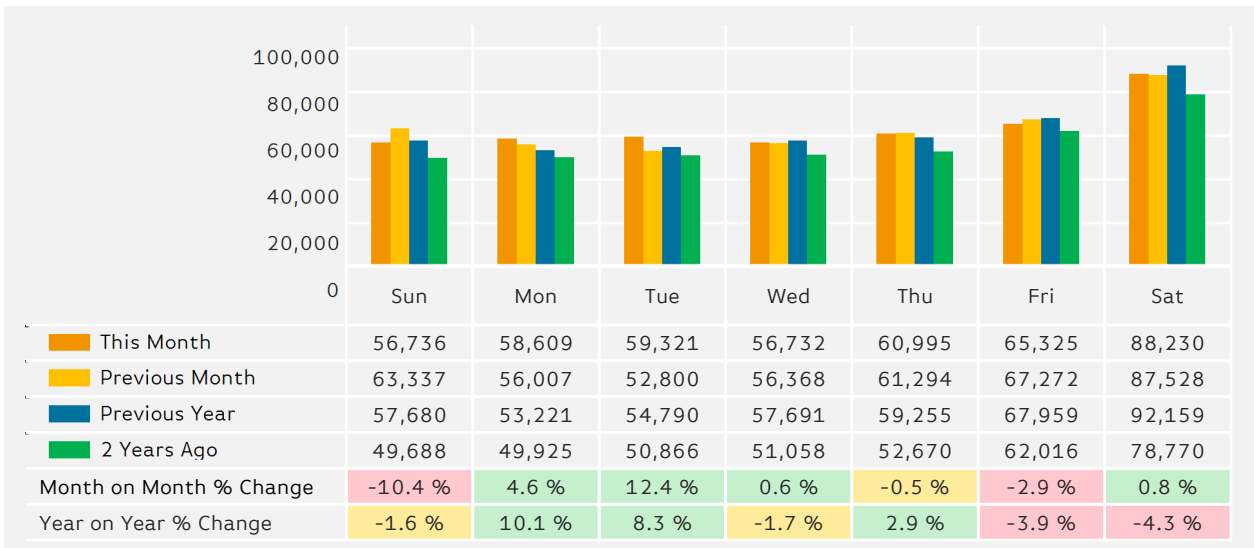The figures shown below are calculated using a weekly average

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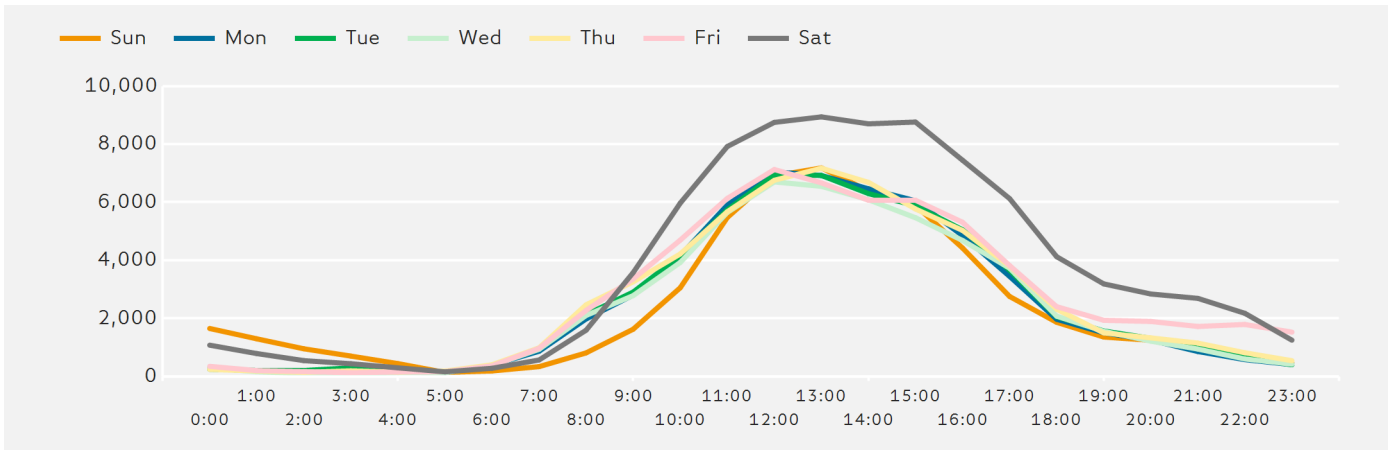
Weather

