Canterbury
Connected
BUSINESS IMPROVEMENT DISTRICT

Canterbury City Centre

January 2019

31/12/2018 to 27/01/2019

springboard

REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

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

|	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2019	2018	2019	2018	2019	2018
Canterbury City Centre					▼ -22.0 %	
South East	▼ -3.2 %	▼ -4.0 %	▼ -3.2 %	▼ -4.0 %	▼ -15.8 %	▼ -17.6 %
High Street Index (Historic Town)	▼ -2.6 %	▲ 0.4 %	▼ -2.6 %	▲ 0.4 %	▼ -18.3 %	▼ -19.7 %
UK	▼ -1.3 %	▼ -3.1 %	▼ -1.3 %	▼ -3.1 %	▼ -18.6 %	▼ -20.2 %

Headlines

The number of visitors counted for month commencing 31 December 2018 was 688,750.

The busiest day in month commencing 31 December 2018 was Saturday 19 January with 38,685 visitors.

The peak hour of the month was 13:00 on Saturday 26 January 2019 with footfall of 4,495
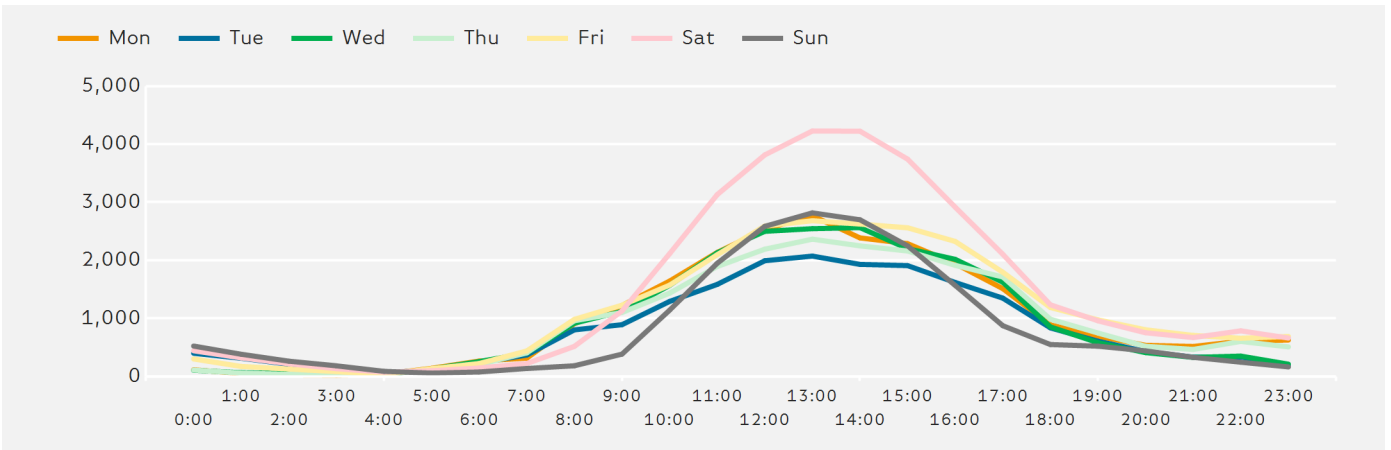
Footfall by Month

Figures shown below are calculated using monthly totals.
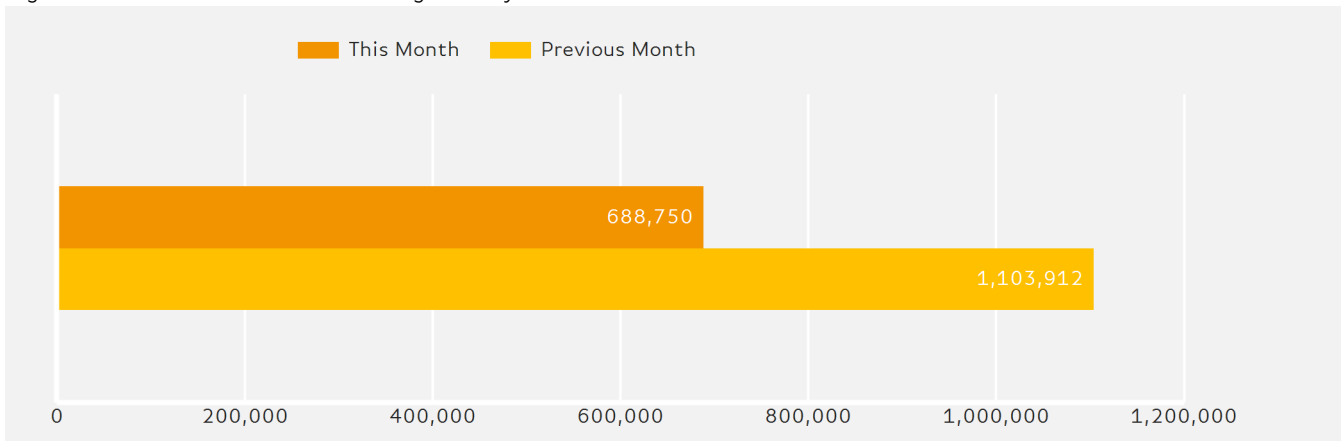
Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

