### Footfall Report for: Halifax BID

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
Halifax BID	-6.5%	50.5%	-1.1%	6.1%	-1.8%	-6.4%
North & Yorkshire	1.5%	43.8%	-1.8%	10.3%	-4.7%	0.6%
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 1,884,058 which is 6.5% down on the previous year.

The total number of visitors to Halifax BID in month commencing 3 July 2023 was 262,167.

The busiest day in month commencing 3 July 2023 was Saturday 15 July with 12,841 visitors.

The peak hour of the month was 13:00 on Saturday 15 July 2023 with footfall of 1,639.

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

# 262,167 333,854 265,077 249,909 78,139 This Month Previous Month Previous Year 2 Years Ago 2019 Previous Year

Figures shown below are calculated using monthly totals.

#### Weather

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Number of days this month	5	18	5
Number of days same month last year	10	2	16
Number of days same month two years ago	12	2	14

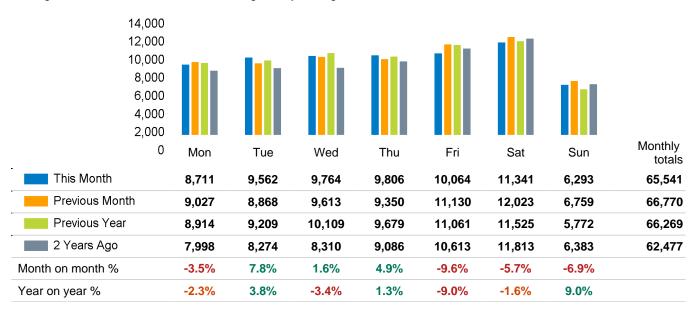
#### Average temperature

	Maximum temperature	Minimum temperature
2023	19°	11°
2022	22°	14°
2021	21°	13°



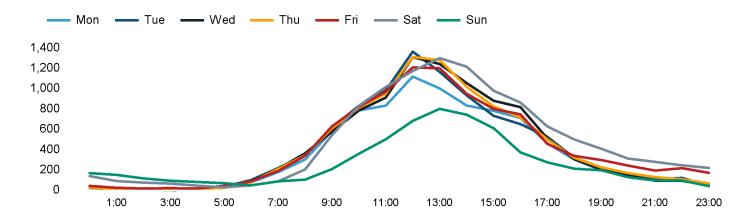
#### Footfall Counts by day

The figures shown below are calculated using weekly averages.



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

The figures shown below are calculated using a weekly average

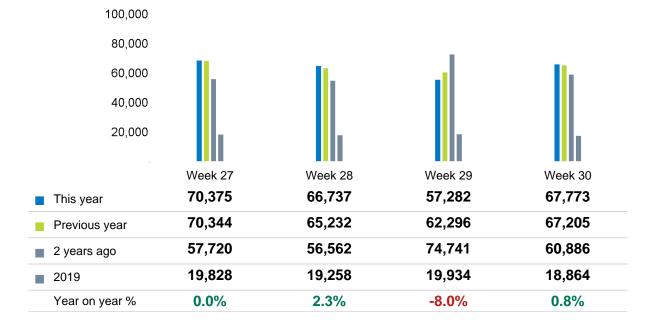


#### Footfall Counts - rolling 12 months The figures shown below are calculated using weekly averages. 2018 - 2019 **-** 2020-2021 2021-2022 2022-2023 120,000 100,000 80,000 60,000 40,000 20,000 Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2022-2023 65,199 81,017 53,080 66,790 80,479 45,150 64,016 76,224 49,592 63,339 83,463 52,433 2021-2022 64,742 83,508 55,759 66,064 85,048 46,535 60,956 84,352 56,514 74,818 88,530 53,015 2020-2021 57,584 49,981 72,373 42,717 36,109 59,814 20,897 26,605 41,289 40,642 54,213 73,101 2018 - 2019 19,717 69,232 64,012 78,090 102,915 13,840 18,743 23,729 14,804 18,241 24,267 15,627 Year on Year 0.7% -3.0% -4.8% -5.4% -3.0% 5.0% -9.6% -12.2% -15.3% -5.7% 1.1% -1.1%

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

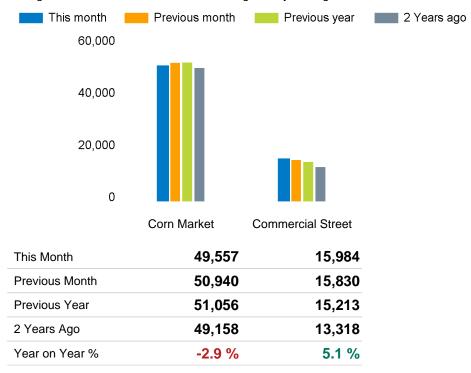
#### Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



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

The figures shown below are calculated using weekly averages.



#### **Reporting dates**

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: Halifax BID

#### 2019 comparison for Halifax BID

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

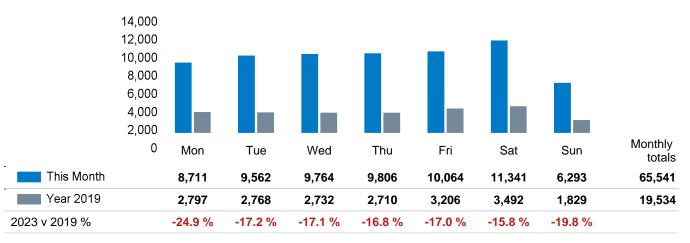
#### **Headlines**

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Halifax BID	-21.4 %	-18.2 %
North & Yorkshire	-16.8 %	-16.9 %
UK	-14.5 %	-15.6 %

Halifax BID is compared to the high street index.

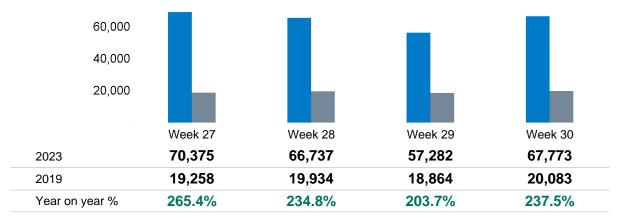
#### Footfall Counts by day

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 - This month Year 2019	
Commercial Street	15,984 19,534 -1 <mark>8.2</mark> %	
Corn Market	49,557	