

Footfall Report for: St Helier, King Street

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
St Helier, King Street	35.5%	-15.5%	41.1%	162.1%	8.9%	-4.4%
South West	101.1%	-32.0%	29.1%	314.5%	9.0%	92.0%
UK	103.6%	-39.3%	37.1%	252.7%	4.3%	73.0%

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

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 1,915,171 which is 35.5% up on the previous year.

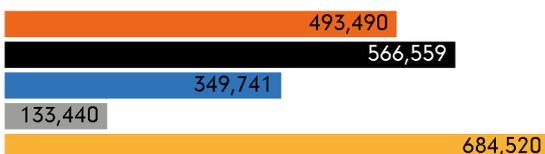
The total number of visitors to St Helier, King Street in month commencing 4 April 2022 was 493,490.

The busiest day in month commencing 4 April 2022 was Saturday 30 April with 25,236 visitors.

The peak hour of the month was 13:00 on Saturday 30 April 2022 with footfall of 3,072.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



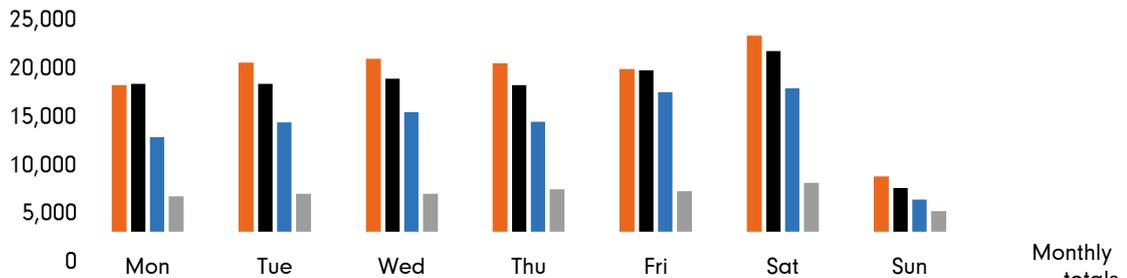
Number of days this month	17	5	6
Number of days same month last year	24	1	3
Number of days same month two years ago	17	4	7

Average temperature

	Maximum temperature	Minimum temperature
2022	14°	8°
2021	11°	5°
2020	16°	9°

Footfall by day

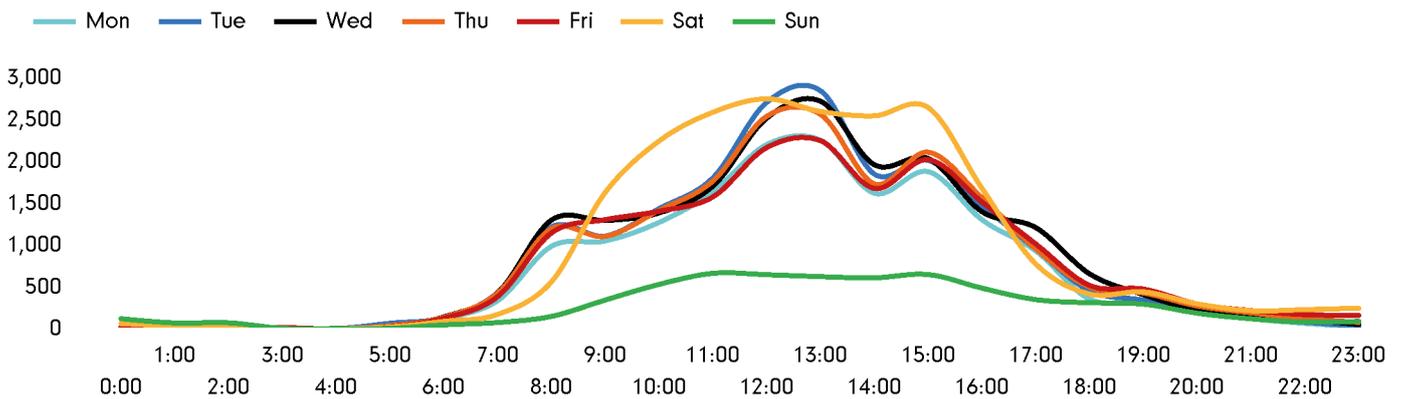
The figures shown below are calculated using weekly averages.