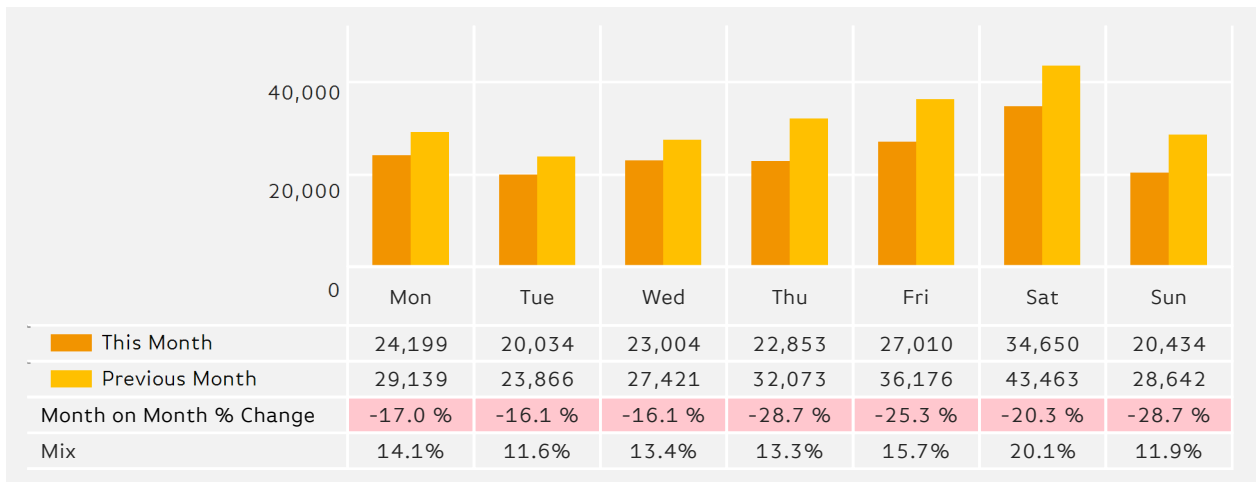The figures shown below are calculated using a weekly average

Legend: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Weather

	Sunny	Cloudy	Rainy	Snowy
Number of days this month	9	10	8	1
Number of days same month last year	10	3	14	1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2019	7.0	2.7
2018	8.3	3.6

Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	24,199	20,034	23,004	22,853	27,010	34,650	20,434
Previous Month	29,139	23,866	27,421	32,073	36,176	43,463	28,642
Month on Month % Change	-17.0 %	-16.1 %	-16.1 %	-28.7 %	-25.3 %	-20.3 %	-28.7 %
Mix	14.1%	11.6%	13.4%	13.3%	15.7%	20.1%	11.9%

