Canterbury BID
BUSINESS IMPROVEMENT DISTRICT

Week 53, 2020. 28 Dec 2020 - 03 Jan 2021
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	-43.9 %	5.0 %	-73.7 %	5.0 %	17.0 %	-4.8 %
South East	-41.7 %	-2.5 %	-65.4 %	-2.5 %	-24.2 %	1.3 %
High Street Index(Historic Town)	-44.9 %	-3.5 %	-59.4 %	-3.5 %	-26.5 %	-1.6 %
UK	-45.4 %	0.0 %	-65.2 %	0.0 %	-22.6 %	-1.5 %

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

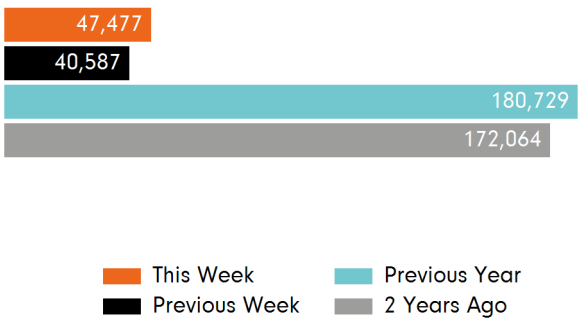
Footfall for the year to date is 43.9% down on the previous year.

The number of visitors counted for week commencing 28 December 2020 was 47,477.

The busiest day in week commencing 28 December 2020 was Wednesday with 8,253 visitors.

The peak hour of the week was 14:00 on Wednesday 30 December 2020 with footfall of 1,017

Footfall by week

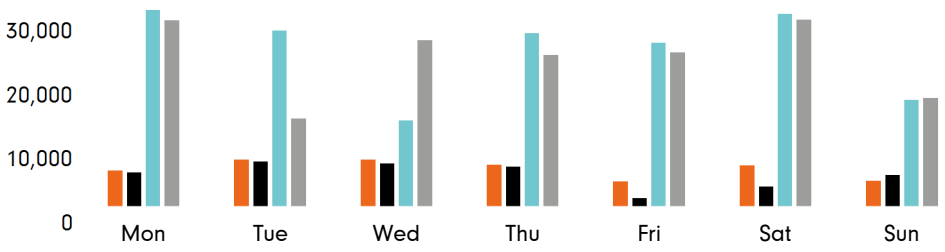


Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	6°	4°	5°	2°	2°	4°	5°
Previous week	13°	13°	13°	7°	4°	10°	9°
Previous year	10°	10°	7°	10°	10°	8°	8°

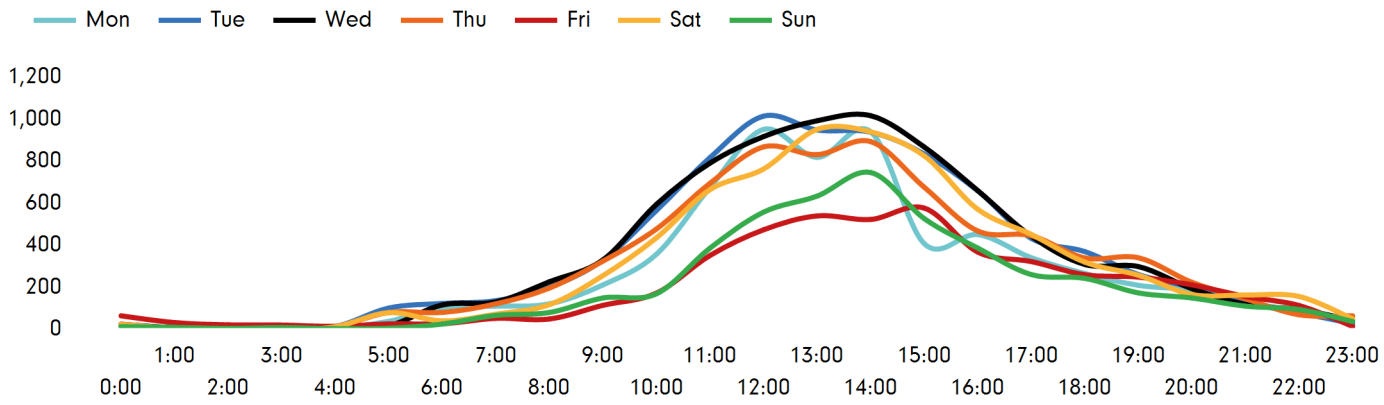
SPRINGBOARD.

