

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Bognor Regis Town Centre	-50.6%	-0.5%	-47.5%	-5.7%	14.6%	-1.4%
South East	-63.5%	-6.0%	-60.1%	-9.8%	24.2%	1.2%
High Street Index(Coastal Town)	-58.8%	-8.1%	-54.3%	-10.9%	27.3%	-1.8%
High Street Index - BDSU(BDSU - Speciality)	-67.2%	-4.9%	-63.8%	-7.2%	28.0%	4.8%
UK	-70.4%	-4.5%	-67.9%	-8.1%	19.4%	1.6%

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 305,480 which is 50.6% down on the previous year.

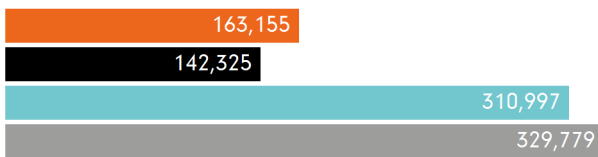
The total number of visitors to Bognor Regis Town Centre in month commencing 1 February 2021 was 163,155.

The busiest day in month commencing 1 February 2021 was Saturday 27 February with 8,975 visitors.

The peak hour of the month was 11:00 on Saturday 27 February 2021 with footfall of 1,211.

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



Number of days this month     6     4     15     3

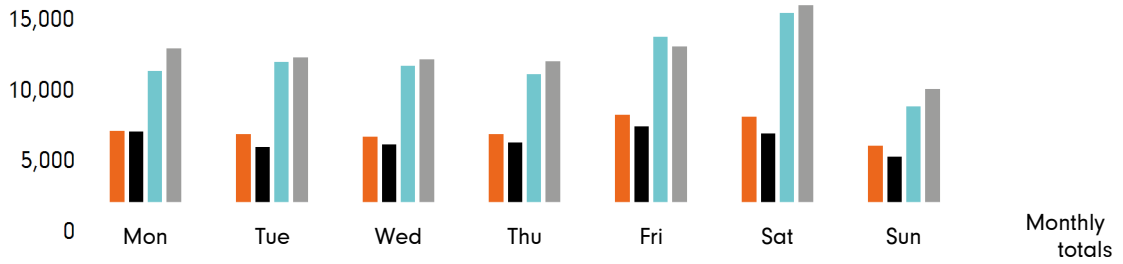
Number of days same month last year     7     1     20

### Average temperature

	Maximum temperature	Minimum temperature
2021	7°	4°
2020	10°	6°

## Footfall by day

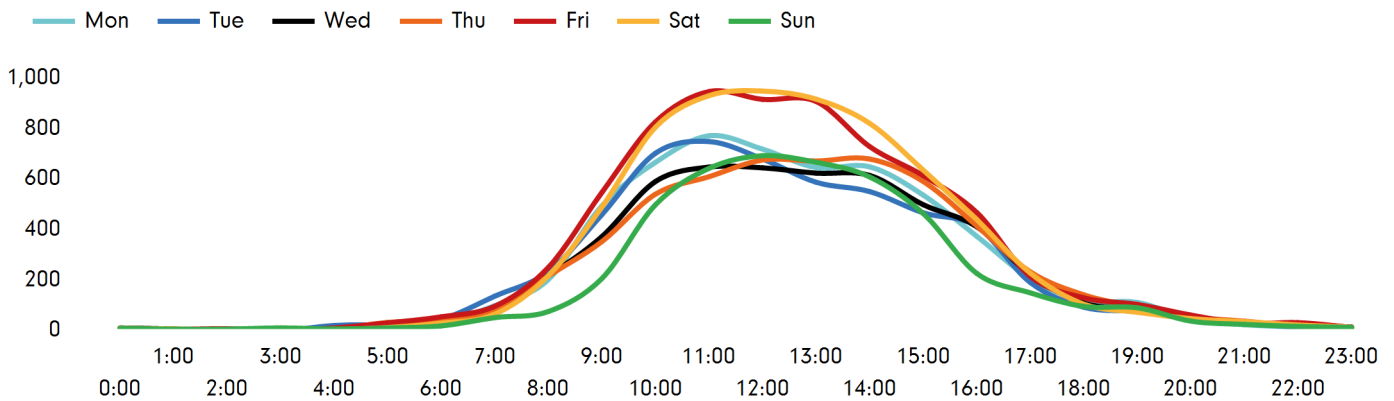
The figures shown below are calculated using weekly averages.



