



# Footfall Report for: Bognor Regis Town Centre

Weeks This Month: 4 Weeks Last Month: 4

#### **Monthly Footfall Counts**

	Year to	date %	Year on year % Month on month %		month %	
	2023	2022	2023	2022	2023	2022
Bognor Regis Town Centre	-10.0%	31.2%	-5.9%	3.9%	0.8%	-9.5%
South East	3.6%	36.9%	4.2%	5.9%	-0.9%	-1.7%
High Street Index - BDSU (BDSU - Speciality)	4.2%	43.1%	0.2%	8.0%	6.3%	2.8%
High Street Index(Coastal Town)	-0.6%	23.7%	0.3%	1.0%	13.9%	7.1%
UK	5.1%	48.1%	1.4%	13.6%	1.6%	1.0%

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**

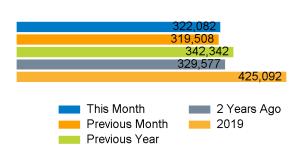
The total number of visitors for the year to date is 2,550,882 which is 10% down on the previous year.

The total number of visitors to Bognor Regis Town Centre in month commencing 31 July 2023 was 322,082.

The busiest day in month commencing 31 July 2023 was Saturday 19 August with 15,419 visitors.

The peak hour of the month was 11:00 on Tuesday 1 August 2023 with footfall of 1,921.

#### **Footfall Counts by month**



Figures shown below are calculated using monthly totals.

#### Weather

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Number of days this month	13	14	1
Number of days same month last year	12	7	9
Number of days same month two years ago	16	4	8

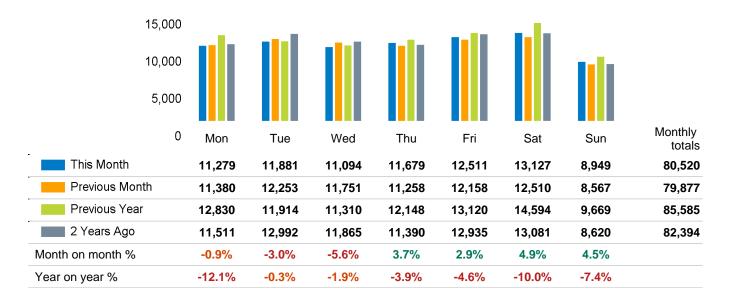
#### Average temperature

	Maximum temperature	Minimum temperature	
2023	22°	14°	
2022	23°	16°	
2021	19°	13°	



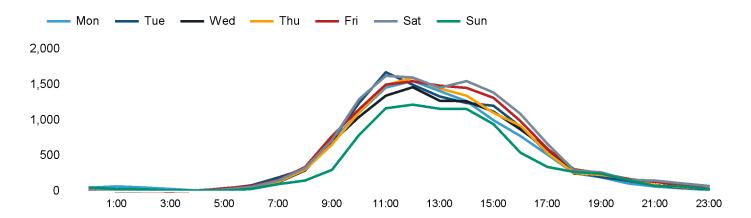
#### Footfall Counts by day

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 Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug 2022-2023 99,736 76,654 59,930 90,626 65,994 56,218 84,104 74,952 62,629 103,712 79,877 64,416 2021-2022 96,512 74,449 56,803 91,345 66,277 54,095 95,128 89,846 71,418 119,888 94,570 68,468 2020-2021 69,601 92,336 39,207 75,739 35,581 32,631 59,537 70,017 56,607 99,237 81,279 65,915

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

65,955

3.9%

106,200

-11.6%

98,706

-16.6%

77,270

-12.3%

119,491 100,609

-13.5%

-15.5%

85,018

-5.9%

#### Footfall Counts by week of month

115,258

3.3%

2018 - 2019

Year on Year

The figures shown below are calculated using weekly totals.

84,240

3.0%

69,139

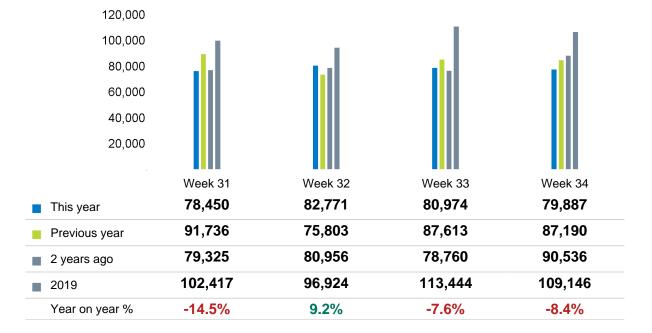
5.5%

113,464

-0.8%

74,285

-0.4%



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

The figures shown below are calculated using weekly averages.



This Month	80,520
Previous Month	79,877
Previous Year	85,585
2 Years Ago	82,394
Year on Year %	-5.9 %

## **Reporting dates**

This month - 31 July 2023 - 27 August 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 August , 2023 Vs January, 2022 to August , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.8 2023 Vs 7 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

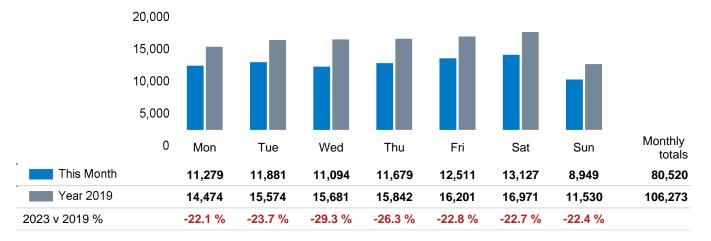
#### **Headlines**

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Bognor Regis Town Centre	-18.7 %	-24.2 %
South East	-11.0 %	-9.4 %
High Street Index - BDSU (BDSU - Speciality)	-11.6 %	-10.9 %
High Street Index(Coastal Town)	-18.8 %	-17.1 %
UK	-14.3 %	-12.9 %

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

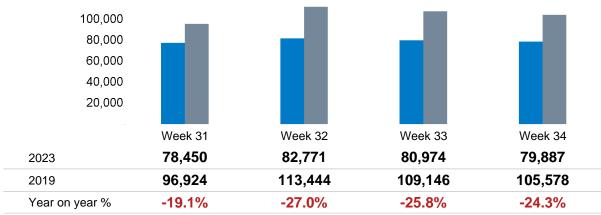
#### Footfall Counts by day

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 2019 2023 - 2019 % This month Year 2019

London Road **80,520 106,273 -24.2** %