

Footfall Report for: Halifax BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Halifax BID	-5.8%	42.5%	-0.6%	0.7%	-1.1%	-1.6%
North & Yorkshire	1.1%	37.8%	-0.3%	5.9%	3.3%	2.2%
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

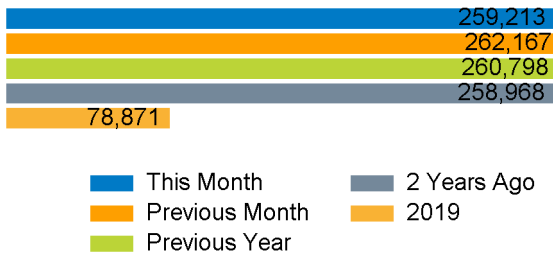
The total number of visitors for the year to date is 2,143,271 which is 5.8% down on the previous year.

The total number of visitors to Halifax BID in month commencing 31 July 2023 was 259,213.

The busiest day in month commencing 31 July 2023 was Saturday 19 August with 14,979 visitors.

The peak hour of the month was 14:00 on Saturday 19 August 2023 with footfall of 1,826.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



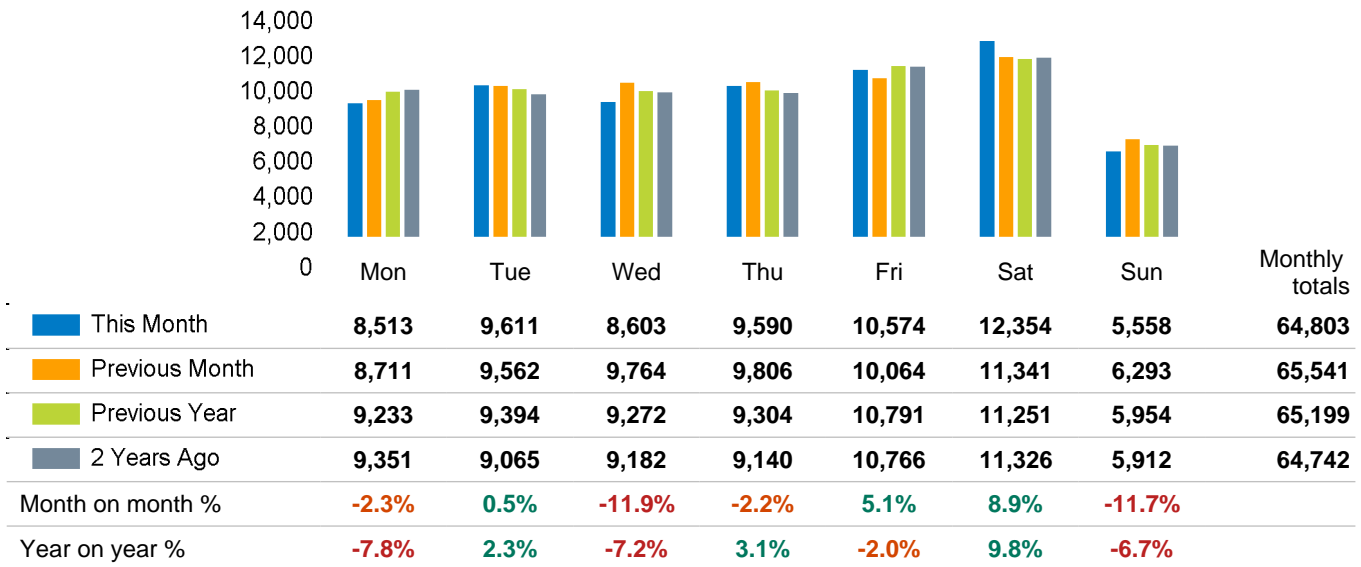
	Sun	Cloud	Rain
Number of days this month	5	21	2
Number of days same month last year	16	1	11
Number of days same month two years ago	9	5	14

