

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 %	
	2023	2022	2023	2022	2023	2022
Bognor Regis Town Centre	-0.4%	86.3%	-0.4%	86.3%	-9.0%	-9.3%
South East	6.9%	161.8%	6.8%	161.8%	-12.5%	-15.3%
High Street Index(Coastal Town)	0.4%	124.4%	0.4%	124.4%	-15.0%	-16.5%
High Street Index - BDSU(BDSU - Speciality)	13.4%	163.8%	12.4%	163.8%	-10.5%	-12.6%
UK	15.6%	169.5%	15.4%	169.5%	-16.6%	-18.7%

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

Headlines

The total number of visitors for the year to date is 263,977 which is 0.4% down on the previous year.

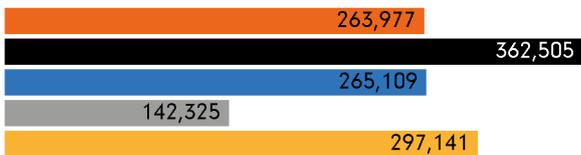
The total number of visitors to Bognor Regis Town Centre in month commencing 2 January 2023 was 263,977.

The busiest day in month commencing 2 January 2023 was Saturday 21 January with 13,645 visitors.

The peak hour of the month was 13:00 on Saturday 28 January 2023 with footfall of 2,224.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



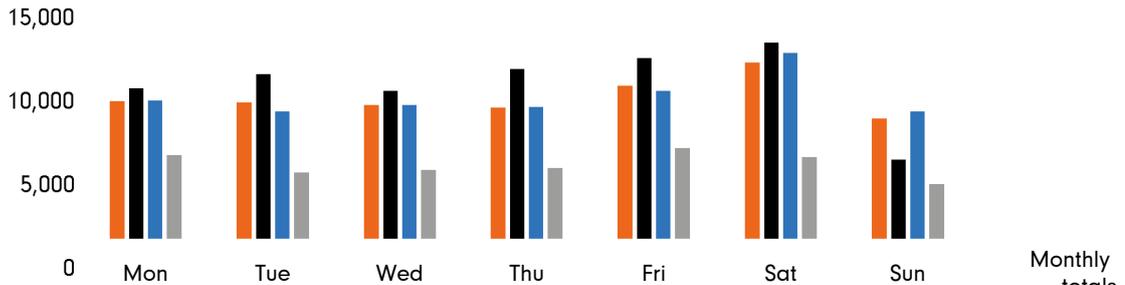
Number of days this month	10	16	2
Number of days same month last year	16	5	7
Number of days same month two years ago	8	2	18

Average temperature

	Maximum temperature	Minimum temperature
2023	9°	4°
2022	8°	3°
2021	7°	3°

Footfall by day

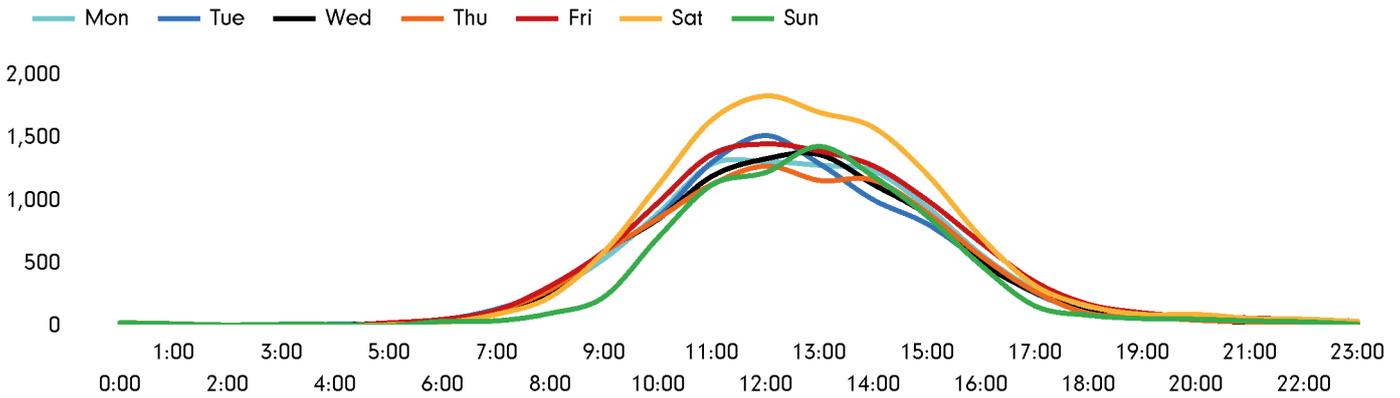
The figures shown below are calculated using weekly averages.



