October 2022. 03 Oct 2022 - 30 Oct 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	24.5%	5.5%	3.0%	7.0%	-3.9%	-3.6%
South East	28.1%	17.2%	2.7%	31.9%	2.6%	5.7%
High Street Index(Coastal Town)	16.6%	12.6%	-5.0%	17.0%	-9.8%	-9.2%
High Street Index - BDSU(BDSU - Speciality)	31.9%	16.7%	2.3%	45.6%	-2.6%	-2.6%
UK	36.8%	11.0%	7.9%	41.3%	2.1%	2.3%

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 3,538,322 which is 24.5% up on the previous year.

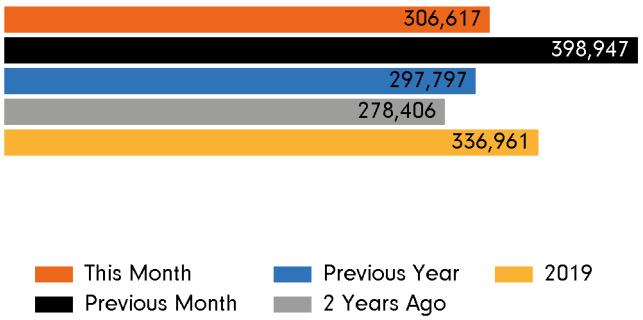
The total number of visitors to Bognor Regis Town Centre in month commencing 3 October 2022 was 306,617.

The busiest day in month commencing 3 October 2022 was Saturday 22 October with 14,798 visitors.

The peak hour of the month was 12:00 on Saturday 22 October 2022 with footfall of 2,048.

Footfall by month

Figures shown below are calculated using monthly totals.



Weather

Number of days this month	12	14	1	1
Number of days same month last year	10	5	13	
Number of days same month two years ago	6	3	19	

Average temperature

	Maximum temperature	Minimum temperature
2022	18°	12°
2021	16°	11°
2020	15°	10°

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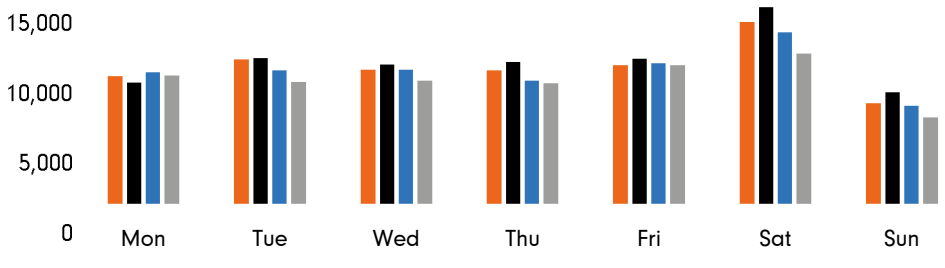
Footfall by day

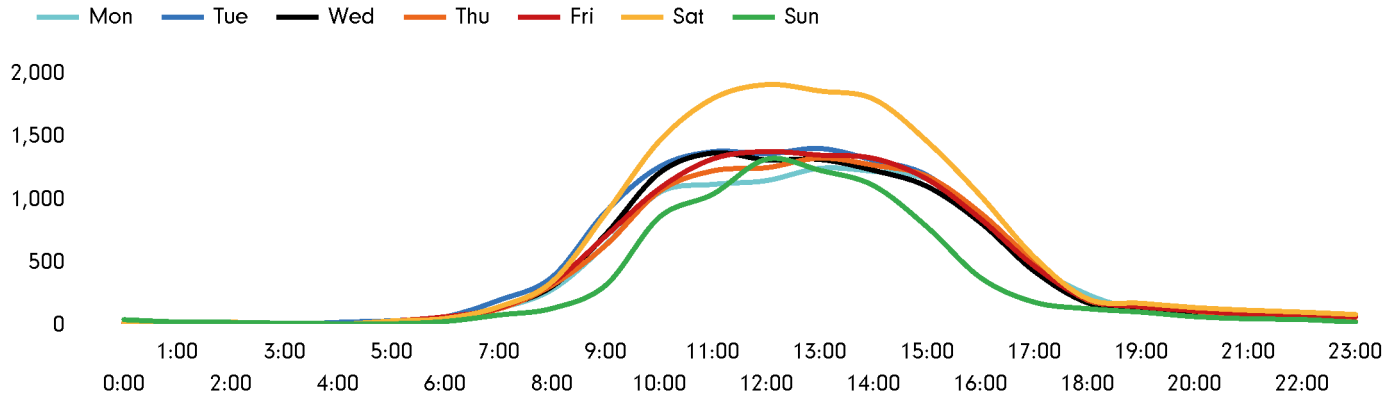
The figures shown below are calculated using weekly averages.