This Month	16,911	19,439	19,868	19,317	18,671	22,443	6,723	123,372
Previous Month	17,073	17,079	17,592	16,916	18,571	20,669	5,411	113,311
Previous Year	11,137	12,762	13,917	12,837	16,089	16,569	4,124	87,435
2 Years Ago	4,486	4,788	4,804	5,304	5,119	5,990	2,869	33,360
Month on month %	-0.9%	13.8%	12.9%	14.2%	0.5%	8.6%	24.2%	
Year on year %	51.8%	52.3%	42.8%	50.5%	16.0%	35.5%	63.0%	

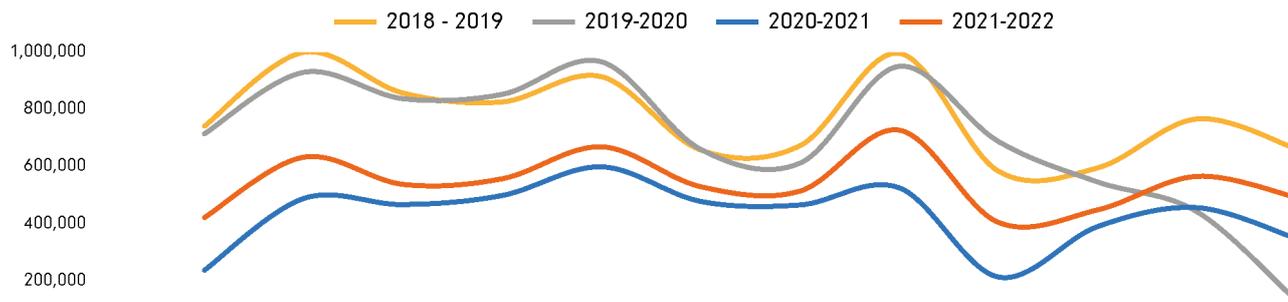
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

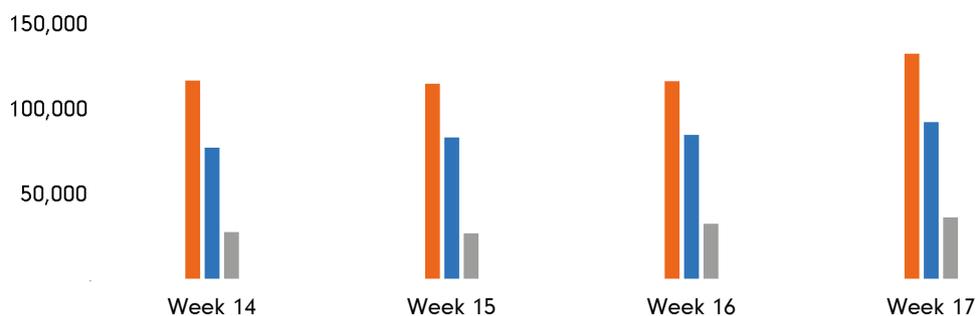


	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2021-2022	422,551	633,693	538,473	557,920	669,637	530,499	514,731	728,002	405,778	449,344	566,559	493,490
2020-2021	238,705	489,339	467,820	499,587	599,719	479,020	466,499	526,782	215,029	391,084	457,392	349,741
2019-2020	714,878	929,684	837,637	852,620	966,596	660,761	612,457	950,658	688,279	546,971	443,519	133,440
2018 - 2019	741,847	999,587	857,541	826,396	914,607	658,491	673,347	996,370	584,697	595,962	767,103	663,110
Year on Year %	77.0%	29.5%	15.1%	11.7%	11.7%	10.7%	10.3%	38.2%	88.7%	14.9%	23.9%	41.1%

Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for April compares April 2022 to April 2021

Footfall by week of month

The figures shown below are calculated using weekly totals.

