

November 2021. 01 Nov 2021 - 28 Nov 2021

Footfall Report for: St Helier, King Street

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
St Helier, King Street	7.5%	-39.6%	10.3%	-27.0%	-3.0%	-2.6%
South West	22.6%	-42.0%	126.6%	-60.6%	-6.9%	-48.8%
UK	16.9%	-44.9%	105.2%	-59.5%	-2.9%	-34.5%

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 5,280,750 which is 7.5% up on the previous year.

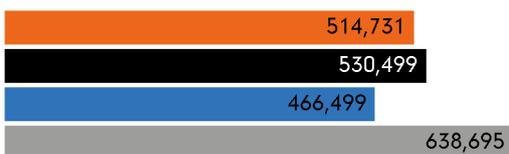
The total number of visitors to St Helier, King Street in month commencing 1 November 2021 was 514,731.

The busiest day in month commencing 1 November 2021 was Saturday 13 November with 24,256 visitors.

The peak hour of the month was 13:00 on Tuesday 23 November 2021 with footfall of 3,278.

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 7 6 15

Number of days same month last year 13 3 12

Number of days same month two years ago 5 4 19

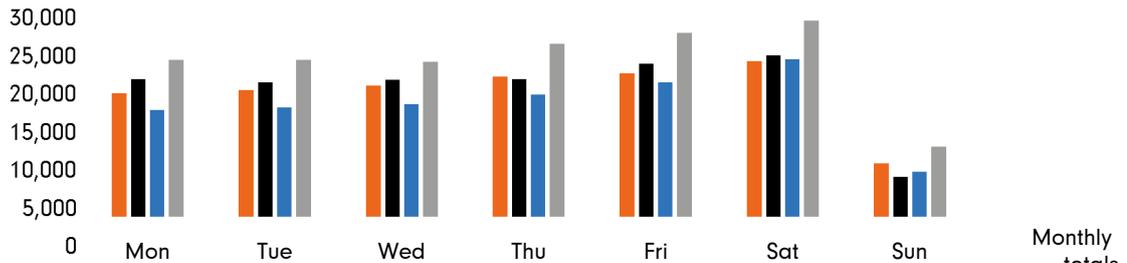
Average temperature

	Maximum temperature	Minimum temperature
2021	12°	9°
2020	13°	10°
2019	11°	8°

SPRINGBOARD.

Footfall by day

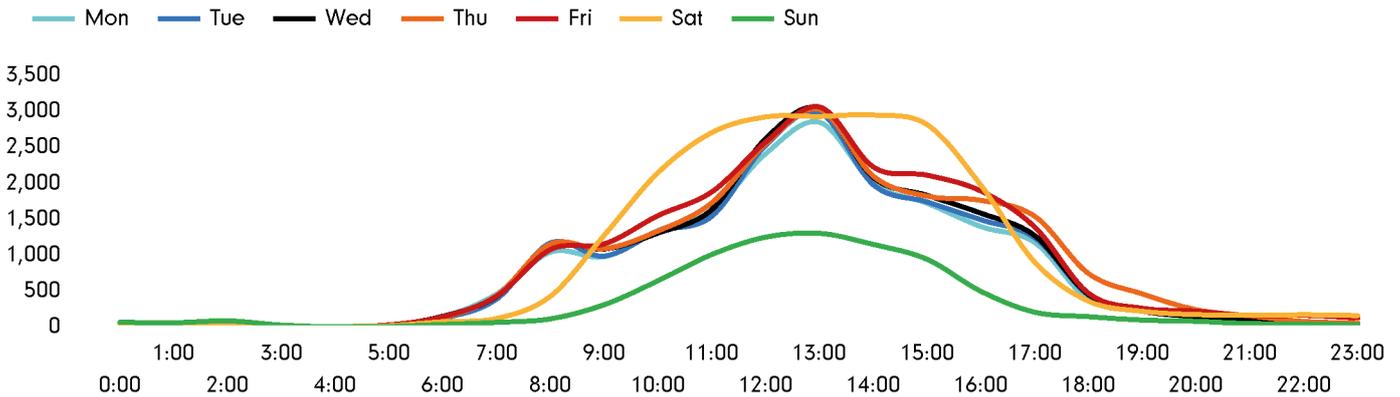
The figures shown below are calculated using weekly averages.



This Month	18,166	18,630	19,309	20,546	21,013	22,724	8,295	128,683
Previous Month	20,181	19,792	20,158	20,166	22,355	23,609	6,365	132,626
Previous Year	15,872	16,218	16,628	18,006	19,761	23,029	7,111	116,625
2 Years Ago	22,950	22,926	22,647	25,203	26,792	28,525	10,632	159,675
Month on month %	-10.0%	-5.9%	-4.2%	1.9%	-6.0%	-3.7%	30.3%	
Year on year %	14.4%	14.9%	16.1%	14.1%	6.3%	-1.3%	16.6%	

