

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Bognor Regis Town Centre	6.2%	-35.3%	9.9%	-26.5%	2.4%	37.2%
South East	12.5%	-43.8%	30.3%	-42.5%	-2.0%	46.7%
High Street Index(Coastal Town)	13.6%	-41.3%	19.8%	-32.4%	6.2%	70.1%
High Street Index - BDSU(BDSU - Speciality)	7.3%	-45.3%	39.6%	-46.7%	3.8%	55.6%
UK	1.8%	-46.1%	31.7%	-46.6%	0.4%	56.3%

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 1,828,805 which is 6.2% up on the previous year.

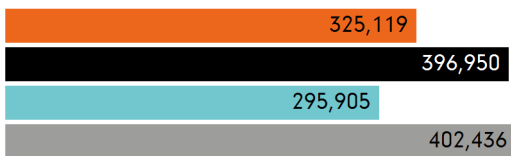
The total number of visitors to Bognor Regis Town Centre in month commencing 5 July 2021 was 325,119.

The busiest day in month commencing 5 July 2021 was Saturday 17 July with 14,187 visitors.

The peak hour of the month was 11:00 on Thursday 29 July 2021 with footfall of 2,113.

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



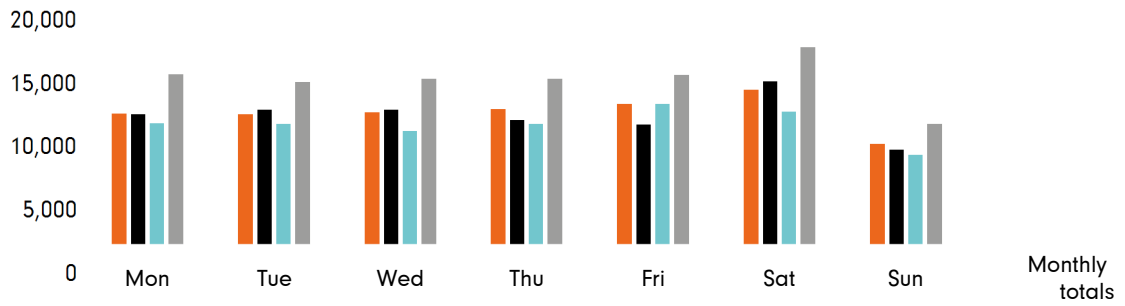
Number of days this month	13	1	14
Number of days same month last year	19	4	5
Number of days same month two years ago	18	5	5

## Average temperature

	Maximum temperature	Minimum temperature
2021	20°	14°
2020	21°	13°
2019	22°	15°

## Footfall by day

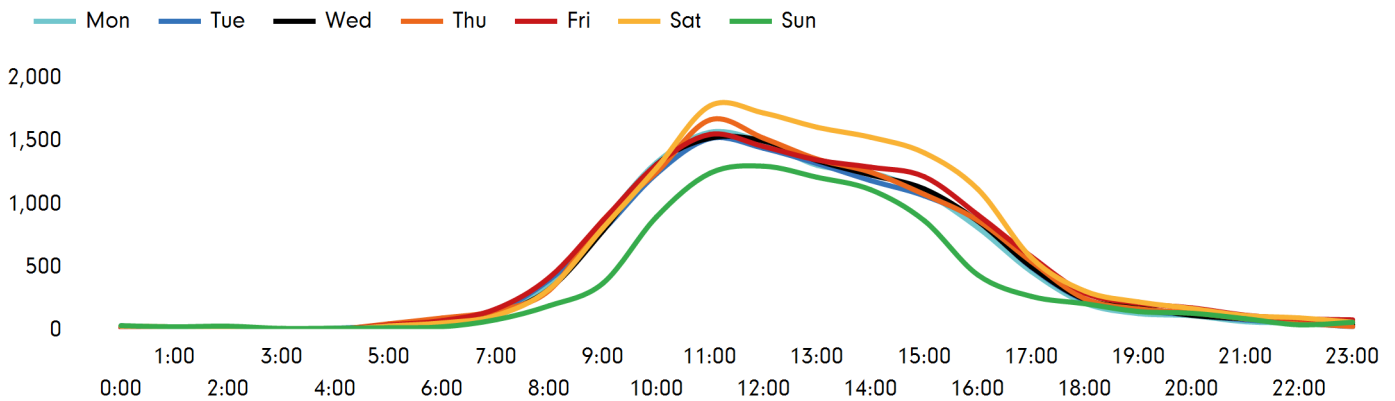
The figures shown below are calculated using weekly averages.