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	10,210	11,475	10,730	10,655	11,071	14,373	8,140	76,654
Previous Month	9,713	11,617	11,106	11,307	11,559	15,531	8,956	79,789
Previous Year	10,532	10,662	10,714	9,845	11,178	13,605	7,913	74,449
2 Years Ago	10,274	9,766	9,860	9,680	11,042	11,952	7,027	69,601
Month on month %	5.1%	-1.2%	-3.4%	-5.8%	-4.2%	-7.5%	-9.1%	
Year on year %	-3.1%	7.6%	0.1%	8.2%	-1.0%	5.6%	2.9%	

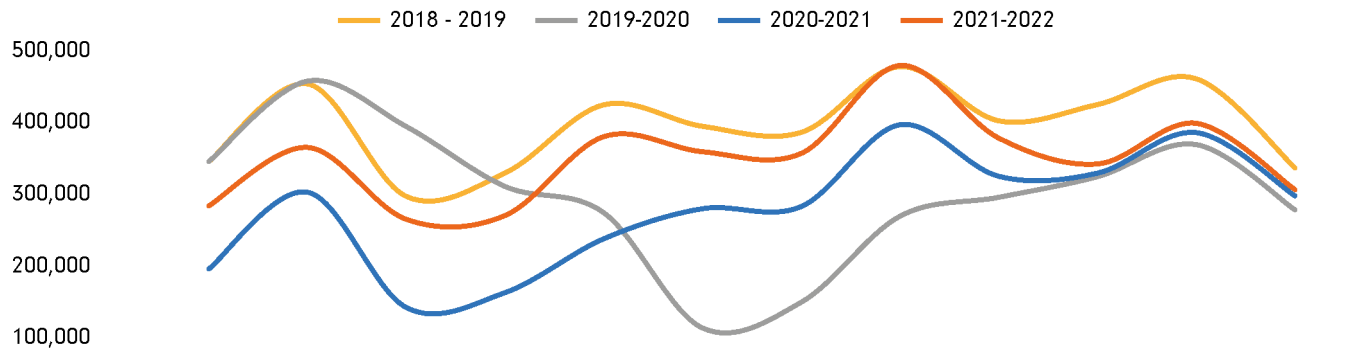
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