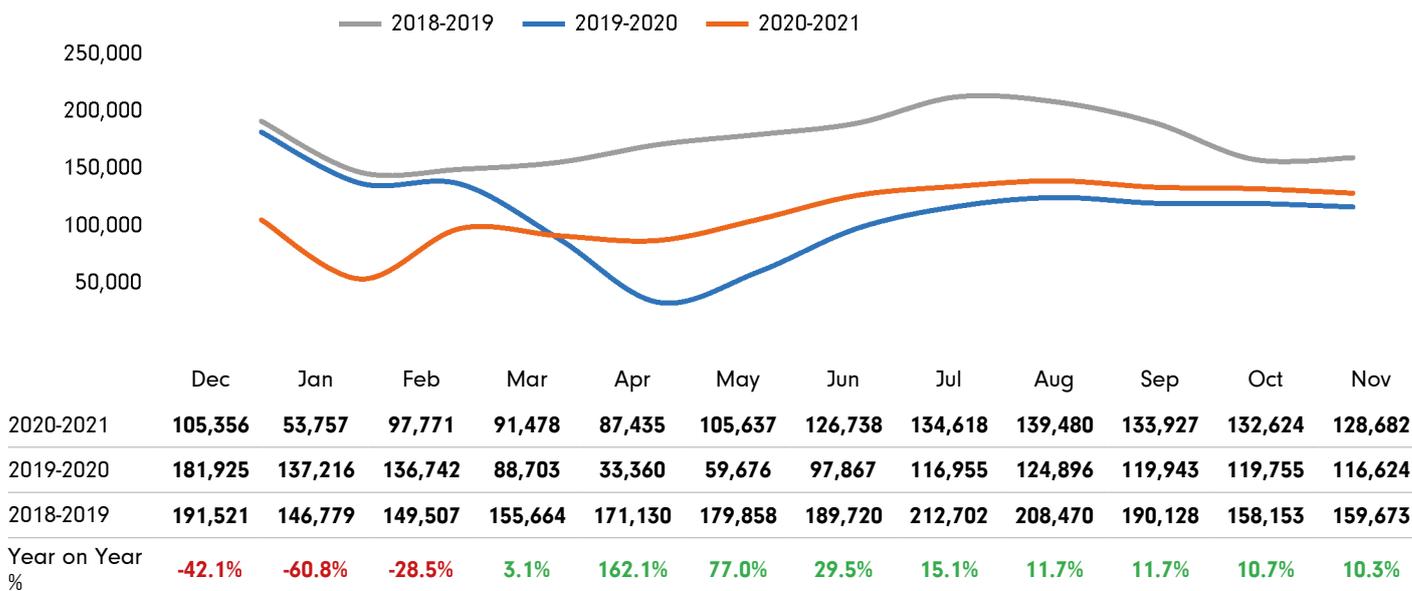
Footfall by hour

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 November compares November 2021 to November 2020

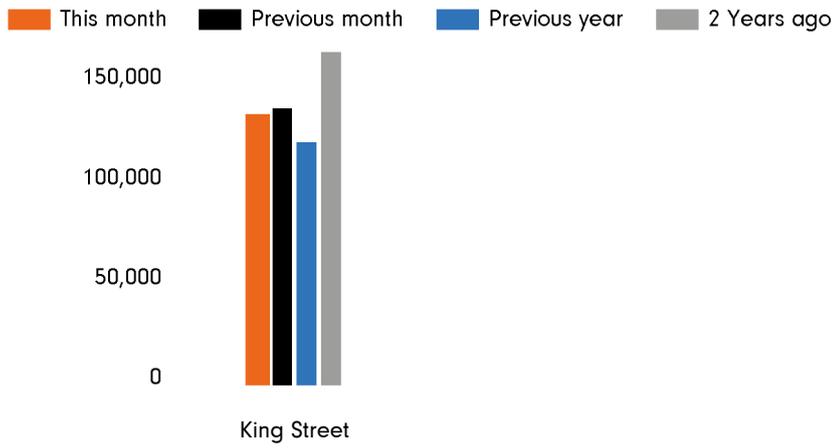
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	128,682
Previous Month	132,624
Previous Year	116,624
2 Years Ago	159,673
Year on Year %	10.3 %

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 November, 2021 Vs January, 2020 to November, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2021 Vs 10 2021

2021 versus 2019 comparison follows on subsequent pages

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2019 Comparison for: St Helier, King Street

2019 comparison for St Helier, King Street

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

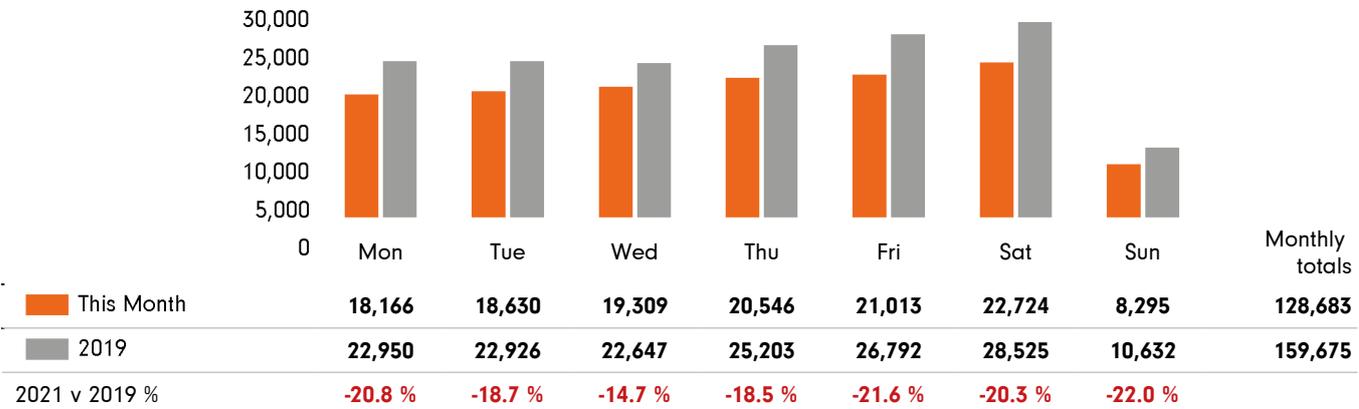
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
St Helier, King Street	-35.8 %	-19.4 %
South West	-29.6 %	-15.5 %
UK	-32.9 %	-18.6 %

St Helier, King Street 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.