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 1	Week 2	Week 3	Week 4
This Year	172,064	162,154	179,847	174,685
Annual % Change				
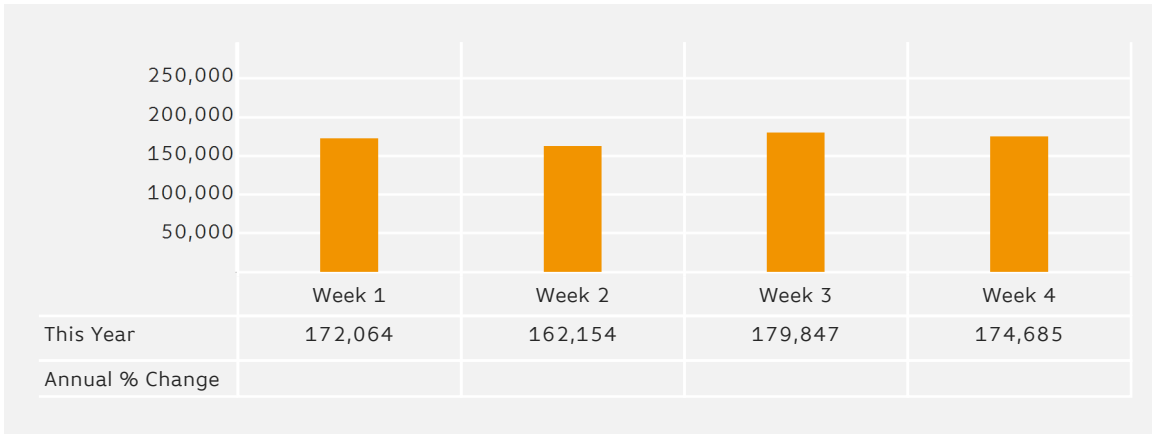
Footfall by Location

The figures shown below are calculated using weekly averages.

