

#### Chester

June 2018 27/05/2018 to 30/06/2018



REGION - North & Yorkshire

Sunday to Saturday

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

	Y	Year to Date % Change		Month Year on Year % Change			Month on Month % Change				
	2018		2017		2018		2017		2018		2017
Chester	<b>▼</b> -1.5	§ % ▲	16.3 %	<b>A</b>	0.7 %	<b>A</b>	12.1 %	<b>A</b>	0.3 %	•	-1.7 %
North & Yorkshire	-0.8	\$ %	0.6 %	<b>A</b>	3.1 %	<b>A</b>	0.7 %	<b>A</b>	0.6 %	<b>A</b>	3.4 %
UK	-2.8	\$ %	0.1 %		0.1 %		0.9 %	<b>A</b>	1.4 %		2.5 %

#### Headlines



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.

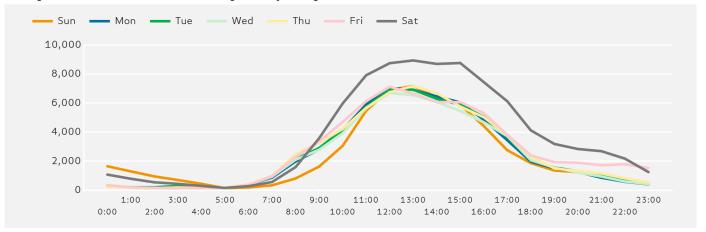


Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Powered by Springboard Page 1 of 4

## **Footfall by Hour**

The figures shown below are calculated using a weekly average



#### Weather



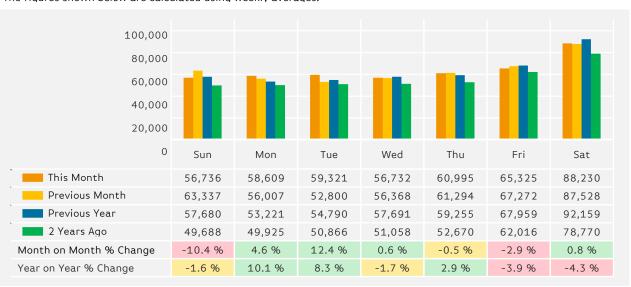
Number of days this month	19	5	11
Number of days same month last year	8	4	23

### **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.



Powered by Springboard Page 2 of 4

### **Footfall by Week of Month**



The figures shown below are calculated using weekly totals.



### **Footfall by Location**

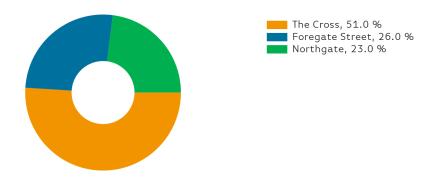


The figures shown below are calculated using weekly averages.



## Footfall by location

Counting By Location - Main Locations Only



Powered by Springboard Page 3 of 4

#### Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



#### 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

Powered by Springboard Page 4 of 4