



# Footfall Report for: Bognor Regis Town Centre

Weeks This Month: 4 Weeks Last Month: 5

#### **Monthly Footfall Counts**

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Bognor Regis Town Centre	-10.5%	36.2%	-15.5%	16.4%	-3.7%	-1.4%
South East	3.5%	42.8%	2.7%	15.5%	-0.2%	1.4%
High Street Index - BDSU (BDSU - Speciality)	4.9%	50.9%	-2.4%	15.8%	-5.2%	3.9%
High Street Index(Coastal Town)	-0.4%	28.8%	-7.1%	3.4%	-4.2%	9.5%
UK	5.7%	55.5%	0.8%	22.2%	-2.0%	2.0%

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**

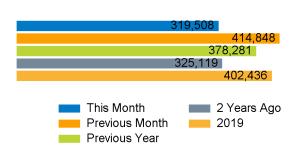
The total number of visitors for the year to date is 2,228,800 which is 10.5% down on the previous year.

The total number of visitors to Bognor Regis Town Centre in month commencing 3 July 2023 was 319,508.

The busiest day in month commencing 3 July 2023 was Saturday 29 July with 13,728 visitors.

The peak hour of the month was 12:00 on Saturday 15 July 2023 with footfall of 1,944.

#### Footfall Counts by month



Figures shown below are calculated using monthly totals.

#### Weather

	- <u>Ö</u> -		<b>*</b>
Number of days this month	11	14	3
Number of days same month last year	19	7	2
Number of days same month two years ago	13	1	14

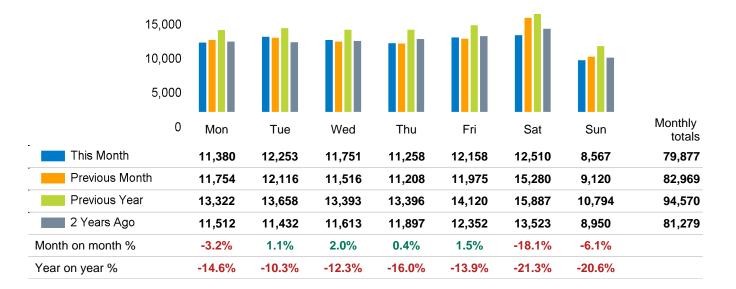
#### Average temperature

	Maximum temperature	Minimum temperature	
2023	21°	14°	
2022	22°	15°	
2021	<b>20°</b>	14°	



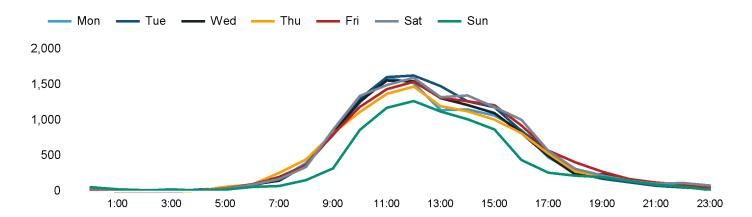
#### Footfall Counts by day

The figures shown below are calculated using weekly averages.



#### **Footfall Counts by hour**

The figures shown below are calculated using a weekly average



#### Footfall Counts - rolling 12 months The figures shown below are calculated using weekly averages. 2018 - 2019 **-** 2020-2021 2021-2022 2022-2023 120,000 100,000 80,000 60,000 40,000 20,000 Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2022-2023 85,585 99,736 61,323 74,913 90,626 52,795 70,272 84,104 59,962 78,287 103,712 63,901 2021-2022 82,394 96,512 59,559 71,004 91,345 53,021 67,619 95,128 71,877 89,273 119,888 75,656 2020-2021 81,168 65,023 92,336 55,681 49,008 75,739 28,465 40,788 59,537 56,013 70,759 99,237 2018 - 2019 106,273 115,258 67,392 86,424 113,464 59,428 82,444 106,200 78,964 96,588 119,491 80,487 Year on Year 3.9%

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

-0.4%

3.9%

-11.6%

-16.6%

-12.3%

-13.5%

-15.5%

-0.8%

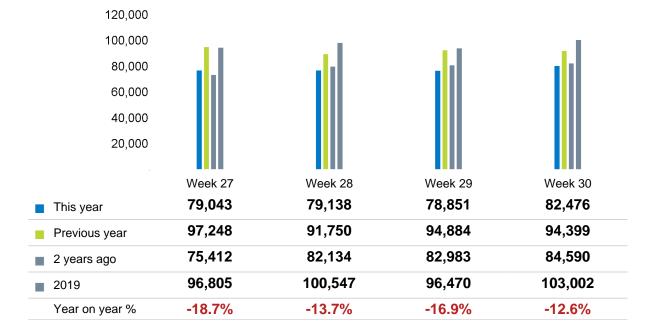
#### Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

3.3%

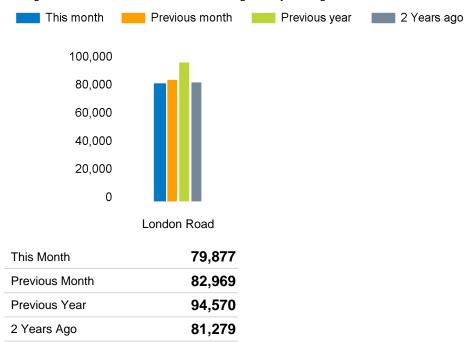
3.0%

5.5%



#### **Footfall Counts by location**

The figures shown below are calculated using weekly averages.



-15.5 %

#### **Reporting dates**

Year on Year %

This month - 03 July 2023 - 30 July 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 July , 2023 Vs January, 2022 to July , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2023 Vs 6 2023



## 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

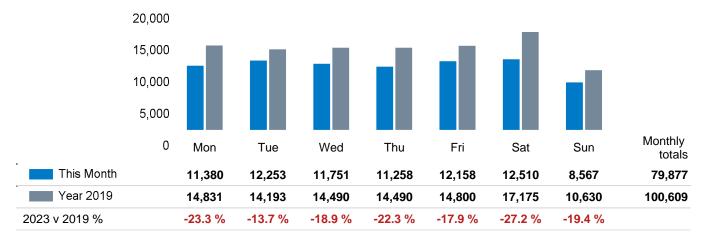
#### **Headlines**

	Year to date %	Year on year %	
	2023 Vs 2019	2023 Vs 2019	
Bognor Regis Town Centre	<b>-17.9</b> %	-20.6 %	
South East	-11.2 %	-11.8 %	
High Street Index - BDSU (BDSU - Speciality)	-11.7 %	-16.3 %	
High Street Index(Coastal Town)	-19.0 %	-24.6 %	
UK	-14.5 %	-15.6 %	

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

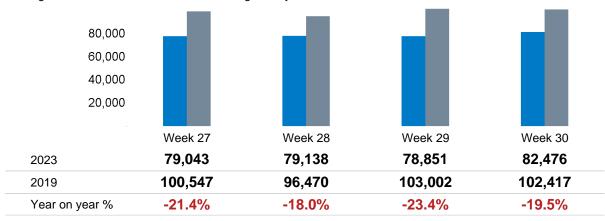
#### Footfall Counts by day

The figures shown below are calculated using weekly averages.



#### Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



#### **Footfall Counts by location**

The figures shown below are calculated using weekly averages.

This month 2019 2023 - 2019 % This month Year 2019

London Road 79,877 100,609 -20.6 %