	Sunny	Cloudy	Rainy
Number of days this month	19	5	11
Number of days same month last year	8	4	23

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	22.0	11.7
2017	19.4	11.8

Footfall by Day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This Month	56,736	58,609	59,321	56,732	60,995	65,325	88,230
Previous Month	63,337	56,007	52,800	56,368	61,294	67,272	87,528
Previous Year	57,680	53,221	54,790	57,691	59,255	67,959	92,159
2 Years Ago	49,688	49,925	50,866	51,058	52,670	62,016	78,770
Month on Month % Change	-10.4 %	4.6 %	12.4 %	0.6 %	-0.5 %	-2.9 %	0.8 %
Year on Year % Change	-1.6 %	10.1 %	8.3 %	-1.7 %	2.9 %	-3.9 %	-4.3 %

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 22	Week 23	Week 24	Week 25	Week 26
This Year	477,853	436,415	451,923	429,799	433,765
Previous Year	484,380	423,662	431,355	418,392	455,998
Annual % Change	-1.3%	3.0%	4.8%	2.7%	-4.9%
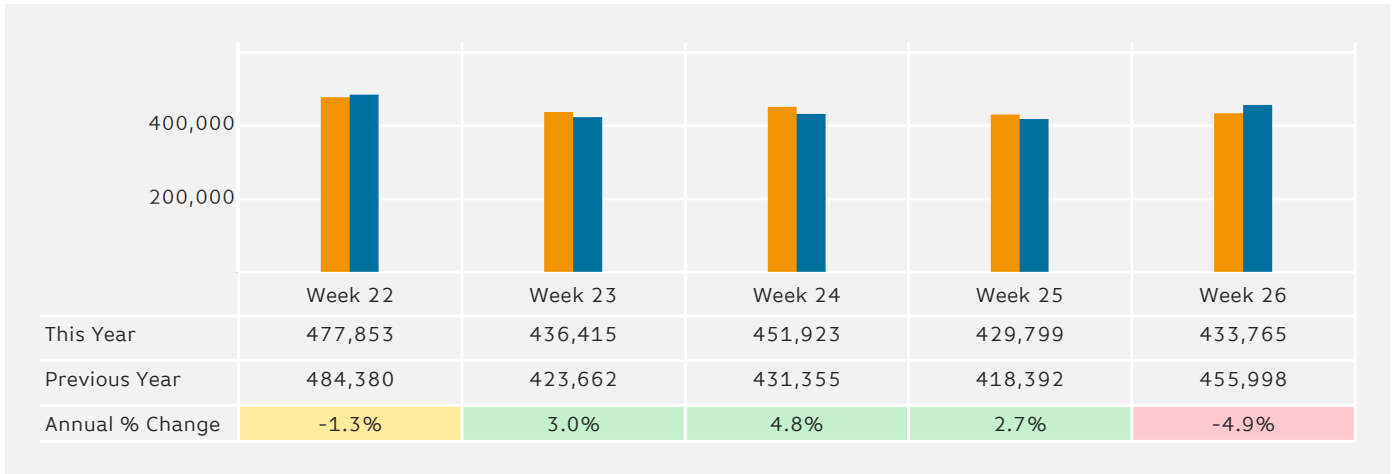
Footfall by Location

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	227,381	115,986	102,584
Previous Month	220,823	117,568	106,216
Previous Year	226,951	112,093	103,714
2 Years Ago	226,964	73,752	94,280
Year on Year % Change	0.2 %	3.5 %	-1.1 %

