

July 2022. 04 Jul 2022 - 31 Jul 2022 **Footfall Report for: Bognor Regis Town Centre**

Weeks This Month: 4 Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Bognor Regis Town Centre	36.2 %	6.2%	16.4%	9.9 %	-1.4%	2.4%
South East	42.8 %	12.5%	15.5%	30.3%	1.4%	-2.0%
High Street Index(Coastal Town)	28.8%	13.6%	3.4%	19.8 %	9.5%	6.2%
High Street Index - BDSU(BDSU - Speciality)	50.9 %	7.3%	15.8%	39.6%	3.9%	3.8%
UK	55.5%	1.8%	22.2%	31.7%	2.0%	0.4%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors for the year to date is 2,490,416 which is 36.2% up on the previous year.

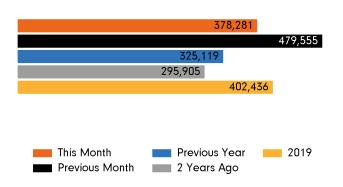
The total number of visitors to Bognor Regis Town Centre in month commencing 4 July 2022 was 378,281.

The busiest day in month commencing 4 July 2022 was Saturday 9 July with 16,654 visitors.

The peak hour of the month was 11:00 on Saturday 23 July 2022 with footfall of 2,286.

Footfall by month

Figures shown below are calculated using monthly totals.



Weather

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Number of days this month	19	7	2
Number of days same month last year	13	1	14
Number of days same month two years ago	19	4	5

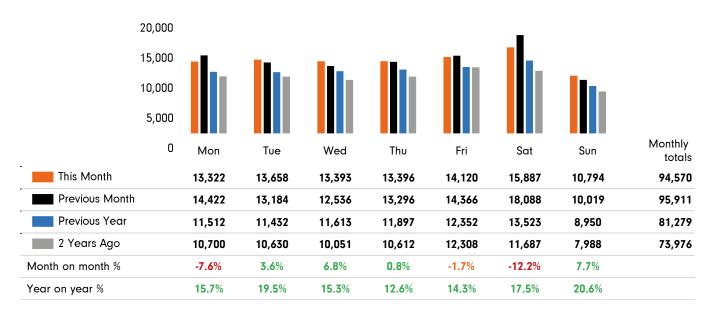
Average temperature

	Maximum temperature	Minimum temperature
2022	22 °	15°
2021	20 °	14 °
2020	21 °	13°

SPRINGBOARD.

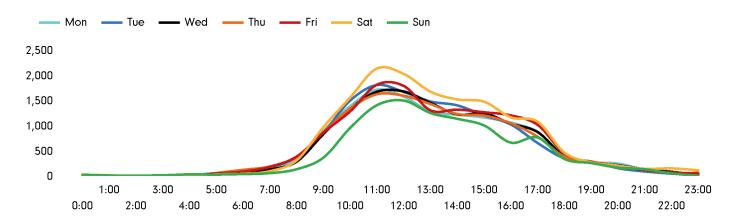
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by hour

The figures shown below are calculated using a weekly average



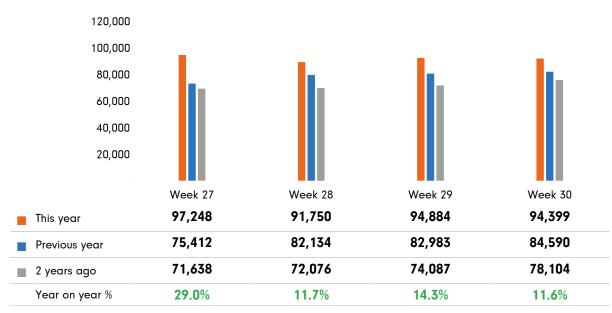
The figures shown below are calculated using weekly averages.

- 2020-2021 2021-2022 120,000 100,000 80,000 60,000 40,000 20,000 Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2021-2022 82,394 77,210 74,449 71,004 73,076 66,277 76,103 89,273 95,911 94,570 67,619 89,846 2020-2021 81,168 73,868 69,601 49,008 60,591 35,581 40,788 47,629 70,017 70,759 79,390 81,279 2019-2020 84,386 94,682 67,778 69,168 91,573 78,887 77,749 54,878 28,440 37,430 53,922 73,976 2018 - 2019 106,273 92,206 84,240 86,424 90,771 74,285 82,444 84,960 98,706 96,588 95,593 100,609 Year on Year 1.5% 7.0% 4.5% 44.9% 20.6% 86.3% 65.8% **59.8**% 28.3% 26.2% 20.8% 16.4% %

Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for July compares July 2022 to July 2021

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.

This month
Previous month
Previous year
2 Years ago
100,000
80,000
60,000
40,000
20,000
0
London Road

This Month	94,570
Previous Month	95,911
Previous Year	81,279
2 Years Ago	73,976
Year on Year %	16.4 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to July , 2022 Vs January, 2021 to July , 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.July,2022 Vs July, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2022 Vs 6 2022



July 2022. 04 Jul 2022 - 31 Jul 2022 2019 Comparison for: Bognor Regis Town Centre

2019 comparison for Bognor Regis Town Centre

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

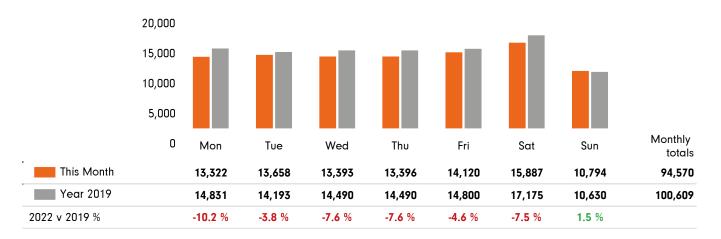
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Bognor Regis Town Centre	-8.2 %	-6.0 %
South East	-14.8 %	-13.7 %
High Street Index(Coastal Town)	-20.2 %	-18.9 %
High Street Index - BDSU(BDSU - Speciality)	-17.3 %	-15.1 %
UK	-19.0 %	-16.8 %

Bognor Regis Town Centre is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.

Year on year %	-3.3%	-4.9 %	-7.9 %	-7.8%
2019	100,547	96,470	103,002	102,417
2022	97,248	91,750	94,884	94,399
	Week 27	Week 28	Week 29	Week 30
20,000				
40,000				
60,000				
80,000				

Footfall by location

The figures shown below are calculated using weekly averages.

