Canterbury Connected
BUSINESS IMPROVEMENT DISTRICT

Canterbury City Centre

Week 39, 2018

24/09/2018 to 30/09/2018

Monday to Sunday

springboard

REGION - South East

COUNT TYPE: Footfall Counts

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2018	2017	2018	2017	2018	2017
Canterbury City Centre					▼ -4.2 %	
South East	▼ -4.0 %	▲ 0.2 %	▲ 2.6 %	▼ -1.8 %	▲ 8.7 %	▲ 0.1 %
High Street Index(Historic Town)	▼ -1.7 %	▲ 1.3 %	▲ 0.1 %	▼ -1.7 %	▲ 8.3 %	▲ 2.6 %
UK	▼ -2.5 %	▼ -0.8 %	▲ 1.5 %	▼ -2.6 %	▲ 8.1 %	▼ -0.2 %

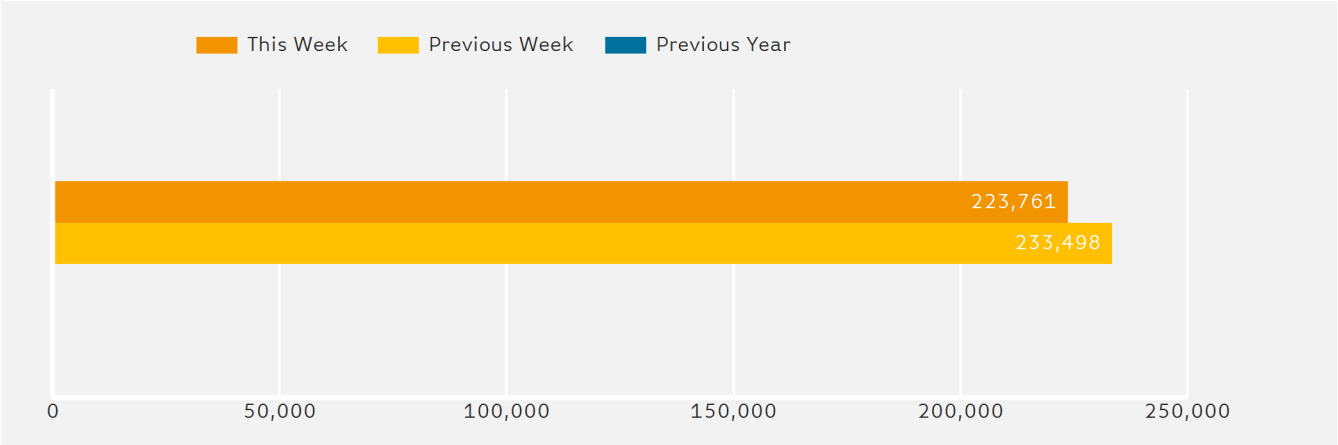
Headlines

The number of visitors counted for week commencing 24 September 2018 was 223,761.

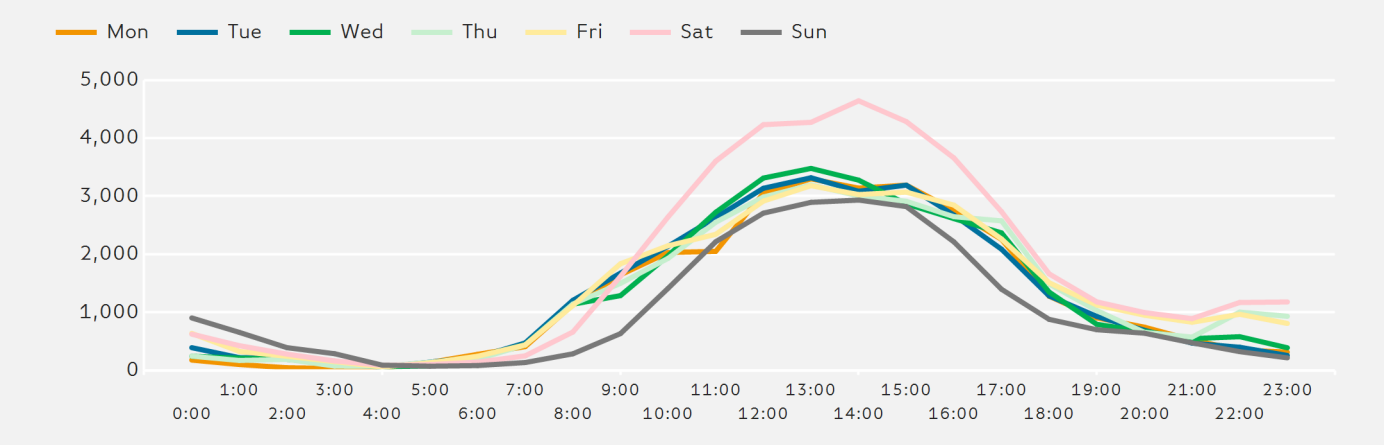
The busiest day in week commencing 24 September 2018 was Saturday with 41,528 visitors.