This Month	11,512	11,433	11,614	11,898	12,353	13,521	8,950	81,281
Previous Month	11,480	11,850	11,865	10,985	10,558	14,224	8,427	79,389
Previous Year	10,701	10,630	10,051	10,613	12,306	11,687	7,989	73,977
2 Years Ago	14,832	14,194	14,490	14,491	14,801	17,172	10,631	100,611
Month on month %	0.3%	-3.5%	-2.1%	8.3%	17.0%	-4.9%	6.2%	
Year on year %	7.6%	7.6%	15.5%	12.1%	0.4%	15.7%	12.0%	

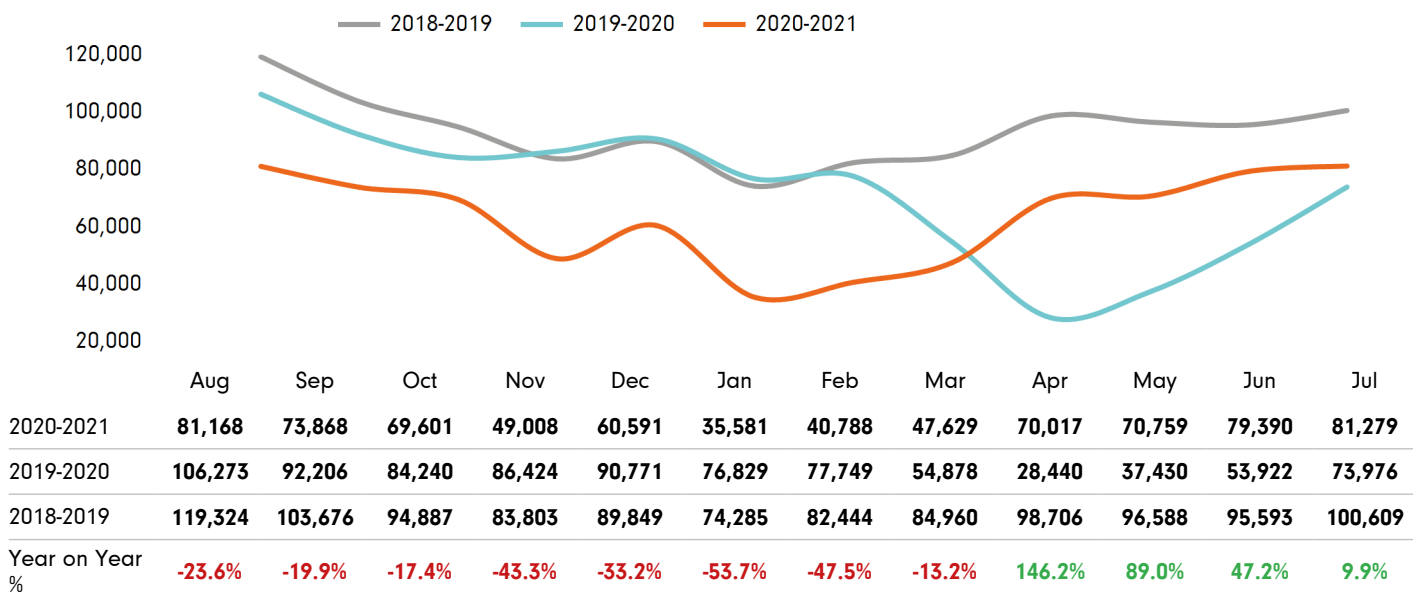
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