Footfall by location

Counting By Location - Main Locations Only

The Cross, 51.0 %
Foregate Street, 26.0 %
Northgate, 23.0 %
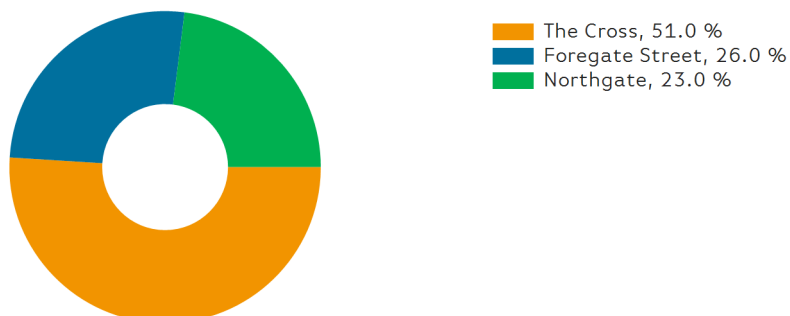
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2018-2017	471,471	472,720	425,241	432,845	415,532	429,400	341,315	368,472	369,738	414,741	444,607	445,951
2017-2016	454,609	485,449	453,636	442,247	411,168	465,691	336,870	379,993	399,521	407,766	450,243	442,757
2016-2015	402,366	406,918	415,598	404,386	381,086	438,977	293,597	324,311	311,542	359,572	397,854	394,995
Annual % change	3.7%	-2.6%	-6.3%	-2.1%	1.1%	-7.8%	1.3%	-3.0%	-7.5%	1.7%	-1.3%	0.7%
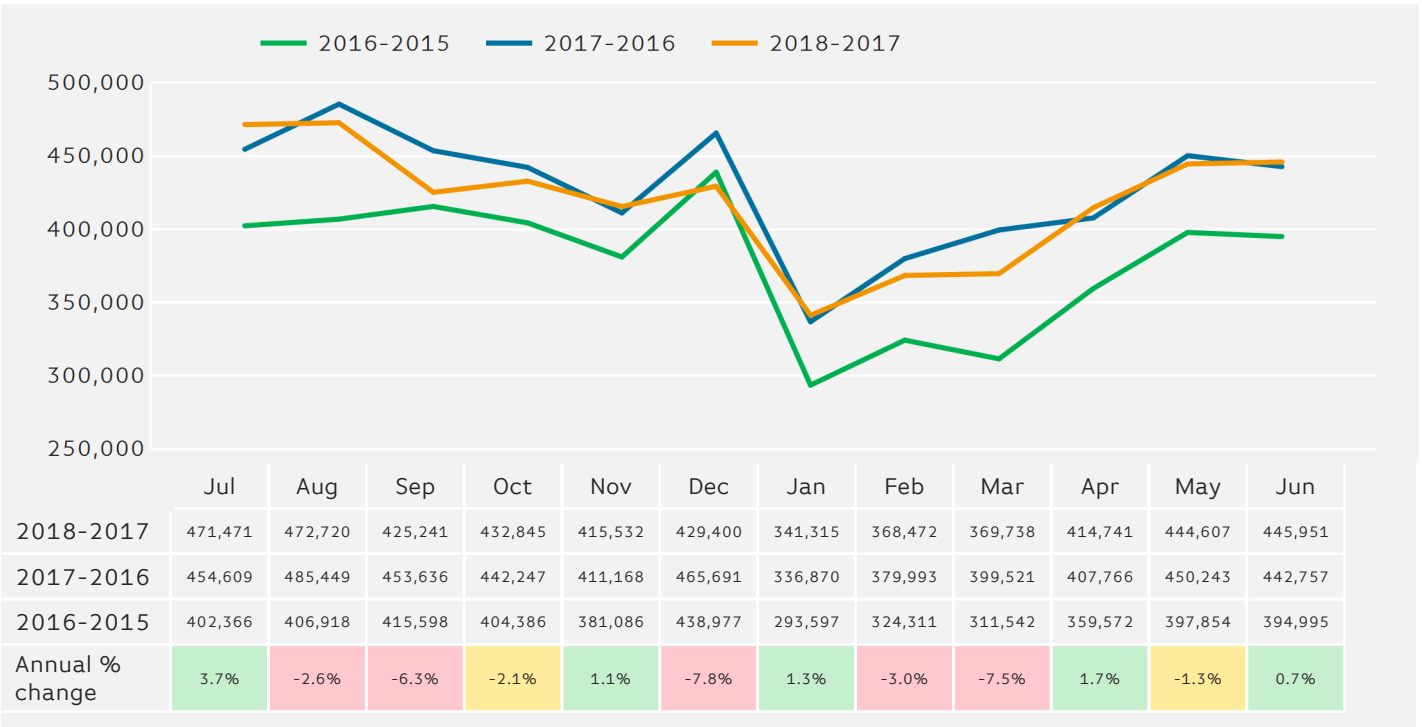
Notes

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.6 2018 Vs 5 2018