Average temperature

	Maximum temperature	Minimum temperature
2023	19°	12°
2022	22°	13°
2021	19°	12°

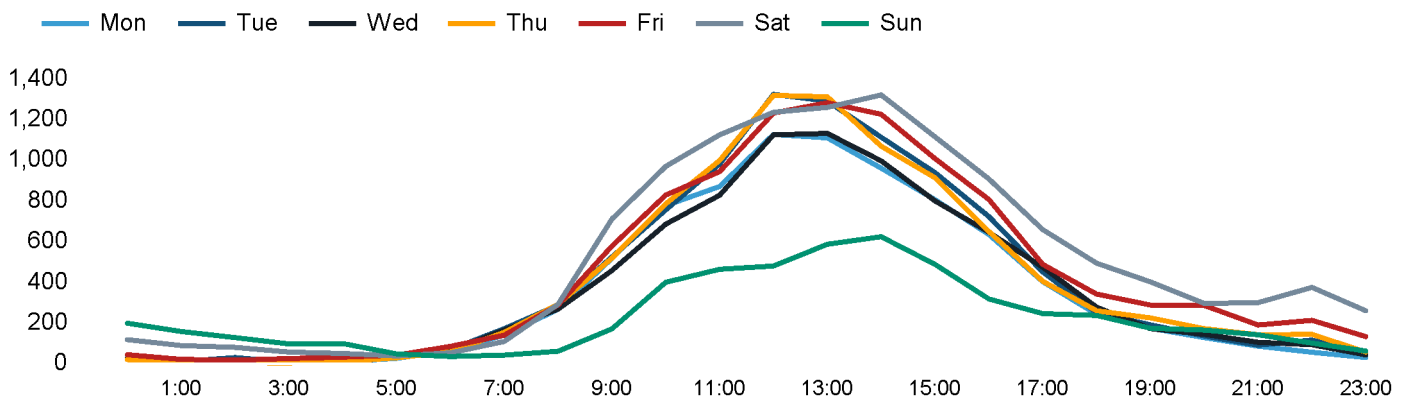
Footfall Counts by day

The figures shown below are calculated using weekly averages.