This Month	9,194	9,094	8,949	8,788	10,212	11,692	8,065	65,994
Previous Month	10,044	10,954	9,856	11,264	11,993	12,981	5,409	72,501
Previous Year	9,253	8,550	8,949	8,834	9,840	12,297	8,554	66,277
2 Years Ago	5,730	4,588	4,763	4,909	6,159	5,583	3,849	35,581
Month on month %	-8.5%	-17.0%	-9.2%	-22.0%	-14.9%	-9.9%	49.1%	
Year on year %	-0.6%	6.4%	0.0%	-0.5%	3.8%	-4.9%	-5.7%	

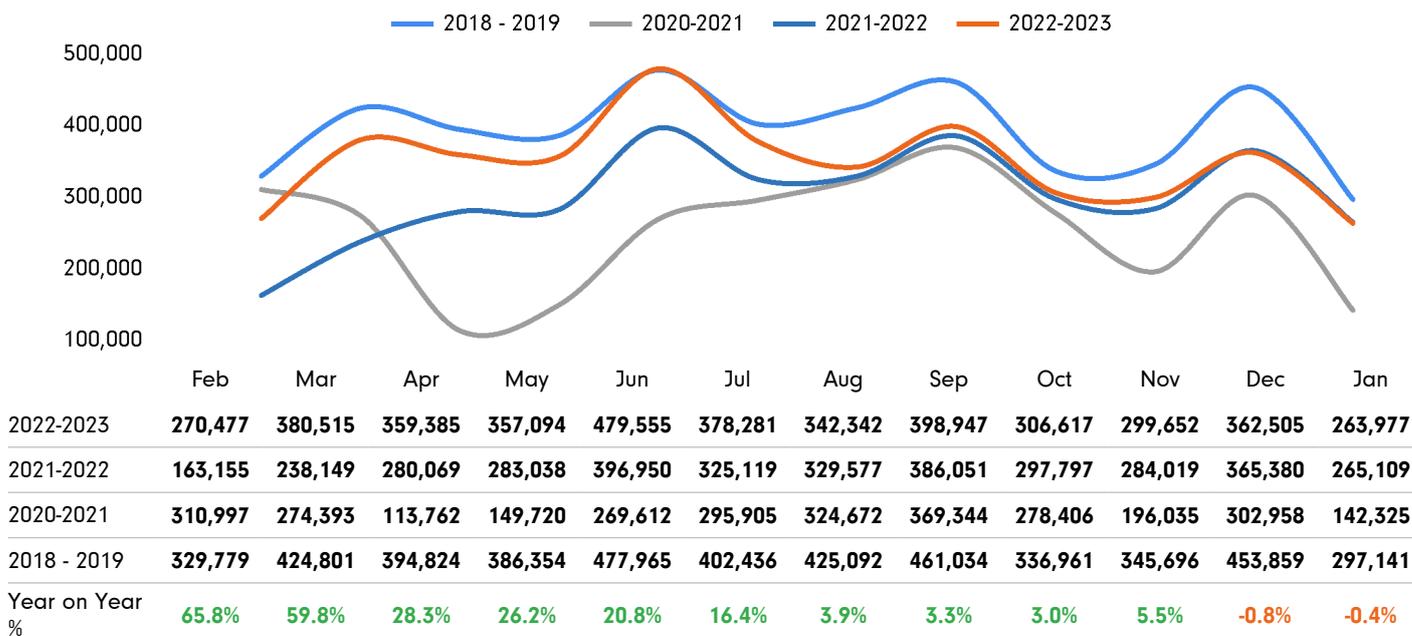
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

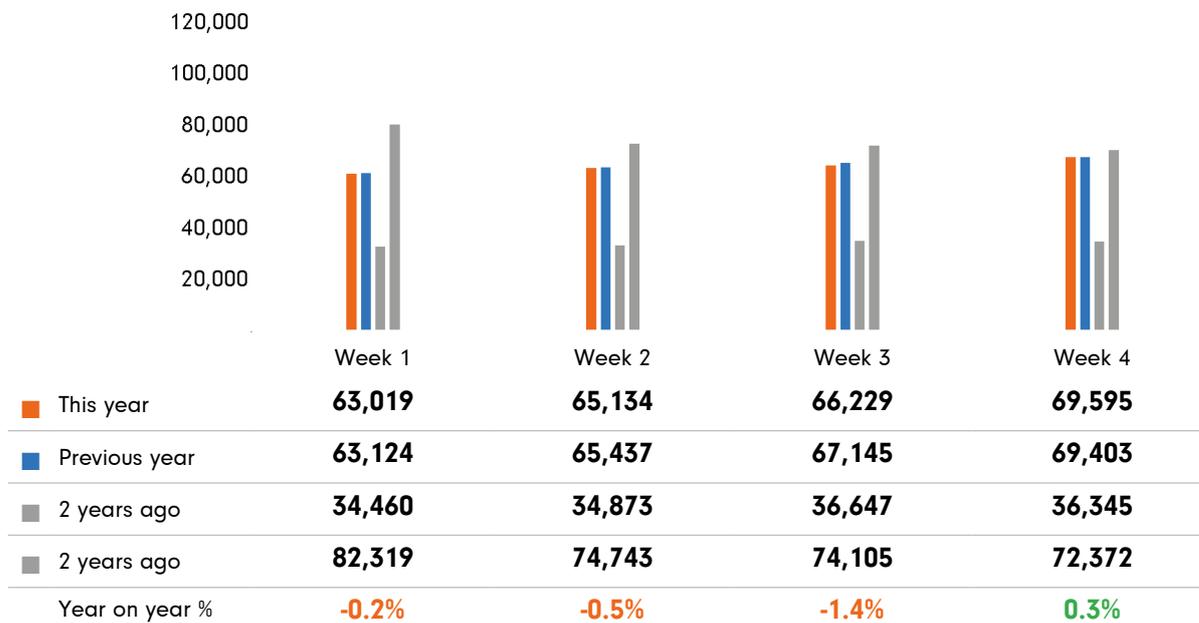
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for January compares January 2023 to January 2022

