Canterbury BID
BUSINESS IMPROVEMENT DISTRICT

Week 43, 2019. 21 Oct 2019 - 27 Oct 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	-7.4 %		-6.0 %		8.3 %	0.0 %
South East	-3.1 %	-4.1 %	-6.4 %	-8.7 %	0.1 %	2.5 %
High Street Index(Historic Town)	-2.8 %	-2.0 %	-5.0 %	-9.4 %	1.8 %	2.3 %
UK	-1.9 %	-2.5 %	-6.1 %	-4.8 %	-0.2 %	2.0 %

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 7.4% down on the previous year.

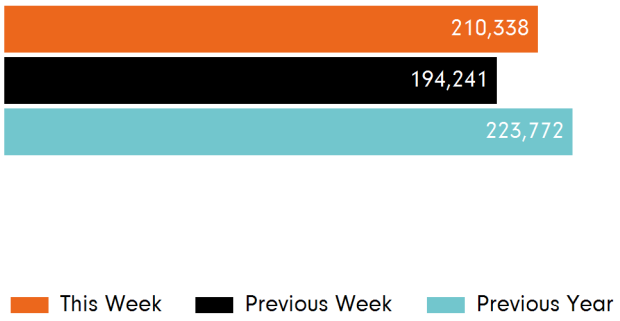
Footfall for the year to date is 7.4% down on the previous year.

The number of visitors counted for week commencing 21 October 2019 was 210,338.

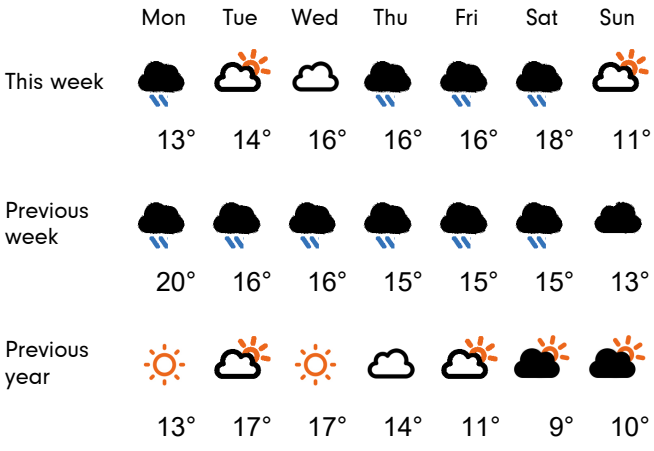
The busiest day in week commencing 21 October 2019 was Saturday with 34,442 visitors.

The peak hour of the week was 14:00 on Saturday 26 October 2019 with footfall of 4,354

Footfall by week

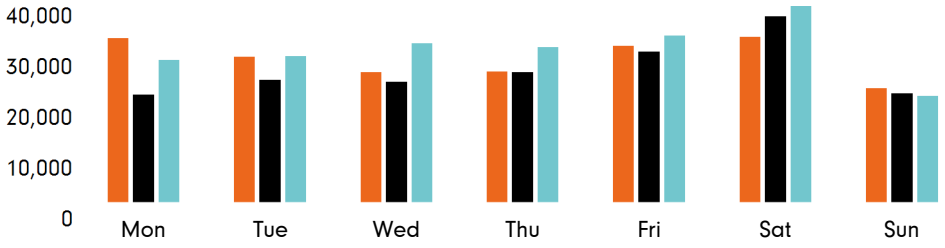


Weather



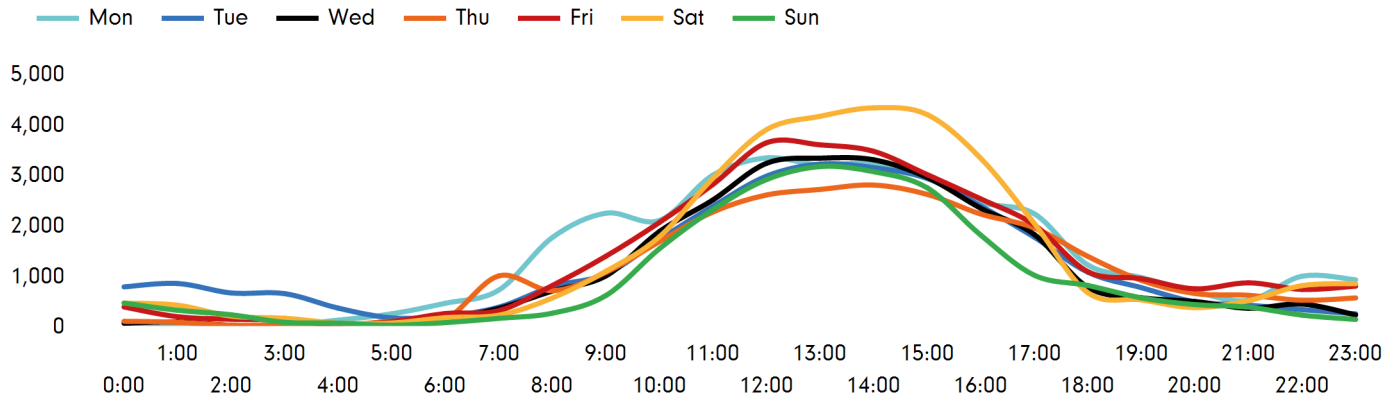
SPRINGBOARD.