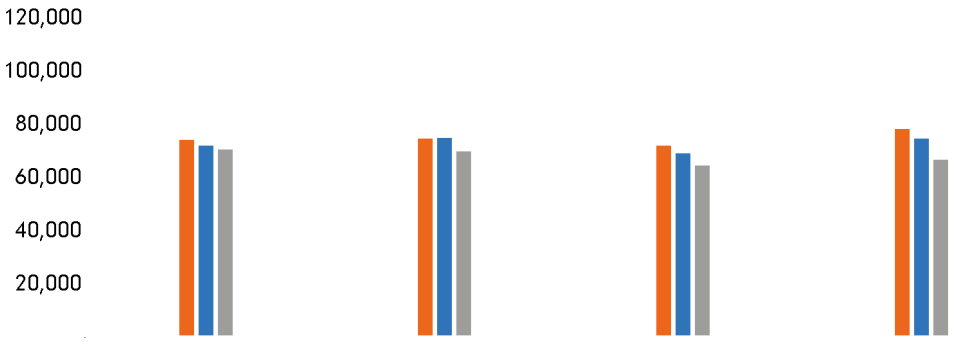


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2021-2022	**284,019**	**365,380**	**265,109**	**270,477**	**380,515**	**359,385**	**357,094**	**479,555**	**378,281**	**342,342**	**398,947**	**306,617**
2020-2021	**196,035**	**302,958**	**142,325**	**163,155**	**238,149**	**280,069**	**283,038**	**396,950**	**325,119**	**329,577**	**386,051**	**297,797**
2019-2020	**345,841**	**457,865**	**394,439**	**310,997**	**274,393**	**113,762**	**149,720**	**269,612**	**295,905**	**324,672**	**369,344**	**278,406**
2018 - 2019	**345,696**	**453,859**	**297,141**	**329,779**	**424,801**	**394,824**	**386,354**	**477,965**	**402,436**	**425,092**	**461,034**	**336,961**
Year on Year %	**44.9%**	**20.6%**	**86.3%**	**65.8%**	**59.8%**	**28.3%**	**26.2%**	**20.8%**	**16.4%**	**3.9%**	**3.3%**	**3.0%**

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

Footfall by week of month

The figures shown below are calculated using weekly totals.



	Week 40	Week 41	Week 42	Week 43
This year	**75,985**	**76,531**	**73,896**	**80,205**
Previous year	**73,820**	**76,774**	**70,830**	**76,373**
2 years ago	**72,291**	**71,474**	**66,125**	**68,516**
Year on year %	**2.9%**	**-0.3%**	**4.3%**	**5.0%**

Footfall by location

The figures shown below are calculated using weekly averages.

This Month	**76,654**
Previous Month	**79,789**
Previous Year	**74,449**
2 Years Ago	**69,601**
Year on Year %	**3.0 %**

Reporting dates

This month - 03 October 2022 - 30 October 2022

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 October , 2022 Vs January, 2021 to October , 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.10 2022 Vs 9 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

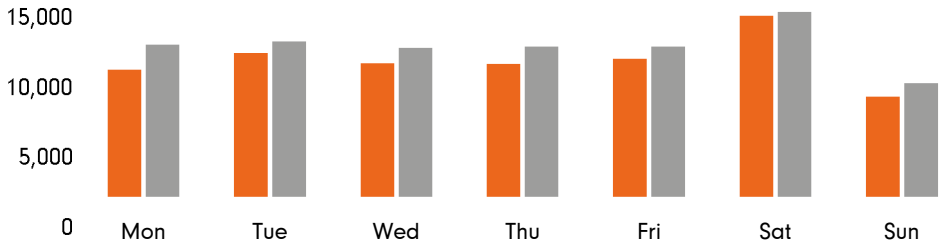
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Bognor Regis Town Centre	-10.1 %	-9.0 %
South East	-13.2 %	-6.2 %
High Street Index(Coastal Town)	-19.2 %	-17.7 %
High Street Index - BDSU(BDSU - Speciality)	-15.3 %	-8.6 %
UK	-17.7 %	-10.5 %

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

Footfall by day

The figures shown below are calculated using weekly averages.



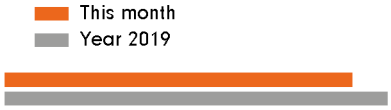
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	10,210	11,475	10,730	10,655	11,071	14,373	8,140	76,654
Year 2019	12,122	12,386	11,916	11,980	11,994	14,687	9,155	84,240
2022 v 2019 %	-15.8 %	-7.4 %	-10.0 %	-11.1 %	-7.7 %	-2.2 %	-11.1 %	

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 40	Week 41	Week 42	Week 43
2022	**75,985**	**76,531**	**73,896**	**80,205**
2019	**78,087**	**84,577**	**83,025**	**91,272**
Year on year %	**-2.7%**	**-9.5%**	**-11.0%**	**-12.1%**

Footfall by location

The figures shown below are calculated using weekly averages.

	This month	2019	2022 - 2019 %
London Road	**306,617**	**336,961**	**-9.0 %**