The peak hour of the week was 14:00 on Saturday 29 September 2018 with footfall of 4,643

Footfall by Week



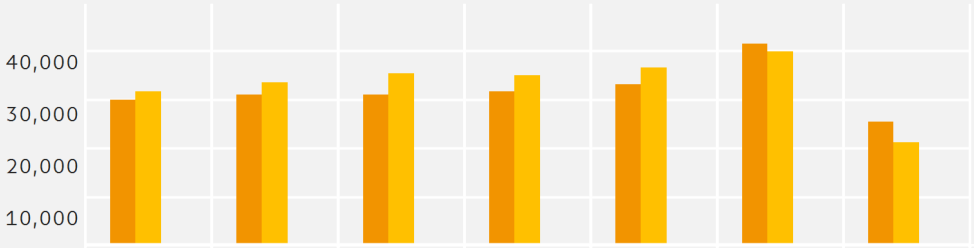
Footfall by Hour



Weather

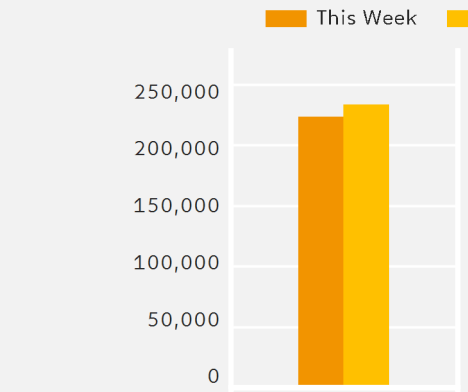
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	15	16	19	22	16	16	16
Previous Week	22	21	21	21	17	16	12
Previous Year	19	19	21	20	19	18	18

Footfall by Day



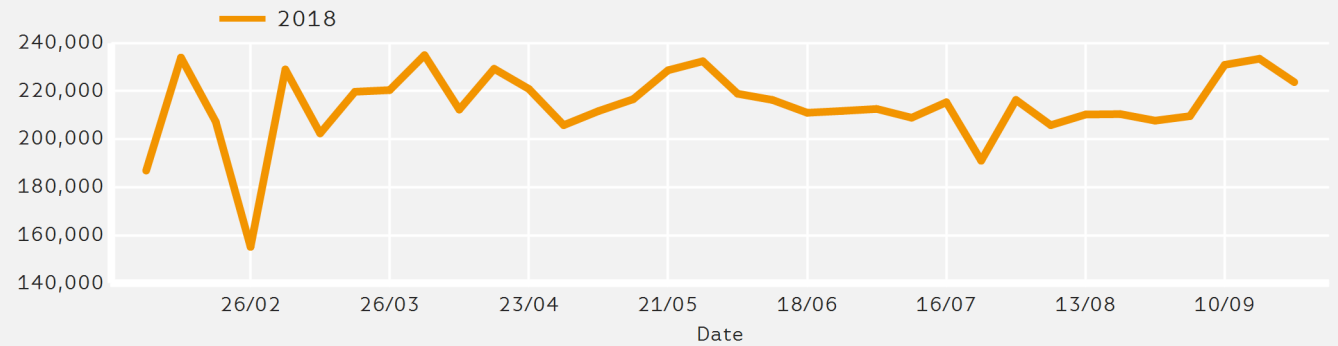
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	29,920	31,047	30,983	31,684	33,198	41,528	25,401	223,761
Previous Week	31,735	33,579	35,431	34,941	36,644	39,915	21,253	233,498
Previous Year								
Week on Week % Change	-5.7 %	-7.5 %	-12.6 %	-9.3 %	-9.4 %	4.0 %	19.5 %	
Year on Year % Change								

Footfall by Location



	High Street
This Week	223,761
Previous Week	233,498
Previous Year	
Week on Week % Change	-4.2 %
Year on Year % Change	

Footfall by Week



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 39 , 2018 Vs Week 1, 2017 to Week 39 , 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 39, 2018 Vs Week 39, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 39 2018 Vs Week 38 2018