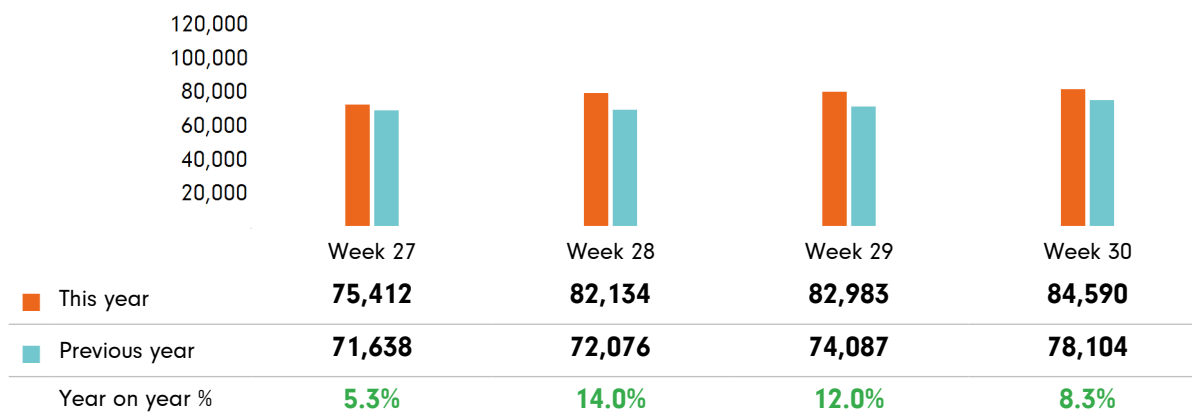
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

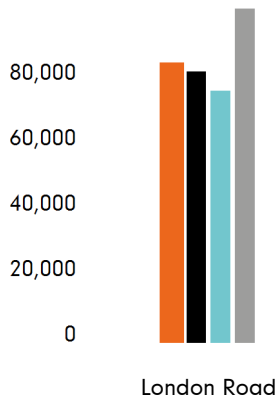
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>81,279</b>
Previous Month	<b>79,390</b>
Previous Year	<b>73,976</b>
2 Years Ago	<b>100,609</b>
Year on Year %	<b>9.9 %</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 July, 2021 Vs January, 2020 to July, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2021 Vs 6 2021

**2021 versus 2019 comparison follows on subsequent pages**

## 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 2021 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 2021 against the similar time period in 2019

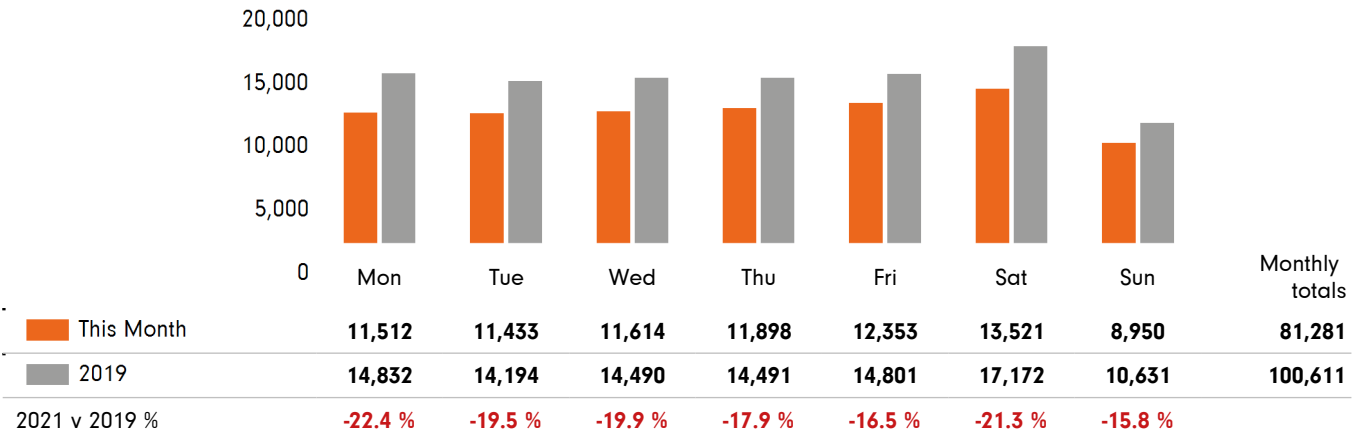
### Headlines

	Year to date %	Year on year %
	2021 Vs 2019	2021 Vs 2019
Bognor Regis Town Centre	<b>-32.6 %</b>	<b>-19.2 %</b>
South East	<b>-39.8 %</b>	<b>-25.5 %</b>
High Street Index(Coastal Town)	<b>-37.8 %</b>	<b>-22.0 %</b>
High Street Index - BDSU(BDSU - Speciality)	<b>-45.2 %</b>	<b>-26.6 %</b>
UK	<b>-43.6 %</b>	<b>-30.0 %</b>

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 location

The figures shown below are calculated using weekly averages.

