

# Footfall Report for: Bognor Regis Town Centre

Weeks This Month: 4  
Weeks Last Month: 4

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Bognor Regis Town Centre	1.8%	75.3%	3.9%	65.8%	6.5%	2.0%
South East	7.3%	142.8%	7.5%	127.2%	8.5%	7.4%
High Street Index(Coastal Town)	3.6%	104.9%	6.0%	89.9%	13.8%	7.1%
High Street Index - BDSU(BDSU - Speciality)	12.6%	148.0%	11.9%	136.5%	13.4%	14.0%
UK	15.7%	162.4%	15.7%	153.8%	12.7%	12.4%

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 545,067 which is 1.8% up on the previous year.

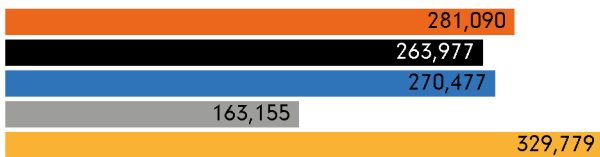
The total number of visitors to Bognor Regis Town Centre in month commencing 30 January 2023 was 281,090.

The busiest day in month commencing 30 January 2023 was Saturday 4 February with 14,348 visitors.

The peak hour of the month was 12:00 on Saturday 4 February 2023 with footfall of 2,456.

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



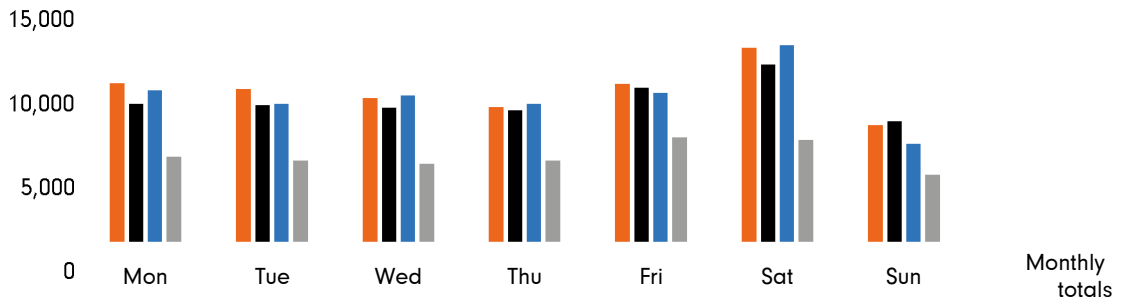
	Sun	Cloud	Rain	Snow	Fog
Number of days this month	12	15			1
Number of days same month last year	9	7	12		
Number of days same month two years ago	7	4	14	3	

## Average temperature

	Maximum temperature	Minimum temperature
2023	10°	4°
2022	10°	6°
2021	8°	4°

## Footfall by day

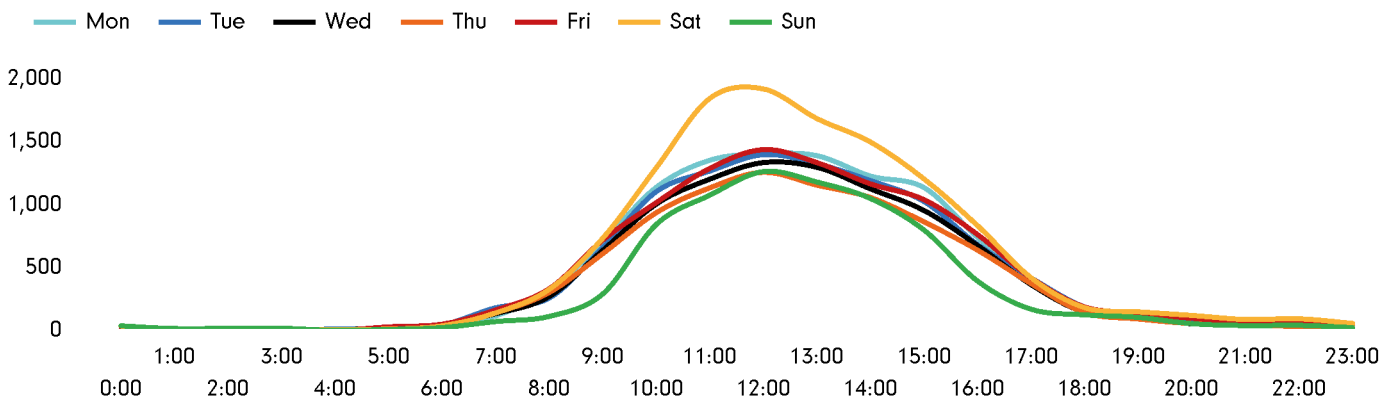
The figures shown below are calculated using weekly averages.



