August 2021. 02 Aug 2021 - 29 Aug 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 | 5.9% | -42.9% | 11.7% | -40.1% | 3.6% | 6.8% |
| South West | 15.8% | -44.2% | 18.0% | -28.7% | 12.1% | 22.7% |
| UK | 5.0% | -45.1% | 23.5% | -38.0% | 8.3% | 14.9% |

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 3,565,883 which is 5.9% up on the previous year.

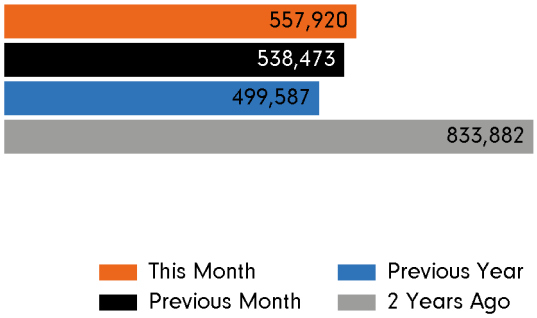
The total number of visitors to St Helier, King Street in month commencing 2 August 2021 was 557,920.

The busiest day in month commencing 2 August 2021 was Friday 27 August with 24,379 visitors.

The peak hour of the month was 13:00 on Thursday 19 August 2021 with footfall of 3,296.

## Footfall by month

Figures shown below are calculated using monthly totals.




## Weather

| | | | | |
|---|---|---|---|---|
| Number of days this month | 16 | 4 | 8 | |
| Number of days same month last year | 18 | | 9 | 1 |
| Number of days same month two years ago | 16 | 2 | 10 | |

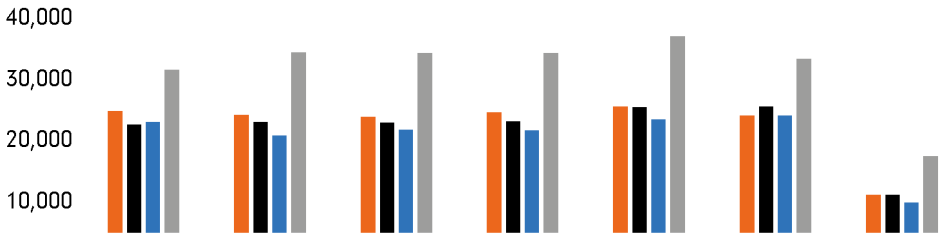
**Average temperature**

| | Maximum temperature | Minimum temperature |
|---|---|---|
| 2021 | 19° | 14° |
| 2020 | 22° | 16° |
| 2019 | 21° | 15° |

SPRINGBOARD.

## Footfall by day

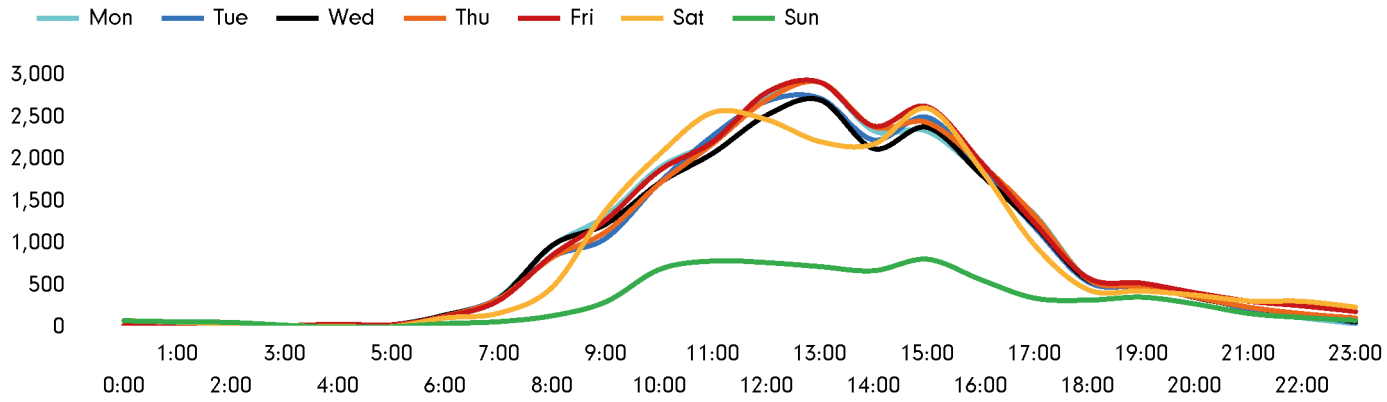
The figures shown below are calculated using weekly averages.




| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Monthly totals |
|---|---|---|---|---|---|---|---|---|
| This Month | 22,316 | 21,583 | 21,257 | 22,116 | 23,124 | 21,514 | 7,570 | 139,480 |
| Previous Month | 19,920 | 20,405 | 20,257 | 20,503 | 22,933 | 23,048 | 7,553 | 134,619 |
| Previous Year | 20,381 | 18,049 | 19,000 | 18,877 | 20,784 | 21,541 | 6,266 | 124,898 |
| 2 Years Ago | 29,529 | 32,623 | 32,524 | 32,464 | 35,483 | 31,476 | 14,372 | 208,471 |
| Month on month % | 12.0% | 5.8% | 4.9% | 7.9% | 0.8% | -6.7% | 0.2% | |
| Year on year % | 9.5% | 19.6% | 11.9% | 17.2% | 11.3% | -0.1% | 20.8% | |

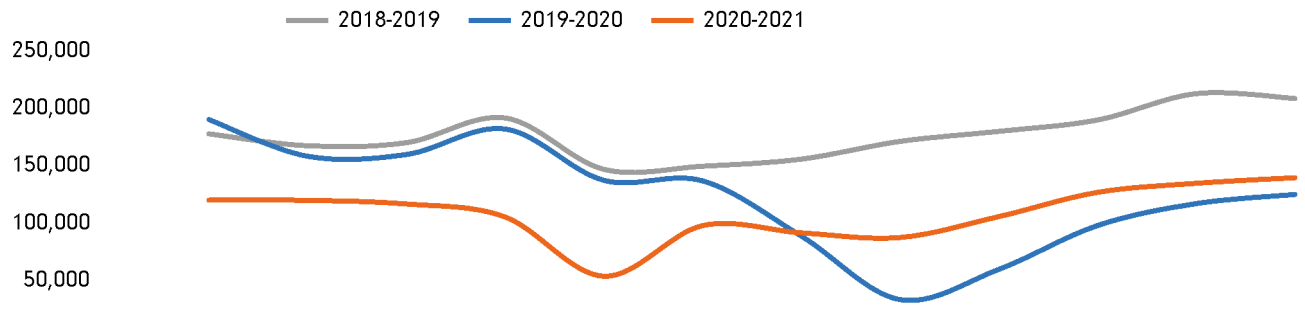
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.




| | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2020-2021 | **119,943** | **119,755** | **116,624** | **105,356** | **53,757** | **97,771** | **91,478** | **87,435** | **105,637** | **126,738** | **134,618** | **139,480** |
| 2019-2020 | **190,128** | **158,153** | **159,673** | **181,925** | **137,216** | **136,742** | **88,703** | **33,360** | **59,676** | **97,867** | **116,955** | **124,896** |
| 2018-2019 | **177,686** | **167,331** | **169,976** | **191,521** | **146,779** | **149,507** | **155,664** | **171,130** | **179,858** | **189,720** | **212,702** | **208,470** |
| Year on Year % | **-36.9%** | **-24.3%** | **-27.0%** | **-42.1%** | **-60.8%** | **-28.5%** | **3.1%** | **162.1%** | **77.0%** | **29.5%** | **15.1%** | **11.7%** |

Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for August compares August 2021 to August 2020