Footfall by day

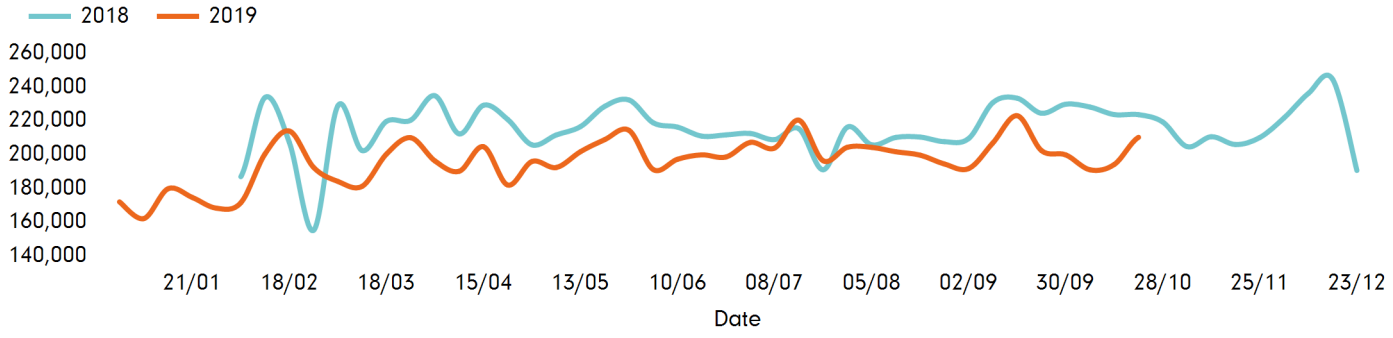


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	34,159	30,355	27,319	27,406	32,635	34,442	24,022	210,338
Previous Week	22,716	25,759	25,334	27,283	31,472	38,634	23,043	194,241
Previous Year	29,779	30,586	33,112	32,370	34,718	40,729	22,478	223,772
Week on week %	50.4 %	17.8 %	7.8 %	0.5 %	3.7 %	-10.9 %	4.2 %	
Year on year %	14.7 %	-0.8 %	-17.5 %	-15.3 %	-6.0 %	-15.4 %	6.9 %	
% of week	16.2%	14.4%	13.0%	13.0%	15.5%	16.4%	11.4%	

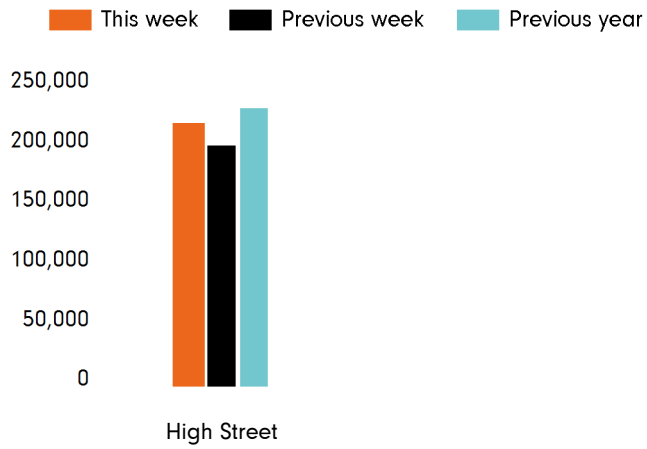
Footfall by hour



Footfall by week



Footfall by location



This Week	**210,338**
Previous Week	**194,241**
Previous Year	**223,772**
Week on week %	**8.3 %**
Year on Year %	**-6.0 %**

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 43 , 2019 Vs Week 1, 2018 to Week 43 , 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week43, 2019 Vs Week 43, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 43 2019 Vs Week 42 2019