This Month	10,525	10,154	9,556	8,992	10,454	12,774	7,817	70,272
Previous Month	9,194	9,094	8,949	8,788	10,212	11,692	8,065	65,994
Previous Year	10,066	9,192	9,714	9,193	9,879	12,964	6,611	67,619
2 Years Ago	5,795	5,560	5,356	5,542	7,015	6,874	4,646	40,788
Month on month %	14.5%	11.7%	6.8%	2.3%	2.4%	9.3%	-3.1%	
Year on year %	4.6%	10.5%	-1.6%	-2.2%	5.8%	-1.5%	18.2%	

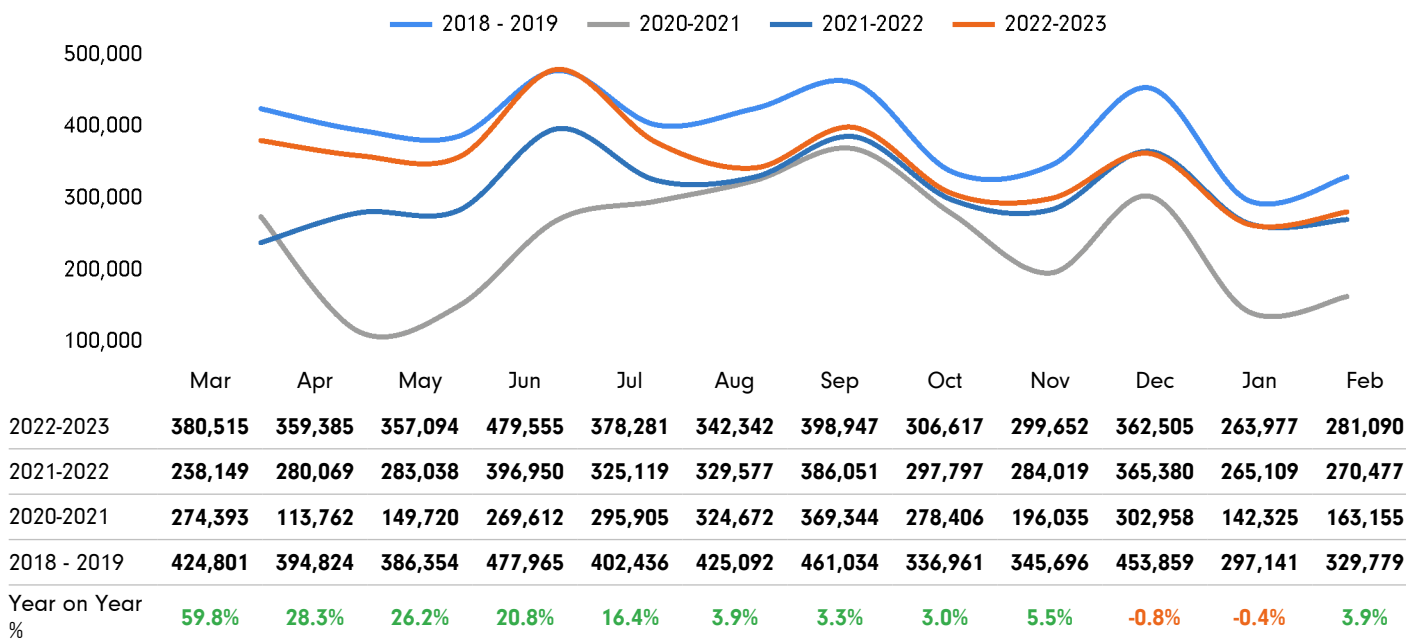
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

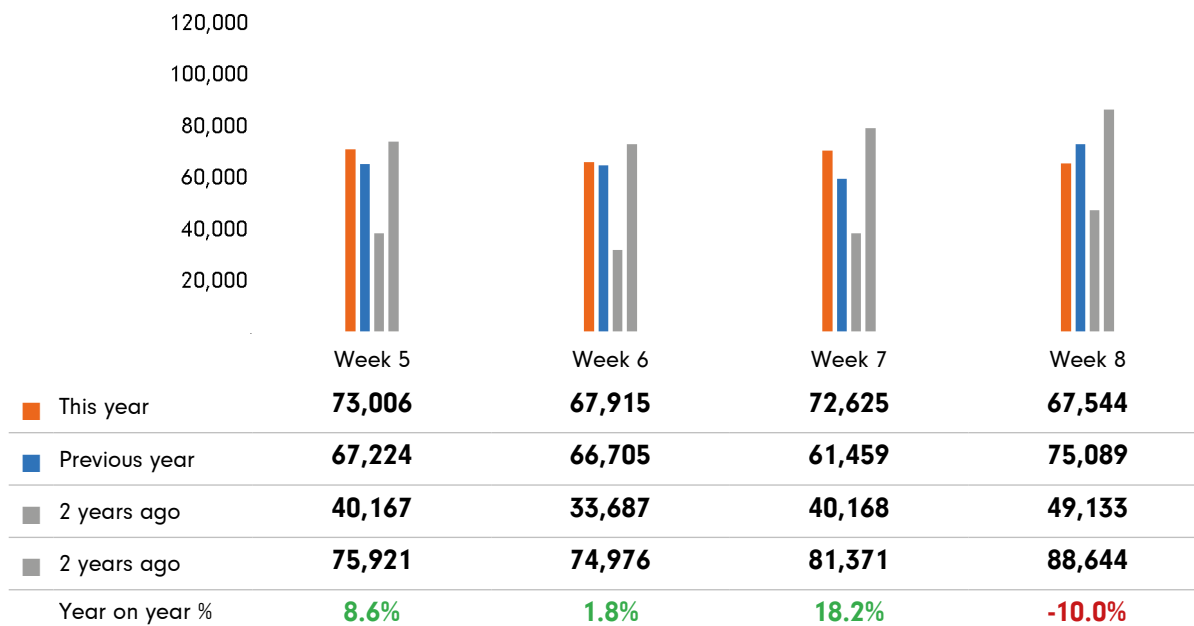
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

The figures shown below are calculated using weekly totals.



