Canterbury Connected
BUSINESS IMPROVEMENT DISTRICT

Week 28, 2019. 08 Jul 2019 - 14 Jul 2019

Footfall Report for: Canterbury City Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2019	2018	2019	2018	2019	2018
Canterbury City Centre	-7.9 %		-2.4 %		-1.6 %	-1.7 %
South East	-2.4 %	-4.5 %	-1.0 %	-3.4 %	-0.4 %	0.3 %
High Street Index(Historic Town)	-2.5 %	-1.4 %	-2.2 %	-0.1 %	-2.4 %	-0.7 %
UK	-1.4 %	-2.9 %	-2.2 %	0.9 %	-2.6 %	-1.4 %

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

Headlines

The change in footfall for Canterbury City Centre over the last 52 weeks is 7.9% down on the previous year.

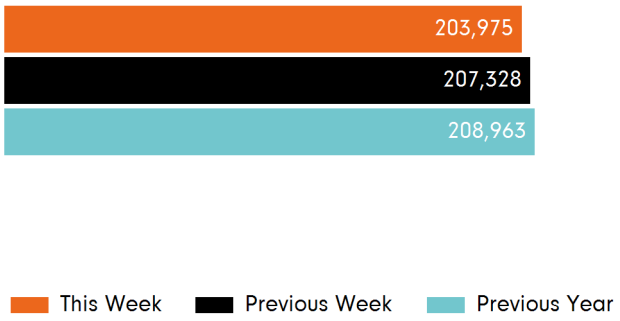
Footfall for the year to date is 7.9% down on the previous year.

The number of visitors counted for week commencing 8 July 2019 was 203,975.

The busiest day in week commencing 8 July 2019 was Saturday with 37,212 visitors.

The peak hour of the week was 14:00 on Saturday 13 July 2019 with footfall of 3,982

Footfall by week

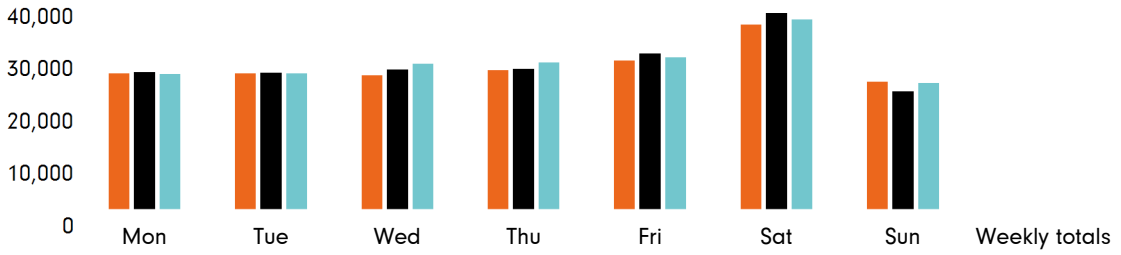


Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	19°	21°	23°	26°	24°	22°	20°
Previous week	23°	21°	20°	21°	25°	24°	18°
Previous year	26°	22°	23°	23°	22°	24°	28°

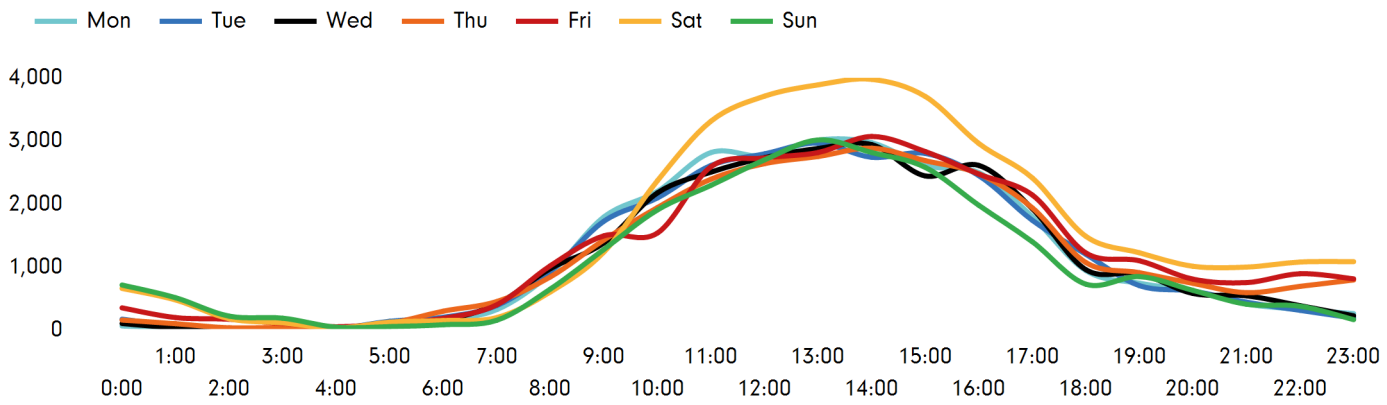
SPRINGBOARD.