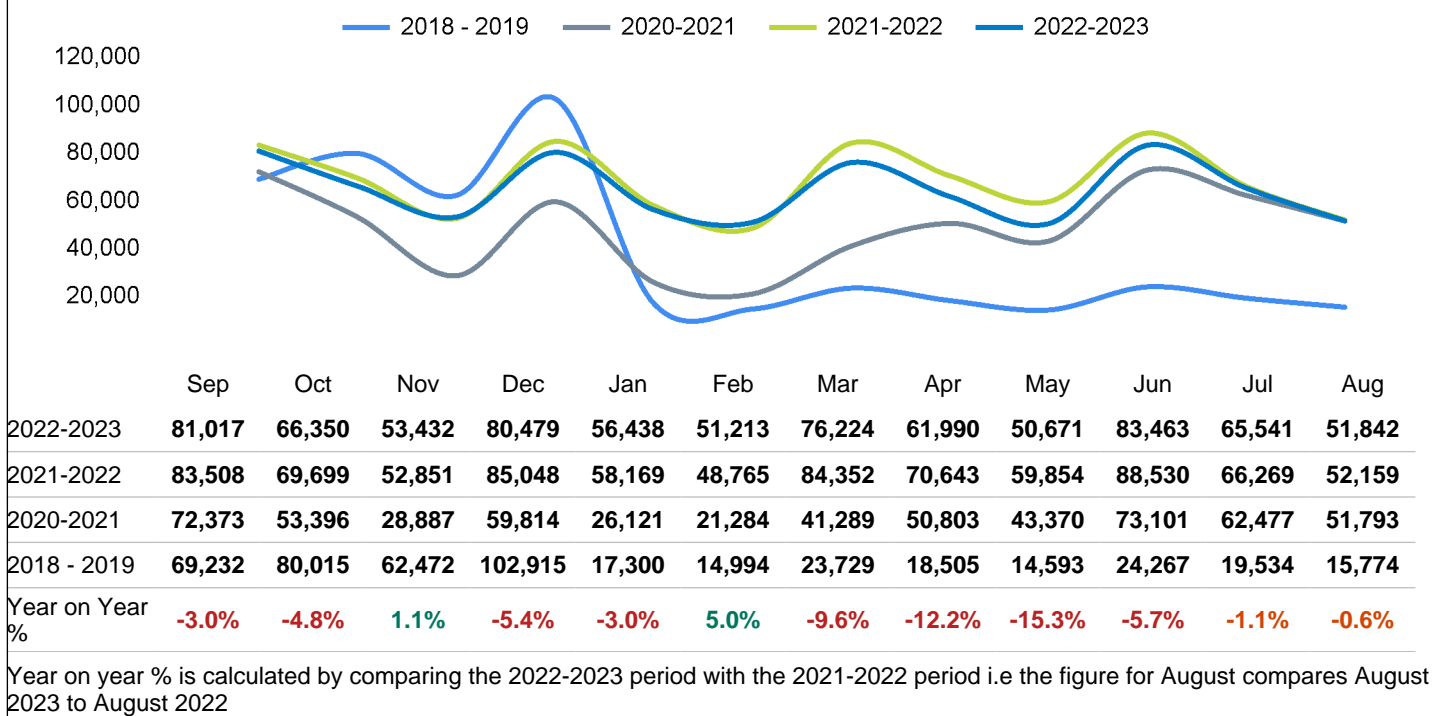
Footfall Counts by hour

The figures shown below are calculated using a weekly average



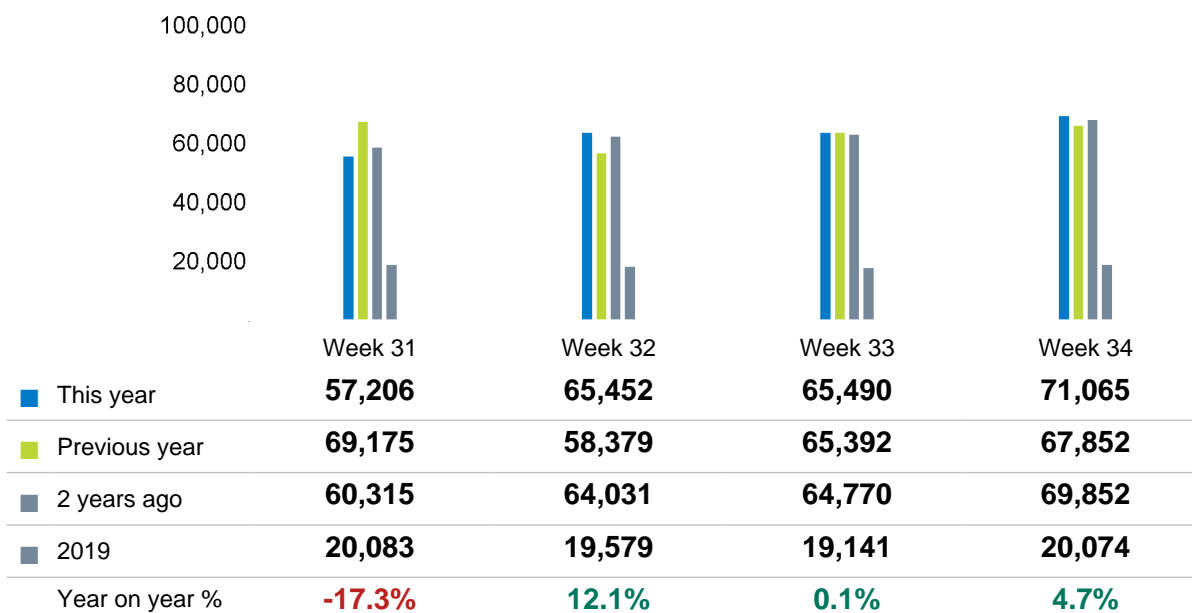
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

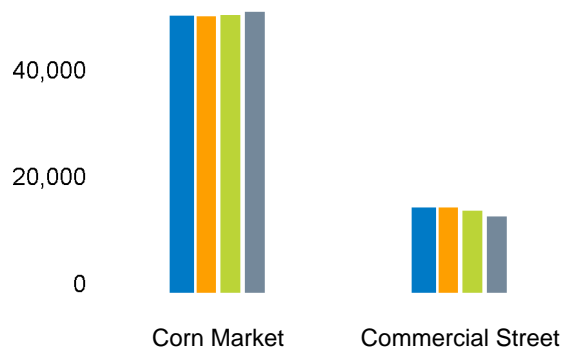
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	49,289	15,514
Previous Month	49,557	15,984
Previous Year	49,817	15,382
2 Years Ago	50,419	14,322
Year on Year %	-1.1 %	0.9 %

