Canterbury BID
BUSINESS IMPROVEMENT DISTRICT

Week 42, 2020. 12 Oct 2020 - 18 Oct 2020

Footfall Report for: Canterbury City Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Canterbury City Centre	-41.9 %	-7.5 %	-24.5 %	-13.2 %	-2.1 %	1.7 %
South East	-40.5 %	-3.0 %	-31.9 %	-6.8 %	-2.9 %	0.5 %
High Street Index(Historic Town)	-44.1 %	-2.7 %	-35.8 %	-5.3 %	-6.5 %	0.0 %
UK	-43.6 %	-1.8 %	-41.1 %	-5.2 %	-5.7 %	-0.1 %

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 34.7% down on the previous year.

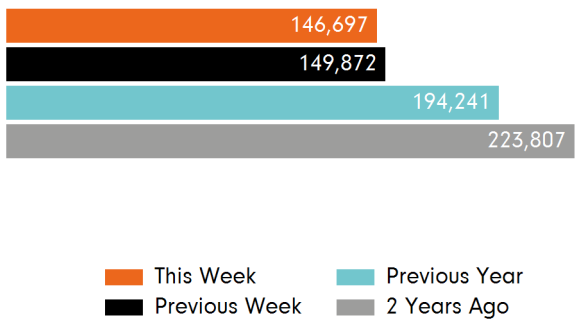
Footfall for the year to date is 41.9% down on the previous year.

The number of visitors counted for week commencing 12 October 2020 was 146,697.

The busiest day in week commencing 12 October 2020 was Saturday with 31,761 visitors.

The peak hour of the week was 14:00 on Saturday 17 October 2020 with footfall of 3,550

Footfall by week

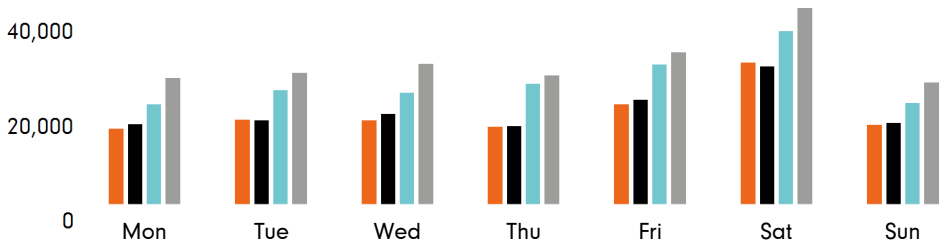


Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	11°	14°	13°	13°	13°	13°
Previous week	17°	16°	16°	18°	16°	14°	13°
Previous year	20°	16°	16°	15°	15°	15°	13°

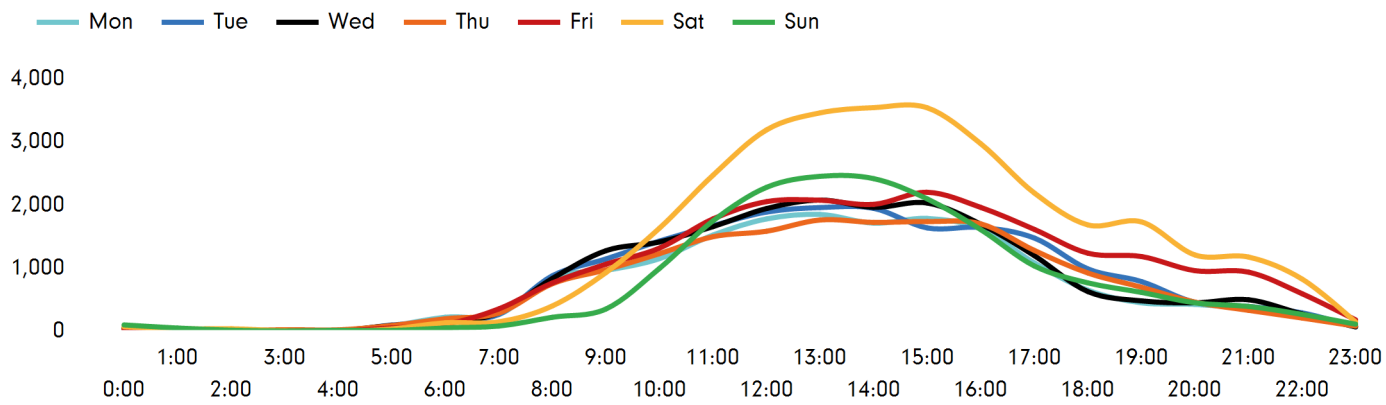
SPRINGBOARD.