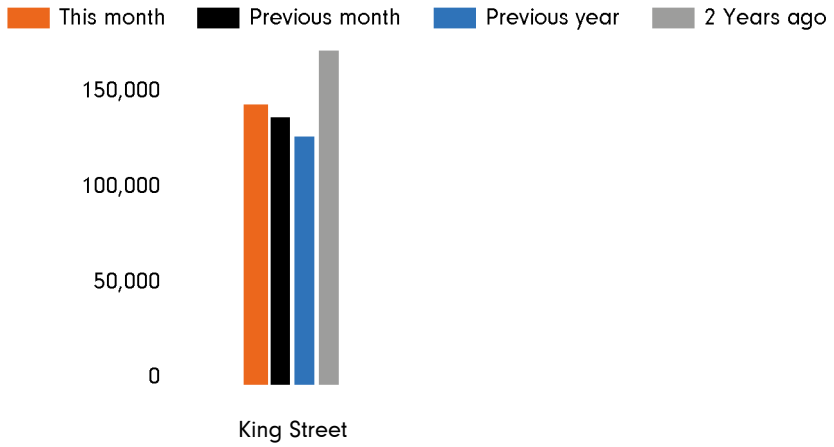
## Footfall by week of month

The figures shown below are calculated using weekly totals.

| | Week 31 | Week 32 | Week 33 | Week 34 |
|---|---|---|---|---|
| This year | **141,764** | **133,322** | **142,805** | **140,029** |
| Previous year | **120,113** | **126,539** | **126,868** | **126,067** |
| Year on year % | **18.0%** | **5.4%** | **12.6%** | **11.1%** |

## Footfall by location

The figures shown below are calculated using weekly averages.




| | |
|---|---|
| This Month | **139,480** |
| Previous Month | **134,618** |
| Previous Year | **124,896** |
| 2 Years Ago | **208,470** |
| Year on Year % | **11.7 %** |

## 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 August , 2021 Vs January, 2020 to August , 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.8 2021 Vs 7 2021

**2021 versus 2019 comparison follows on subsequent pages**

# 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

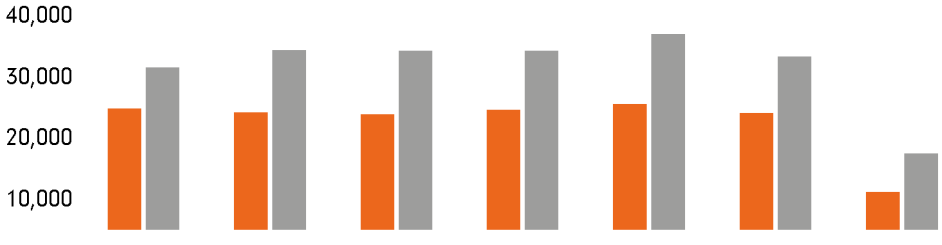
## Headlines

| | Year to date % | Year on year % |
|---|---|---|
| | 2021 Vs 2019 | 2021 Vs 2019 |
| St Helier, King Street | **-40.6 %** | **-33.1 %** |
| South West | **-37.3 %** | **-16.4 %** |
| UK | **-40.4 %** | **-23.1 %** |

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

## Footfall by day

The figures shown below are calculated using weekly averages.




| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Monthly totals |
|---|---|---|---|---|---|---|---|---|
| This Month | **22,316** | **21,583** | **21,257** | **22,116** | **23,124** | **21,514** | **7,570** | **139,480** |
| 2019 | **29,529** | **32,623** | **32,524** | **32,464** | **35,483** | **31,476** | **14,372** | **208,471** |
| 2021 v 2019 % | **-24.4 %** | **-33.8 %** | **-34.6 %** | **-31.9 %** | **-34.8 %** | **-31.7 %** | **-47.3 %** | |

## Footfall by location

The figures shown below are calculated using weekly averages.

| | This month | 2019 | 2021 - 2019 % |
|---|---|---|---|
| King Street | **139,480** | **208,470** | **-33.1 %** |