### 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**

# 259,213 262,167 260,798 258,968 78,871 This Month 2 Years Ago Previous Month 2019 Previous Year

Figures shown below are calculated using monthly totals.

#### Weather

	÷Ö:		<b>*</b>
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

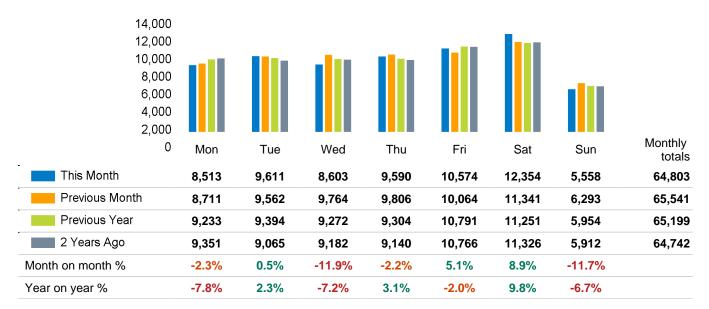
#### Average temperature

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



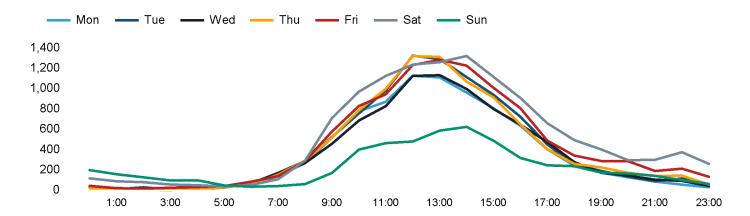
#### Footfall Counts by day

The figures shown below are calculated using weekly averages.



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

The figures shown below are calculated using a weekly average

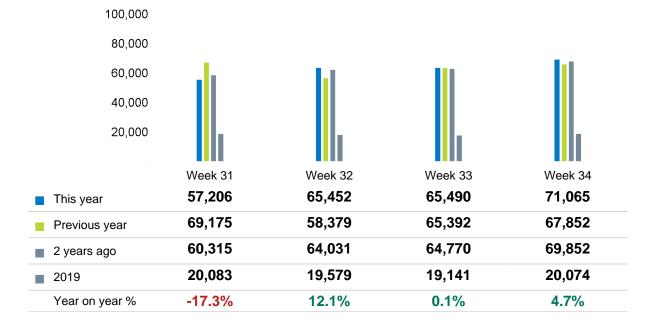


#### Footfall Counts - rolling 12 months The figures shown below are calculated using weekly averages. 2018 - 2019 **-** 2020-2021 2021-2022 2022-2023 120,000 100,000 80,000 60,000 40,000 20,000 Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug 2022-2023 81,017 66,350 53,432 80,479 56,438 51,213 76,224 61,990 50,671 83,463 65,541 51,842 2021-2022 83,508 69,699 52,851 85,048 58,169 48,765 84,352 70,643 59,854 88,530 66,269 52,159 2020-2021 72,373 53,396 28,887 59,814 26,121 21,284 41,289 50,803 43,370 73,101 62,477 51,793 2018 - 2019 69,232 80,015 62,472 102,915 17,300 14,994 23,729 18,505 14,593 24,267 19,534 15,774 Year on Year -3.0% -4.8% 1.1% -5.4% -3.0% 5.0% -9.6% -12.2% -15.3% -5.7% -1.1% -0.6%

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

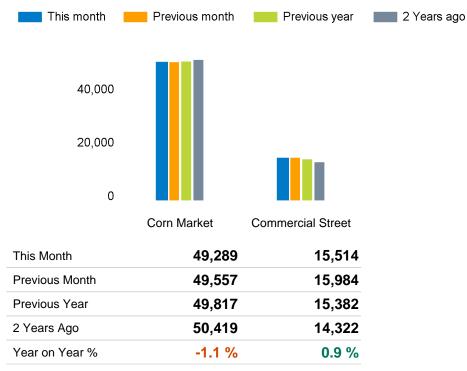
#### Footfall Counts by week of month

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 - 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

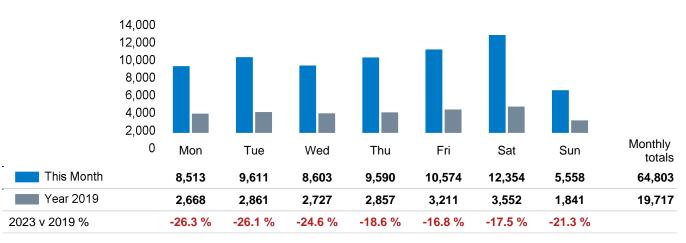
#### **Headlines**

	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.

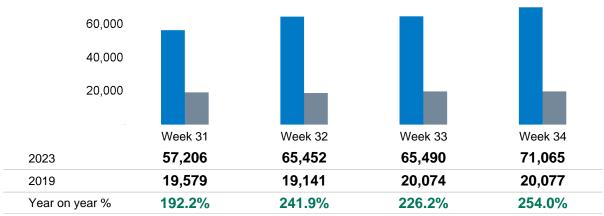
#### Footfall Counts by day

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.

	This 2019 2023 - This month Year 2019	
Commercial Street	15,514 19,717 - <mark>21.3</mark> %	
Corn Market	49,289	