Footfall by day

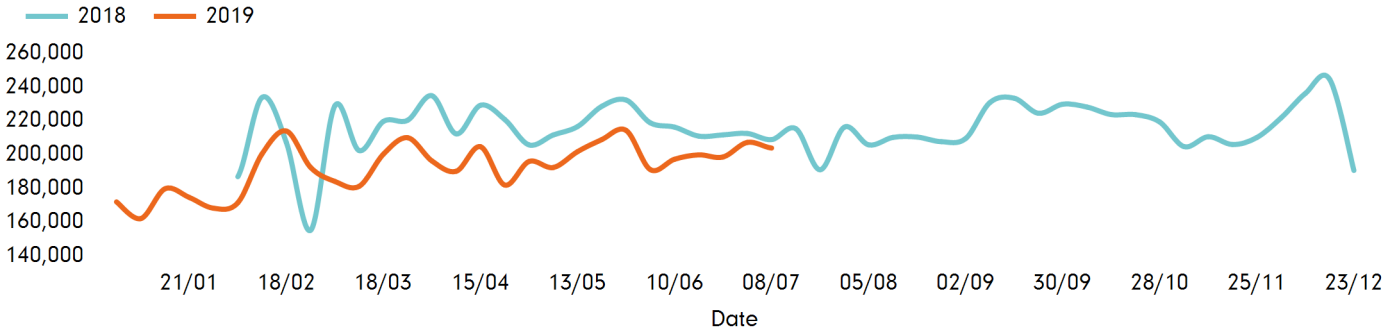


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	27,613	27,572	27,264	28,249	30,085	37,212	25,980	203,975
Previous Week	27,777	27,721	28,364	28,500	31,495	39,459	24,012	207,328
Previous Year	27,459	27,577	29,484	29,732	30,763	38,207	25,741	208,963
Week on week %	-0.6 %	-0.5 %	-3.9 %	-0.9 %	-4.5 %	-5.7 %	8.2 %	
Year on year %	0.6 %	0.0 %	-7.5 %	-5.0 %	-2.2 %	-2.6 %	0.9 %	
% of week	13.5%	13.5%	13.4%	13.8%	14.7%	18.2%	12.7%	

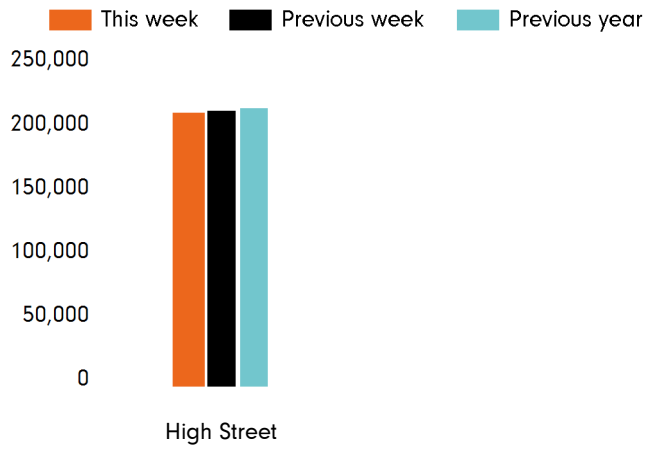
Footfall by hour



Footfall by week



Footfall by location



This Week	**203,975**
Previous Week	**207,328**
Previous Year	**208,963**
Week on week %	**-1.6 %**
Year on Year %	**-2.4 %**

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, 2019 to Week 28 , 2019 Vs Week 1, 2018 to Week 28 , 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 28, 2019 Vs Week 28, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 28 2019 Vs Week 27 2019