Footfall by day

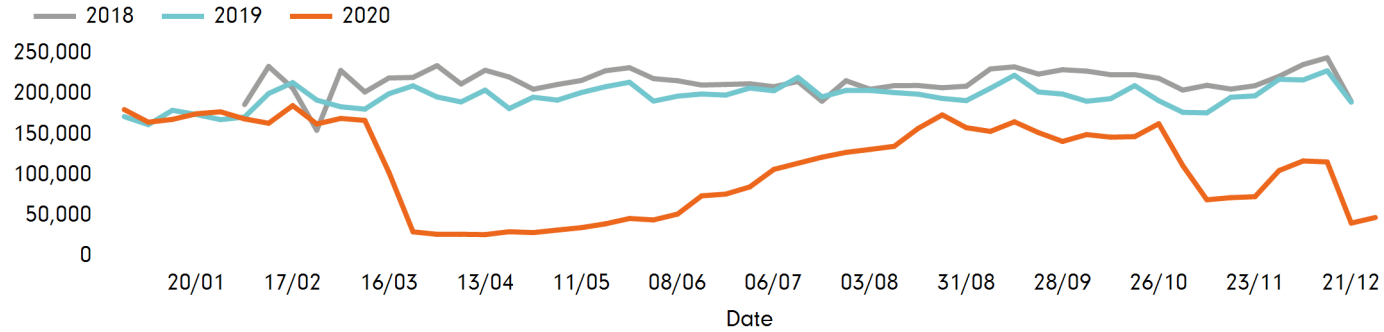


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	6,517	8,248	8,253	7,432	4,789	7,361	4,877	47,477
Previous Week	6,173	7,938	7,630	7,092	2,062	3,945	5,747	40,587
Previous Year	32,293	28,940	14,527	28,543	27,039	31,595	17,792	180,729
2 Years Ago	30,559	14,800	27,390	25,038	25,430	30,707	18,140	172,064
Week on week %	5.6 %	3.9 %	8.2 %	4.8 %	132.3 %	86.6 %	-15.1 %	
Year on year %	-79.8 %	-71.5 %	-43.2 %	-74.0 %	-82.3 %	-76.7 %	-72.6 %	
% of week	13.7%	17.4%	17.4%	15.7%	10.1%	15.5%	10.3%	

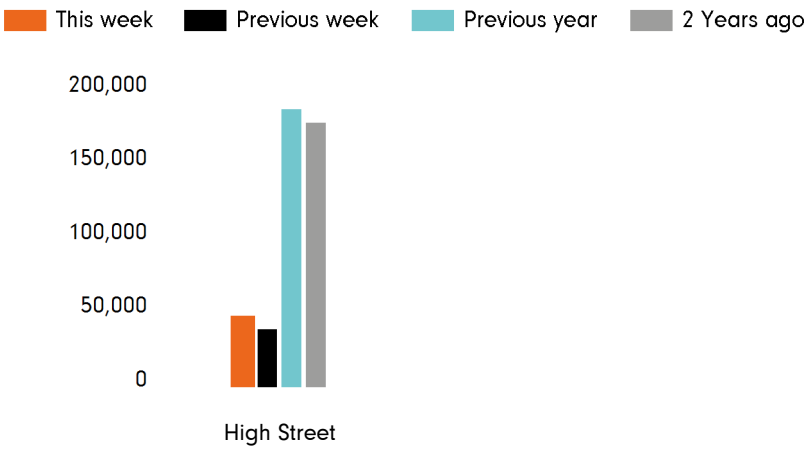
Footfall by hour



Footfall by week



Footfall by location



This Week	**47,477**
Previous Week	**40,587**
Previous Year	**180,729**
2 Years Ago	**172,064**
Week on week %	**17.0 %**
Year on Year %	**-73.7 %**

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 53 , 2020 Vs Week 1, 2019 to Week 53 , 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week53, 2020 Vs Week 53, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 53 2020 Vs Week 52 2020