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

80,000
60,000
40,000
20,000
0



London Road

This Month	65,994
Previous Month	72,501
Previous Year	66,277
2 Years Ago	35,581
Year on Year %	-0.4 %

Reporting dates

This month - 02 January 2023 - 29 January 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to January, 2023 Vs January, 2022 to January, 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2023 Vs January, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2023 Vs December 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

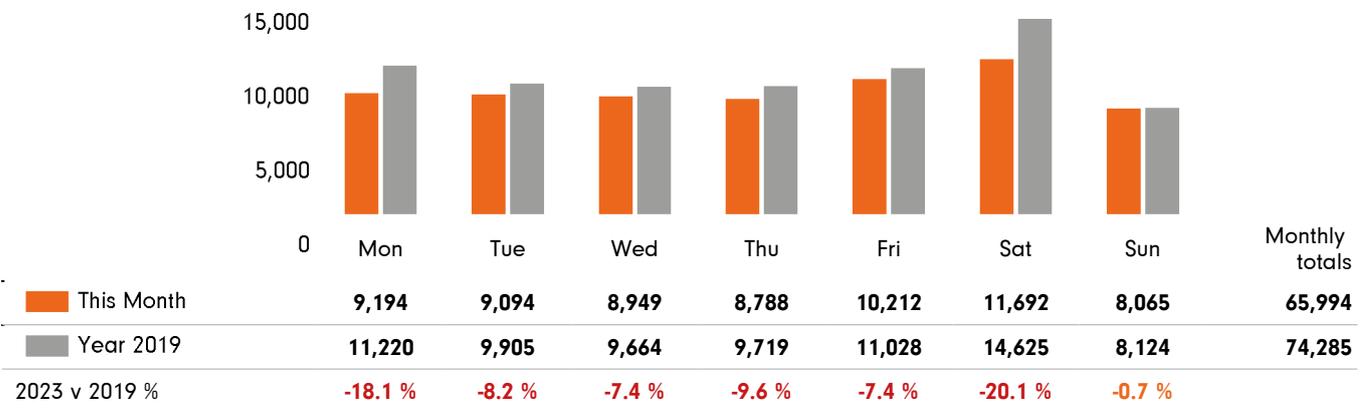
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Bognor Regis Town Centre	-11.2 %	-11.2 %
South East	-12.1 %	-12.1 %
High Street Index(Coastal Town)	-22.1 %	-22.1 %
High Street Index - BDSU(BDSU - Speciality)	-11.5 %	-12.2 %
UK	-15.9 %	-15.6 %

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

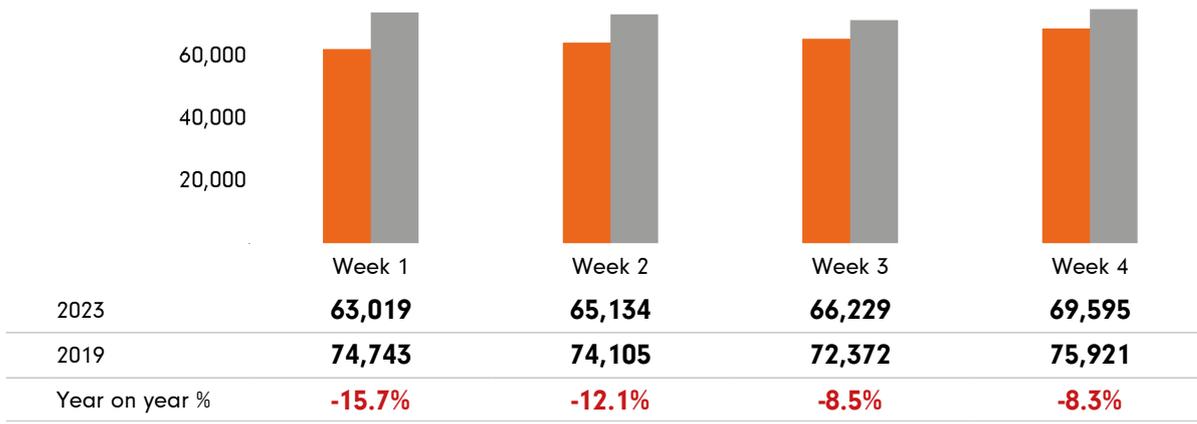
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