## Footfall by location

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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	<b>70,272</b>
Previous Month	<b>65,994</b>
Previous Year	<b>67,619</b>
2 Years Ago	<b>40,788</b>
Year on Year %	<b>3.9 %</b>

## Reporting dates

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This month - 30 January 2023 - 26 February 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 February, 2023 Vs January, 2022 to February, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2023 Vs 1 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

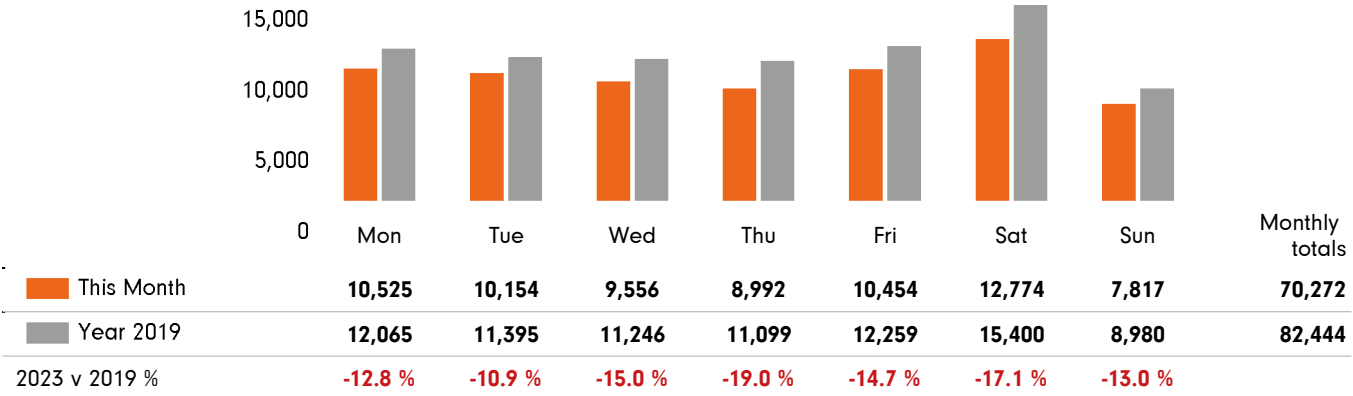
### Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Bognor Regis Town Centre	<b>-13.1 %</b>	<b>-14.8 %</b>
South East	<b>-12.2 %</b>	<b>-12.4 %</b>
High Street Index(Coastal Town)	<b>-21.1 %</b>	<b>-22.7 %</b>
High Street Index - BDSU(BDSU - Speciality)	<b>-12.3 %</b>	<b>-12.9 %</b>
UK	<b>-14.8 %</b>	<b>-14.8 %</b>

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

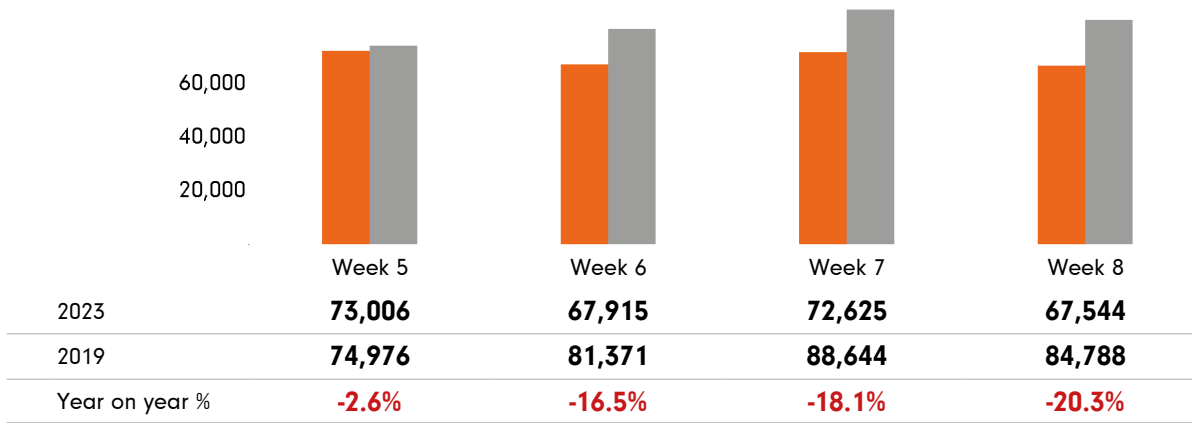
### Footfall by day

The figures shown below are calculated using weekly averages.



## Footfall by week of month

The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