Footfall by day

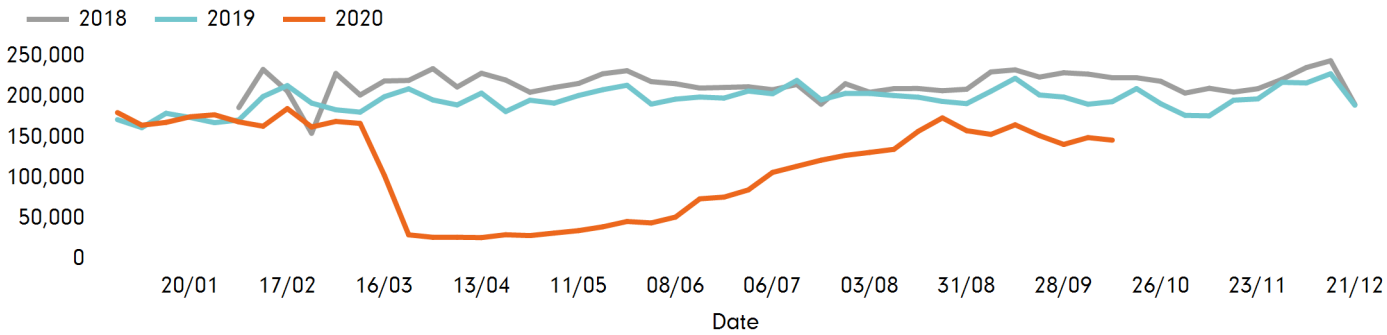


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	17,390	19,409	19,300	17,806	22,696	31,761	18,335	146,697
Previous Week	18,385	19,213	20,681	18,055	23,759	31,036	18,743	149,872
Previous Year	22,716	25,759	25,334	27,283	31,472	38,634	23,043	194,241
2 Years Ago	28,419	29,533	31,535	28,986	34,112	43,740	27,482	223,807
Week on week %	-5.4 %	1.0 %	-6.7 %	-1.4 %	-4.5 %	2.3 %	-2.2 %	
Year on year %	-23.4 %	-24.7 %	-23.8 %	-34.7 %	-27.9 %	-17.8 %	-20.4 %	
% of week	11.9%	13.2%	13.2%	12.1%	15.5%	21.7%	12.5%	

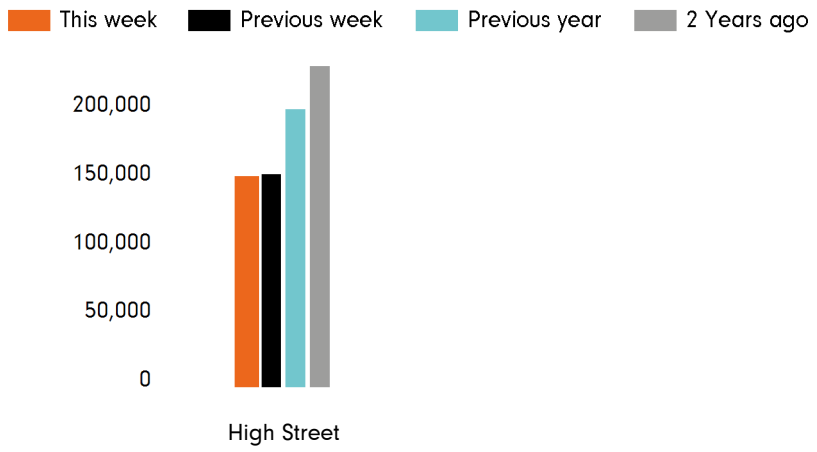
Footfall by hour



Footfall by week



Footfall by location



This Week	**146,697**
Previous Week	**149,872**
Previous Year	**194,241**
2 Years Ago	**223,807**
Week on week %	**-2.1 %**
Year on Year %	**-24.5 %**

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, 2020 to Week 42 , 2020 Vs Week 1, 2019 to Week 42 , 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week42, 2020 Vs Week 42, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 42 2020 Vs Week 41 2020