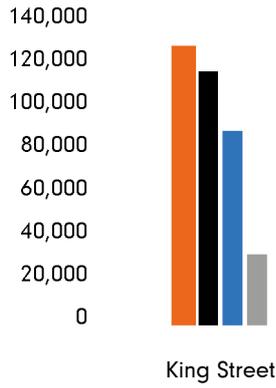


	Week 14	Week 15	Week 16	Week 17
This year	119,931	118,112	119,512	135,935
Previous year	80,251	86,339	87,665	95,486
2 years ago	30,105	29,342	35,110	38,883
Year on year %	49.4%	36.8%	36.3%	42.4%

Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	123,372
Previous Month	113,311
Previous Year	87,435
2 Years Ago	33,360
Year on Year %	41.1 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to April, 2022 Vs January, 2021 to April, 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. April, 2022 Vs April, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2022 Vs 3 2022

April 2022. 04 Apr 2022 - 01 May 2022
**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 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

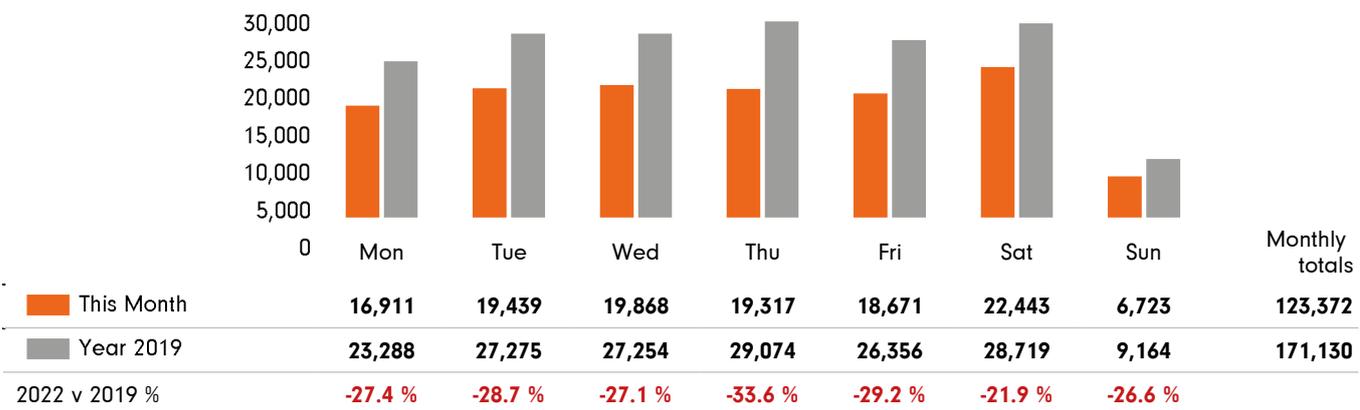
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
St Helier, King Street	-27.7 %	-27.9 %
South West	-17.7 %	-16.9 %
UK	-21.5 %	-18.6 %

St Helier, King Street is compared to the high street index.

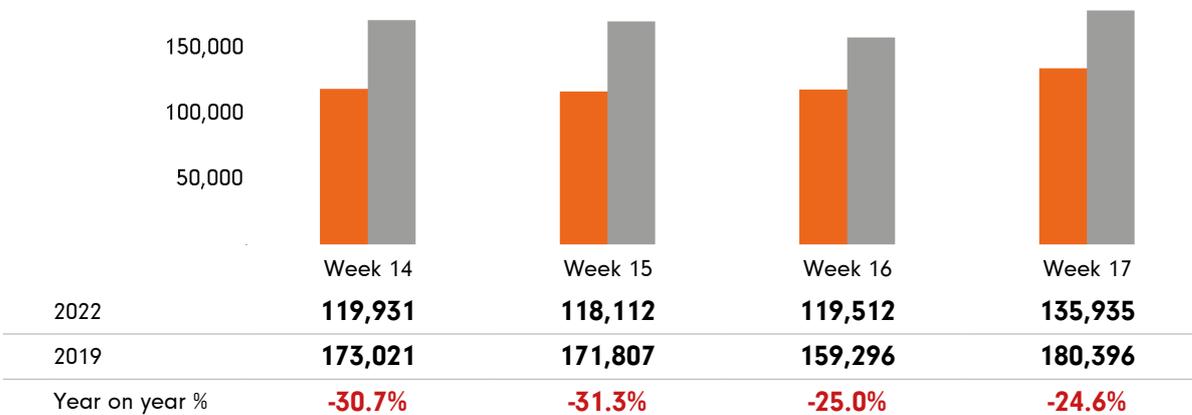
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