Month on month %	1.1%	21.2%	12.5%	12.9%	13.9%	23.1%	20.7%	
Year on year %	-44.2%	-49.6%	-50.2%	-45.1%	-45.9%	-53.6%	-39.6%	

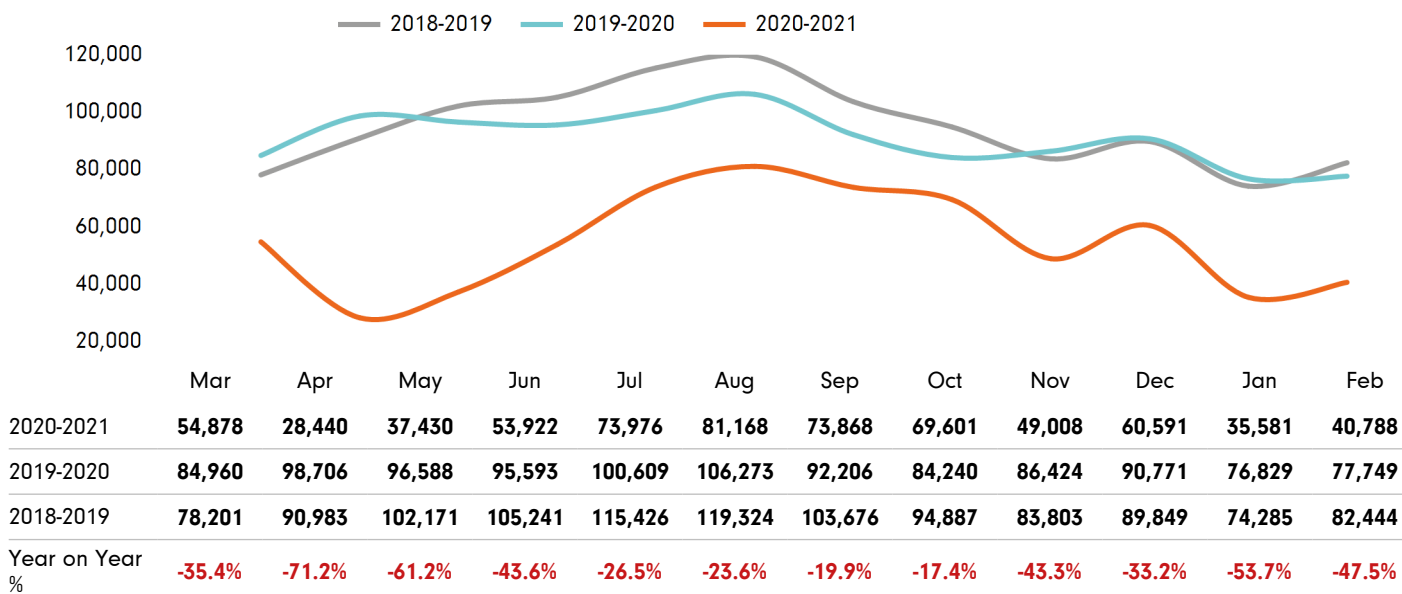
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

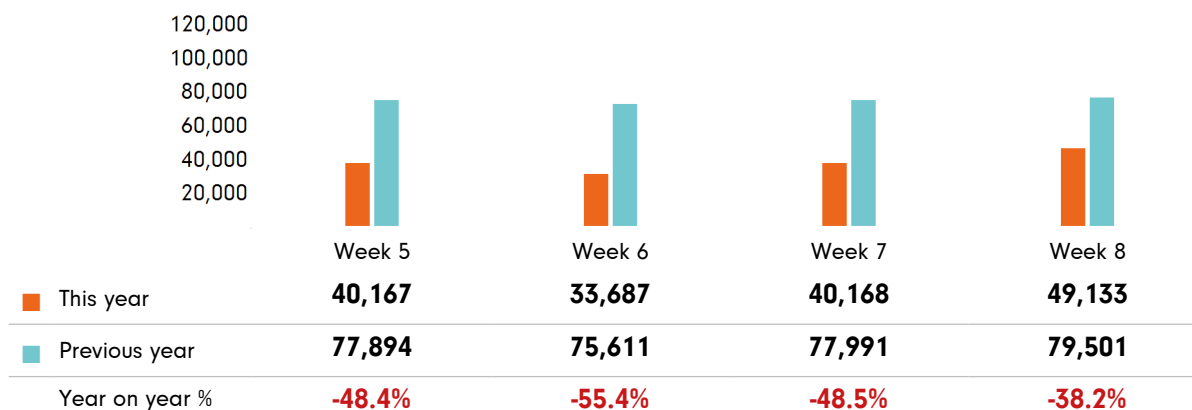
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for February compares February 2021 to February 2020

## Footfall by week of month

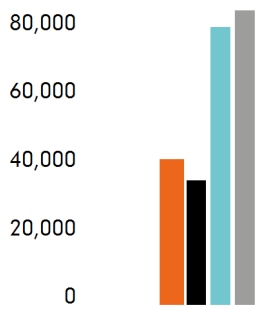
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

■ This month ■ Previous month ■ Previous year ■ 2 Years ago



London Road

This Month	<b>40,788</b>
Previous Month	<b>35,581</b>
Previous Year	<b>77,749</b>
2 Years Ago	<b>82,444</b>
Year on Year %	<b>-47.5 %</b>

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to February, 2021 Vs January, 2020 to February, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2021 Vs February, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2021 Vs 1 2021