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: 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

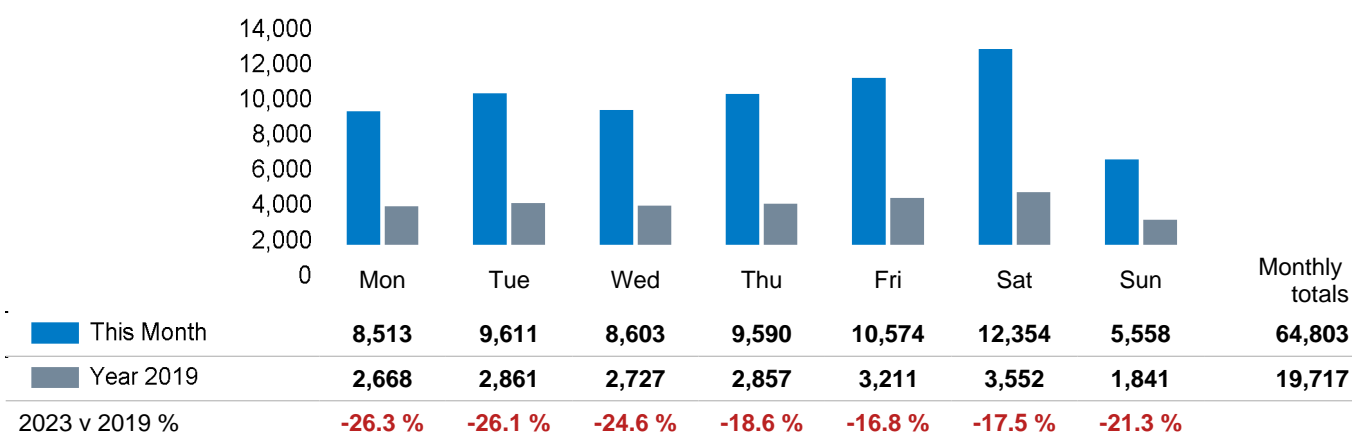
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Halifax BID	-21.4 %	-21.3 %
North & Yorkshire	-16.5 %	-14.2 %
UK	-14.3 %	-12.9 %

Halifax BID is compared to the high street index.

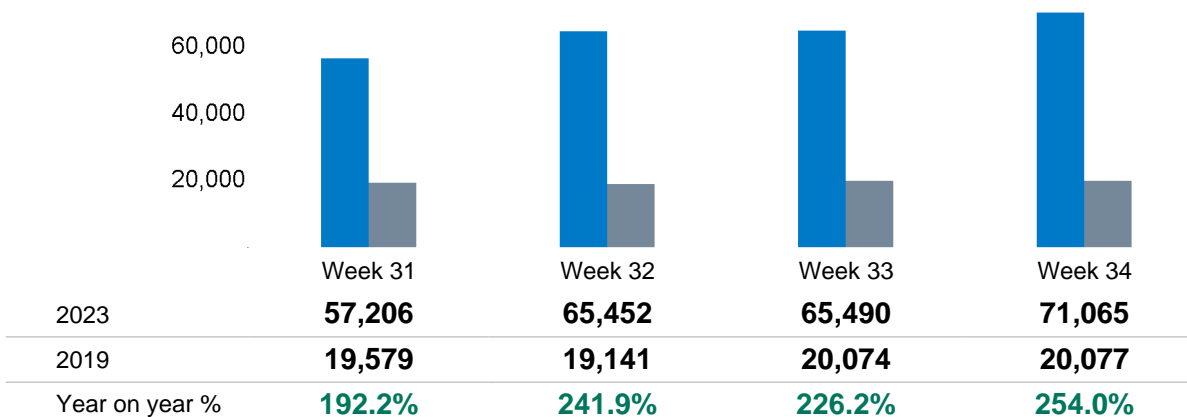
Footfall Counts by day

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.