	High Street
This Month	172,188
Previous Month	220,782
Previous Year	
Year on Year % Change	
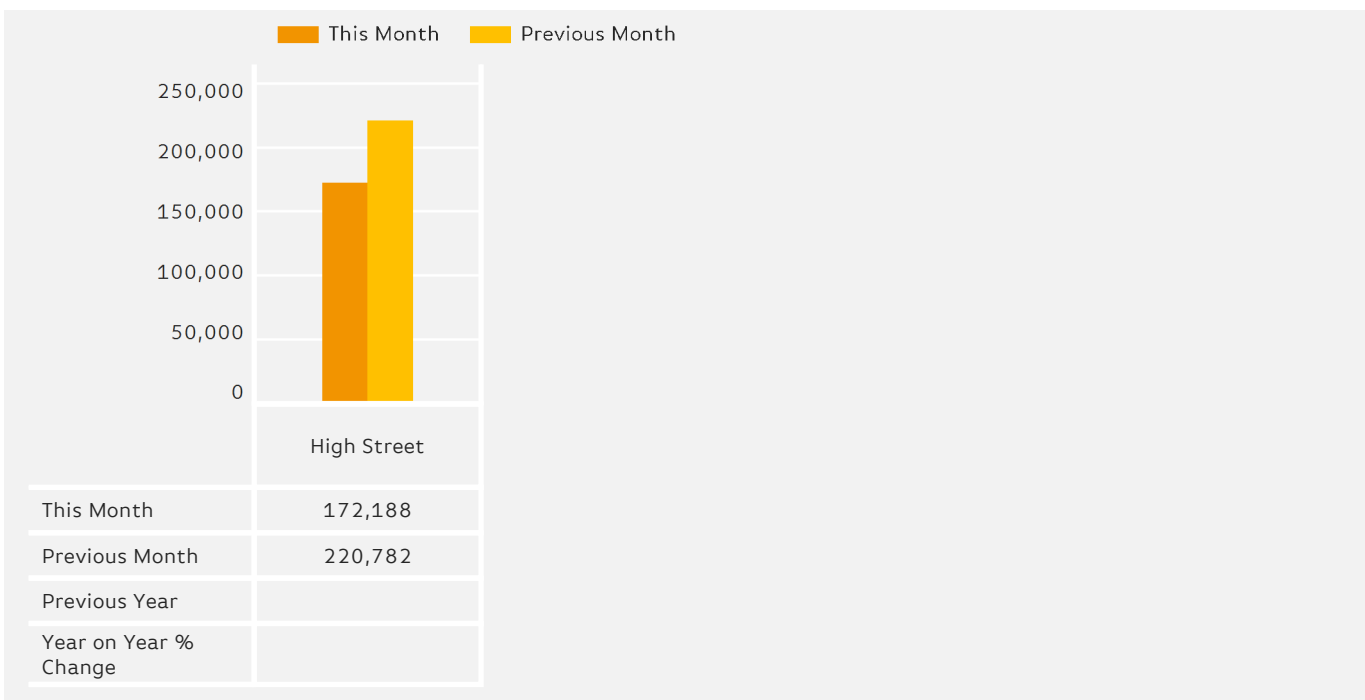
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
2019-2018	220,646	205,394	224,406	215,745	218,122	207,017	210,755	221,282	226,452	210,246	220,782	172,187
2018-2017	0	0	0	0	0	0	0	0	0	0	0	0
2017-2016	0	0	0	0	0	0	0	0	0	0	0	0
Annual % change												
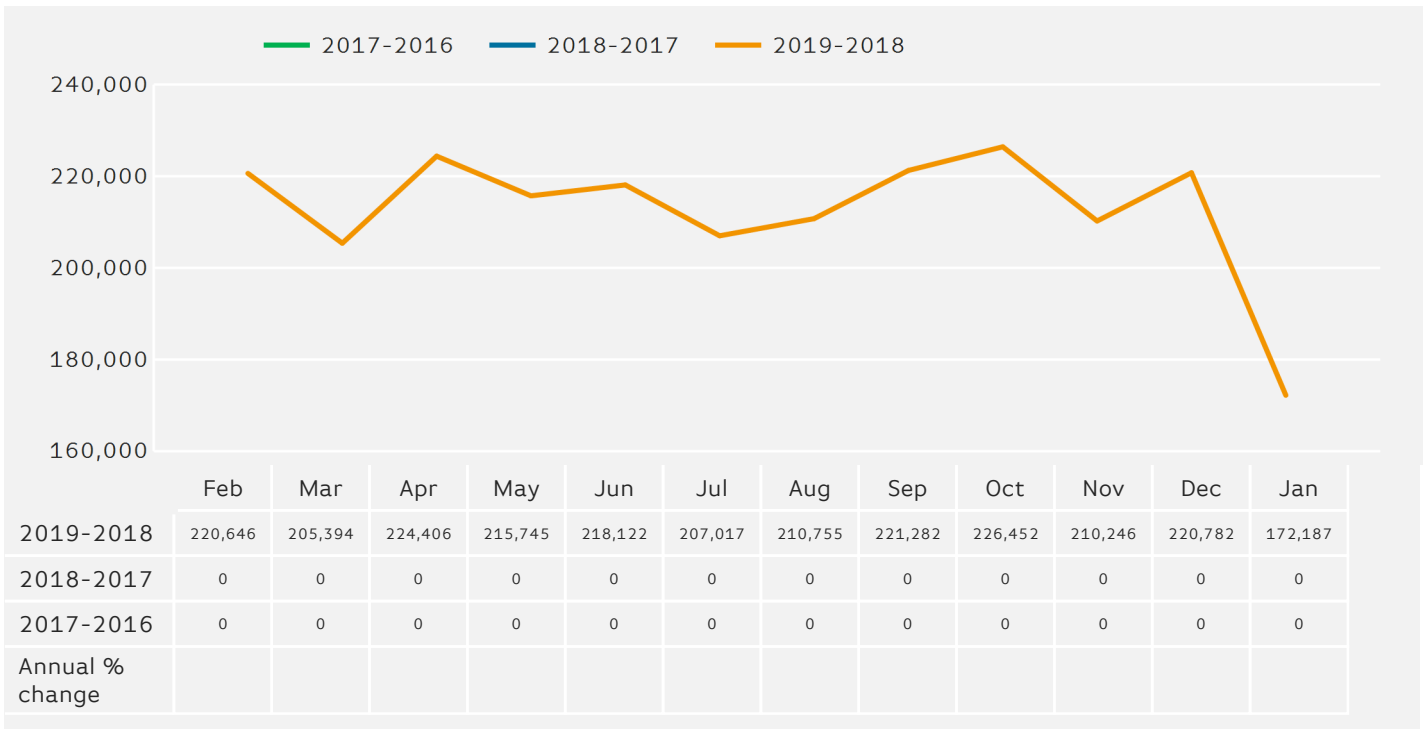
Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to January , 2019 Vs January, 2018 to January , 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.January, 2019 Vs January, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month.1 2019 Vs December 2018